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Yankee Candle opens 1,452 s/f store at the Dartmouth Mall

August 20, 2008 - Retail

Yankee Candle is one of the number one selling candle brands in the U.S. and now shoppers at Dartmouth Mall can choose from more than 150 fragrances with the opening of a new location across from Express in the Sears wing.

In addition to the renowned Housewarmer line of scented candles, the 1,452 s/f store also offers a wide range of seasonal and specialty scented candles, home fragrance products, car fresheners and candle accessories.

"Our shoppers will enjoy Yankee Candle during all seasons," said Beth Zager, mall marketing director. "Whether they're looking for a perfect birthday, wedding, graduation, housewarming or holiday gift, or they want a fresh aroma for their own home, a scented candle, especially with the quality that Yankee Candle guarantees, is always a great idea."

The majority of Yankee Candle products are made by master chandlers (candlemakers) in an advanced manufacturing facility in Mass. They sell their candles and other products through a growing nationwide base of over 450 company-owned retail stores (423 Yankee Candle stores and 27 Illuminations stores). Yankee Candle also has a growing catalog and online business, an expanding North American wholesale customer network (including approximately 17, 500 specialty retailers in the U.S.), the Yankee Candle Fund-Raising division, and international distribution.

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Dartmouth Mall is owned and managed by Pennsylvania Real Estate Investment Trust (PREIT). PREIT, founded in 1960 and one of the first equity REITs in the U.S., has a primary investment focus on retail shopping malls and power centers. Â Currently, PREIT's retail portfolio is approximately 34 million square feet and consists of 55 properties, including 38 shopping malls, 11 strip and power centers, and six properties under development.

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