

Thoughtful Design-Led Gifts.

WILD + WOLF SELLS WANDERFLOWER AND YES STUDIO BRANDS UPPER CANADA SOAP

For Immediate Release

BATH, UK. 27th OCTOBER 2020. Award-winning design-led gifting company Wild + Wolf is delighted to announce the sale of its wellness brand *Wanderflower* and its trend-led gifting brand *Yes Studio* through its UK subsidiary Danielle Creations to Upper Canada Soap.

Upper Canada Soap is a Toronto based business who designs, manufactures and supplies beautifully created products to USA & Canadian retailers across the Bath, Beauty, Wellness, Warming & Gift categories. Under well known brands such as Aroma Home, Danielle Creations, Therawell, Studio Dry and Brompton & Langley, Upper Canada has become a global leader in their chosen categories. The company is committed to combining time tested traditions and ingredients with the latest in innovation and technology to bring customers nothing but the very best value in Bath, Beauty and Wellness products.

Paul Taylor, CEO of Wild + Wolf said *"We're thrilled that Upper Canada Soap through their UK subsidiary, Danielle Creations, are taking on these two brands. Yes Studio has been consistently ranged by more and more retailers globally since its launch two years ago and Wanderflower's recent launch in 2020 exceeded all expectations. Upper Canada Soap is well-placed to continue the momentum inherent in these brands and I look forward to seeing their ongoing development in 2021"*

Stephen Flatt, President of Upper Canada Soap said *"We are excited to bring Wonderflower and Yes Studio into our portfolio of brands. Wonderflower is a great addition to our Beauty and Wellness collections which continue to be the growth drivers of our business. With Yes Studio, we will leverage our depth in product development with a brand that is positioned to a more youthful customer. We look forward to building on the foundation that Wild & Wolf has created with these two brands."*

About the Brands:

Yes Studio is a UK design collective focused on producing bold products that empower positivity and playfully raise a smile. With an eco-conscious approach, and a commitment to inclusivity, Yes Studio stationery, drinkware, beauty accessories and novelty gifts aim to help everyone sustain that Friday feelin' all week long!

Wanderflower is a beautifully curated bath, body and aromatherapy gift collection that promotes thoughtfulness and wellbeing. The collection consists of elegantly designed gift sets for the home and body, crafted to provide enriching experiences and moments of quiet self-reflection.

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