The Best Just Got Better: Yankee Candle® Partners with Brittany Snow to Unveil Bold Brand Refresh with Modern Design & Enhanced Quality

July 23, 2025

The iconic brand elevates its portfolio with a fresh look, new and improved wax blend for the iconic large jar, and a vibrant emotive campaign featuring actress and director Brittany Snow

SOUTH DEERFIELD, Mass., July 23, 2025 /PRNewswire/ -- The Yankee Candle Company, Inc., a leader in home fragrance and part of the Newell Brands portfolio, announced a brand relaunch that reimagines the iconic candle experience to continue to delight brand loyalists and a new generation of fragrance lovers alike. Featuring a cohesive, modernized design, new and improved wax blend in the iconic large jar, and a deeper emphasis on the emotional power of fragrance through a vibrant lifestyle campaign, Yankee Candle is evolving to meet today's consumer while honoring the 50 years of craftsmanship that made it a household name.



The refreshed collection is rooted in the belief that fragrance can be used as a powerful way to bring stories to life. With 95 expertly crafted fragrances, the brand's expansive portfolio empowers people to embrace moments lived, imagine what is next for them and find joy in the present moment. Yankee Candle knows that for many consumers, each fragrance evokes stories that reconnect them to joy. This emotional connection is at the heart of Yankee Candle's national media campaign, The Scent You've Been Seeking, which celebrates the brand's ability to help consumers rediscover meaningful moments through fragrance.

Enhancements include:

- **More Fragrance in Every Burn**: Long-lasting fragrance and consistency from first to last burn.
- **Premium Plant Wax Blend**: Upgraded wax formulation in the iconic large jar designed for an improved burn and fragrance throw.
- **Improved Burn**: Engineered to reduce soot and tunneling for a consistent burn experience.
- **Modernized Product Design**: Fragrance-first visuals and cohesive design across all forms for a more elevated, unified look that aligns with today's lifestyle and aesthetic preferences.

"This relaunch marks a significant moment in Yankee Candle's evolution—not just in how our products look and perform, but in how they connect emotionally with consumers," said Aaron Swart, SVP General Manager of Home Fragrance, Newell Brands. "Today's fragrance lovers are seeking more elevated, personal experiences, and we've thoughtfully reimagined our scented candle portfolio to deliver just that – helping consumers embrace moments lived to find joy in the here and now."

In celebration of the brand's relaunch, Yankee Candle has teamed up with actress and director Brittany Snow, a longtime brand fan who brings an authentic voice to Yankee Candle through her own experiences with the emotional power of fragrance.

"I've loved Yankee Candle for as long as I can remember. Their fragrances have been the backdrop of some of my most memorable times, and I'm thrilled to be part of the next chapter of their brand story," said Snow. "For me, fragrance is such a big part of my life – and it has the power to reground me and spark joy amidst the everyday chaos. Recently, I've been burning Sage & Citrus while watching a movie after a busy day. It helps me be in the moment and be a part of my continued self-care."

Celebrate the Love at First Light Event – Saturday, August 16, 2025
Yankee Candle is excited to invite fragrance lovers to join in the celebration and try a new Yankee Candle for free during the brand's first-ever Love at First Light Event on Saturday, August 16. For one day only, new and existing Fragrance Family Rewards members can receive a free candle of choice and experience the new Yankee Candle — no purchase necessary — at participating U.S. Yankee Candle retail stores nationwide (excluding outlets).

Where to Buy
The refreshed Yankee Candle portfolio will be available at:

- YankeeCandle.com
- Yankee Candle retail stores
- National retailers including Amazon, Walmart, Target, Kohl's, Kroger, and Meijer.

Explore the full range of Yankee Candle fragrances at www.YankeeCandle.com and follow Yankee Candle on Instagram (@YankeeCandle), Facebook (@YankeeCandle) and Pinterest (@YankeeCandle) for the latest inspiration.

About Yankee Candle

The Yankee Candle Company, Inc. is an American company with a unique 50-year history of creating evocative, mood-setting, and long-lasting fragrance for the home. The company offers a wide range of distinctive products, from the brand's iconic candles to home & car air fresheners, gifts and more. The Yankee Candle Company, Inc., is a wholly owned subsidiary of Newell Brands Inc. and is sold through mass and specialty retailers, online and in Yankee Candle retail stores. Outside of North America, the Company sells its products primarily through its subsidiary, Yankee Candle Company (Europe) Ltd., which has an international wholesale customer network.

About Newell Brands

Newell Brands (NASDAQ: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Rubbermaid, Sharpie®, Graco®, Coleman®, Rubbermaid Commercial Products®, Yankee Candle®, Paper Mate®, FoodSaver®, Dymo®, EXPO®, Elmer's®, Oster®, NUK®, Spontex® and Campingaz®. Newell Brands is focused on delighting consumers by lighting up everyday moments.

This press release and additional information about Newell Brands are available on the company's website, www.newellbrands.com.





View original content to download multimedia:https://www.prnewswire.com/news-releases/the-best-just-got-better-yankee-candle-partners-with-brittany-snow-to-unveil-bold-brand-refresh-with-modern-design--enhanced-quality-302510838.html

SOURCE Newell Brands

Danielle Clark, Danielle.Clark@newellco.com; Konner Gross, Konner.Gross@zenogroup.com