



# NYBG

## CASE STUDY

Personal home fragrance line developed exclusively for the New York Botanical Garden in conjunction with Bloomingdales.

Working with seasoned marketing guru Carol Bokuniewicz, we created three distinctive looks for the NYBG line of home fragrances.

*Abstract:* Are actual historical garden plans from the 1700's.

*Landscape:* vintage black and white prints of garden designs.

*Floral:* superb etching of plant specimens from the vast NYBG archives.

Live from the Bronx NYBG merchandise and apparel. T-shirts, Totes, umbrellas hats sold instore and online.

