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Joya for Barney's New York

BY STAFF, APRIL 24, 2009








Continuing a successful, ongoing partnership with Barneys New York, Joya is unveiling a unique collection of fragrance diffusers beginning today in the Chelsea Passage department of the 660 Madison Avenue flagship. The newest collection is an unusual take on the diffuser concept. Joya founder Frederick Bouchardy selects vintage vessels, ranging from late 1800's English ink pots to early 1900's medical and amber boudoir bottles, and packages them with classic French apothecary-inspired perfume oils for a one-of-a-kind home fragrance experience. Each set includes ten natural reed sticks, funnel, card with a description of the specific item, and housed in a wooden shadowbox with gold hardware and sliding plexiglass lid. Joya's Perfume in Porcelain range of scented candles and diffusers is currently available in select Barneys apothecary and Co-Op locations.



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