

## **FOR IMMEDIATE RELEASE**

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**Images available for reprint**



# **ANTHROPOLOGIE**

## **The Mer-Sea Collection for Anthropologie**

***True Collaboration Brings the Ocean and its Horizon, Close to Home***

Anthropologie is featuring a true collaboration with Kansas City's Mer-Sea & Co. this spring, as the ocean-inspired collection arrives in stores this season.

The collection includes wrapped soaps, body wash, body lotion, bath oils, salt soaks and scrubs, and is available in six distinct scents. Each uniquely-packaged item fully captures the essence of the being by the sea. Quotes about the ocean adorn each product, offering a sentiment about living a carefree life.

The Mer-Sea Collection for Anthropologie is paraben free, sulfate free and never tested on animals.

### **The Scents**

#### **The Saltaire Collection™**

The healing powers of fresh ocean salt air have been known since the beginning of time. This fragrance, touched with citrus, jasmine, sweet wood, and a hint of rich bamboo, deliver this spicy mineral scent, reminiscent of restoration by the sea.

#### **Coconut Sugar**

A delicious touch of summer in a scent, this whimsical fragrance opens with subtle citrus notes of Sicilian bergamot, lemon and orange. The middle notes of jasmine, magnolia and orange blossom, warm to notes of amber, coconut milk, vanilla, sandalwood and myrrh.

### **Dune Flower**

This fresh scent is captivating and relaxing, evocative of wildflowers blowing freely along the shores. This fragrance begins with an orange blossom top note, complemented by marine notes with sweet honeysuckle. The dry down is sandalwood and amber musk for a subtle finish.

### **The Voyager Collection™**

This is a scent for those with an adventurous spirit. The fragrance, inspired by a once-in-a-lifetime journey, is filled with strong aquatic notes, tangerine, citrus flowers and a hint of oak moss.

**Sun Kissed** A little sun, a little surf, and a little bit of fresh citrus - a perfect combination for an energized feeling. This playful, salty-citrusy scent is inspired by orange groves. A hint of floral, cedar and sandalwood round out this spirited scent.

**Summer Day** The attitude of summer, captured in a scent. This fresh, grassy fragrance is filled with uplifting floral and citrus notes, combined with cinnamon, ginger and clove. With a touch of cedar and spruce, this fragrance brings pure energy and joy.

Mer-Sea was founded when three friends, connected by their children and inspired by the sea, heard the call of the ocean, even in Kansas. All were successful professionals in a different life, all looking to dip their toe back into creative work. Combining a small investment and their talents of graphic design, product development, and sales, they soon began dedicating their time to creating a gift company based in inspiration. They were inspired by travel to escape, travel to renew and travel to explore. Knowing their love of the beach, they set about to capture the essence of peace, tranquility, and happiness through scent, color and texture. They wanted to bottle a feeling and transport people with their product. They thought of the travelers, the dreamers, and the doers. They wanted to escape to younger days—when they were carefree at the beach—and bring that feeling back to the children that initially united them, share with their friends, and now, with the world. *Always by the sea.*

Founded in 1992, Anthropologie is a multi-channel lifestyle brand that celebrates fashion, art, culture, design and discovery. Led by David McCreight, CEO of the Anthropologie Group and President of Urban Outfitters, Inc. (URBN), Anthropologie has 218 stores in the U.S., Canada and Europe, as well as a popular catalog and website. The company is part of the URBN family of brands that includes Urban Outfitters, Free People, BHLDN and Terrain.





