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## Walt Disney Signature Collection Expands With Home Fragrance Line by Seda France

AUSTIN, TX – May 6, 2009 – Seda France is unveiling an all new Home Fragrance Line as part of the Walt Disney Signature Collection, Disney's premiere upscale, non-character, adult lifestyle brand. With a renowned flair for beautiful fragrances, detailed execution and upscale packaging, this new line by Seda France is the perfect fit for Walt Disney Signature, a collection of home furnishings, décor and accessories that celebrates the inspiration of Walt Disney and his visionary influence on the world. Seda France and Disney have created a chic, modern line that combines luxury and imagination.

Select art from some of Disney's most memorable films act as the inspiration for the fragrances and packaging motif. Single candles are packaged with the inspiring artwork featured prominently on the front and sides of the package, while the votive set contains six individually packaged candles displaying a portion of the painting or illustration which, when arranged in the gift box, fit together like pieces of a puzzle to re-create one uninterrupted piece of artwork.



“Walt Disney Signature is a very special collection and we are excited to bring our quality, hand-poured candles to this upscale line of lifestyle product,” says Seda France CEO and Founder, Robert Hernandez. “We are thrilled to introduce a line that lives up to the design and quality expectations inherent in Walt Disney Signature.”

The Walt Disney Signature Home Fragrance Line features six fragrances that evoke a sense of nostalgia only Disney can create. Inspired by the first meadow the young deer sees in *Bambi*, **Summer Meadow** features notes of green foliage, lime zest, sheer jasmine, water lily, bergamot, rhubarb and wood amber. An ode to Bambi's thicket, **Forest Breeze** includes hints of fig blossom, jasmine, sweet muguet, bergamot, white lily, sandalwood and orange flower. Based on the Pastoral Symphony in the film, *Fantasia*, **Vanilla Iris** consists of vanilla blossom, coconut leaf, iris, mandarin, sugared petals and tonka. Inspired from the Russian Dance in *Fantasia*, **Thistle Berry** incorporates jasmine petals, rose, orange, currant berries, green apple, bergamot and musk. A reimagining of the reflecting pool found in *Fantasia*, **Fresh Pear** features the aura of berries, Anjou pear, rhubarb, grapefruit, lemon zest and amber. A whimsical take on the endless orchard in the final scene of *Johnny Appleseed*, **Neroli Blossom** includes neroli blossom, white lotus, yuzu, freesia, kumquat, white musk and sandalwood. Single boxed candles have a burn time of 50+ hours and retail for \$32. Votive candles have a burn time of 12+ hours and retail in sets for \$48.

Seda France is a leading name in the luxury home fragrance market and can be found on the shelves of nearly 3,000 retailers nationwide. This Austin, Texas-based manufacturer's reputation has earned a loyal following and numerous accolades.

**For more information, photos, or additional samples, please contact us.**

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