



APOTHEKE CO collaborates with musical artist Hayley Williams in a Limited Edition Candle

Hayley Williams & APOTHEKE CO collaborate on bringing "Sanctuary" to everyone

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Grammy Award Winning Artist Hayley Williams releases her first Limited Edition Candle

In the midst of a global pandemic and a halt to the normalcy that we once knew, Hayley Williams and APOTHEKE partnered together to create a Limited Edition fragrance that brings the feeling of safety and calm to everyone. The two were introduced and it just felt right. It is incredibly timely to be focusing on such a personal project and it truly was created in a vulnerable state between both collaborators. Hayley wrote a personal note to her fans and explains the heart behind the project beautifully, "Thanks to APOTHEKE, I get to share what I'm learning here at home with you...For me, home is sacred ground to learn my lesson, sip my tea, sing songs... I decide what is and isn't worth letting in. This is a whole new way of sanctuary for me. It's an unusual offering but I'm certain it will keep you good company. Let it remind you that anywhere you are is a sacred place."

Crafted at the company's factory in Red Hook, Brooklyn, "Sanctuary" is a blend of black peppercorn and lemon zest. Nuances of cannabis are complemented with hemp seed and birch to calm. Undertones of guaiacawood, crushed basil, and dark patchouli round out the scent for the perfect aroma.

About APOTHEKE Co: APOTHEKE is founded by Chrissy Fichtl and Sebastian Picasso, a wife/husband duo that compliment each other perfectly in the industry. Sebastian was a private chef and has a natural love for creating and production. Chrissy is an entrepreneur at heart. She started in the fashion industry in manufacturing and grew to open her own small store in the Hamptons. Shortly after she took up a hobby of soap making and hasn't been able to stop creating her own home fragrance. Both have always cherished home and entertaining, and they stand firmly behind the belief that a wonderful life is a crazy balance of family, friends, fun, and beautiful things (at attainable prices). Having expanded far beyond its modest roots, APOTHEKE products are now available at such retailers as Nordstrom, West Elm, Macy's, Whole Foods, Bloomingdales, CB2, and Crate & Barrel.

About Hayley Williams: Hayley Williams, lead singer of Paramore and co-founder of Good Dye Young, recently released her first solo album, PETALS FOR ARMOR. PETALS FOR ARMOR debuted at #1 on the Alternative Album chart, #1 on the Rock Album chart, #3 on the US album sales chart and #4 on the UK chart, as well as landing at #18 on the Billboard 200, and #6 in Australia. Produced by Taylor York, Williams' lead collaborator in the GRAMMY® Award-winning Paramore, PETALS FOR ARMOR was greeted by overwhelming international praise and press coverage from renowned outlets including Vogue, Interview, Entertainment Weekly, The Los Angeles Times, Harpers Bazaar, NPR, PAPER, Nylon, Teen Vogue, Stereogum, Glamour, Grammy.com, USA Today, and Vanity Fair, just to name a few. Hayley has had a truly incredible career spanning 15+ years of platinum and gold selling singles, sold out world tours, chart topping albums and radio success with Paramore, as a featured artist, and now as a solo artist.

For more information or to request samples, please reach out to Carli@apothekeco.com at APOTHEKE / Christina.Kotsamanidis@atlanticrecords.com at Atlantic Records.