

CHESAPEAKE BAY CANDLE®

Chesapeake Bay Candle Brand Profile

Owned and created by Mei Xu and David Wang, Chesapeake Bay Candle is the candle- and home fragrance brand bringing scent, style, and ambiance to every environment.

Driven by their entrepreneurial spirits, the husband-and-wife team established the company in Annapolis, Maryland in 1994.

Following her passion for design, Mei began by setting up a candle work shop in the basement of her home in Annapolis, MD where she created an entire candle collection – using Campbell soup cans for molds.

Having always been devoted to a natural lifestyle, and inspired by the surrounding beauty of the Chesapeake Bay, Mei and David decided to pay tribute and named their candle brand Chesapeake Bay Candle.

This very first Chesapeake Bay Candle line, designed and made in Mei's and David's basement, was unlike anything else in the American market of the mid-1990s and was predestined to become an instant hit. While the American candle- and home industry of the 1990s was rather traditional in look and feel, Mei introduced candles inspired by contemporary styles she had discovered during her travels in Europe, and particularly at the Ambiente gift fair in Frankfurt, Germany.

Mei's Chesapeake Bay Candle collection featured stylish pop colors such as oranges, lime greens, and lavender. Mei also developed a new, mottled texture – which later became a Chesapeake Bay Candle signature. Leaving the impression of little snowflakes on the candle finish, Mei's mottled texture added a unique touch to her product. Mei also controlled the fragrance design from the very start. By working with eminent color- and fragrance experts, Mei created the most exquisite home fragrances available in the market at the time. Her designs included a French Vanilla scent, Orange Citrus, and Honeydew Melon – which complimented the stylish theme of her collection perfectly.

The first Chesapeake Bay Candle collection was an instant hit with candle buyers at high end retail outlets and launched in the fall of 1995 in gift- and specialty stores as well as major department store chains like Nordstrom's and Bloomingdale's.

Over the years Chesapeake Bay Candle has established partnerships with America's most renowned retailers, including Target, Kohl's, JC Penney, and Pier 1 Imports.

Today Chesapeake Bay Candle is one of the largest candle- and home fragrances companies in the United States, and only continues to grow.

To celebrate the fifteenth anniversary of the company and to thank the ever-expanding circle of friends of the brand, Mei, David and their design team created the Chesapeake Bay Candle Signature collection in 2008.

The single most important source of inspiration for the creation of the fragrances and designs of the Signature line was nature - after all it was the breathtaking beauty of the Chesapeake Bay that inspired the brand's name fifteen years ago.

Chesapeake Bay Candle collection is now available through a new online boutique www.chesapeakebaycandle.com, launched in December 2008, as well as through high end boutique and specialty stores.