

FOR IMMEDIATE RELEASE

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Deruta Candles to make world debut at NY NOW

Hand-crafted line developed by U.S.- based Artistica Italian Ceramics

Illinois-based Artistica Italian Ceramics is launching an exclusive, first-of-its-kind line of luxury ceramic candles, handmade and hand-painted in the Umbrian hill town of Deruta, Italy, for the U.S. market. Deruta has long been known as the center of refined majolica manufacturing, and is highly regarded as a source for exceptional handmade ceramics.

Branded “Deruta Candles” and available beginning Aug. 1, 2016 at www.DerutaCandles.com, Artistica is presenting the collection to the wholesale market at the upcoming edition of NY NOW, which runs Aug. 20-24 at the Jacob K. Javits Center in New York City. The Deruta Candles collection will be shown in NY NOW’s New Products Pavilion (space 1675), a curated showcase of brand new product for gift and home buyers.



Artistica co-owners Marco and Alice Margaritelli have spent years designing and importing Italian lifestyle decorative goods, and were one of the firsts to bring ceramics and majolica from Deruta to the U.S. consumer market. More recently, upon researching the candleholder idea, they were surprised to find he had stumbled upon a niche - no one else had yet developed an Italian premium ceramic candle for the mass market.

“I have been working on this idea for over one year and managed to keep it under wraps - even from my own Italian suppliers... they were making these ‘cups’ without knowing what they were for,” said Margaritelli, who had to reconfigure part of his Illinois warehouse to set up a candle-pouring operation. “We completed the line a few weeks ago - they’re beautiful, beyond our wildest expectations. The handful of people I’ve shown the finished product to share our enthusiasm, and are as excited as we are about debuting the product to consumers, retailers and interior designers.”



Each one-of-a-kind candle is gift-boxed and comes with a seal and certificate of authenticity. The collectible ceramic holders, which average 4.25 inches in height and 3.25 inches in diameter, are filled with 14 ounces of custom-blended “Scents of Italy” in eco-friendly, non-toxic soy wax blended with natural botanical oils. Once the 70+ hour candle life has extinguished, the holder may be refilled with one of Artistica’s custom made soy refills, or used as a tumbler, cup or vase.

Scents include: Positano Lemon, Venetian Lavender, Milano Vanilla, Alps Wild Berries, Sicilian Orange, Capri Gardenia, Tuscan Harvest and Natale Blue Spruce. Holder styles feature bell-shape and flared “Contempo” cups, wood-lidded jars, frosted glass cups with ceramic bases, and 18K gold-trimmed rims.

Retail prices range from \$68 for a small lidded pot to \$128 for a gold-trimmed jar.

While Artistica sells an extensive range of Italian-made decorative ceramics for home, tabletop, bath, kitchen, dining, entertaining and gardening, the Deruta Candles are the only product Artistica will be exhibiting at NY NOW.

Artistica's full range of product may be viewed at www.Artistica.com. In addition, the company offers a selection of Italian ceramics, stemware, Florentine majolica, Deruta dinnerware, Murano glass and Italian linens to trade and design professionals at its brick and mortar gallery, Artistica Italian Gallery, located in the Hubbard Woods Design District of Winnetka, Ill.

At present, Artistica's inventory consists of more than 2,000 designs from all over Italy - Amalfi, Abruzzi, Sicily and villages around Umbria and Tuscany - but the majority comes from the hilltop village of Deruta. All ceramic products are completely molded and painted by hand, using old world traditions and unparalleled craftsmanship.

B2B and wholesale inquiries may contact the company directly via its website (or by visiting the Deruta Candles booth at NY Now) for discounts, ordering and shipping information.

ABOUT ARTISTICA - Artistica Italian Ceramics, Deruta Candles and Artistica Italian Gallery are based in Winnetka, Ill. Marco Margaritelli created the Artistica brand in 1990, bringing to life the dream of importing beautiful products from his home in the Italian region of Umbria. From its first retail shop in Miami on Biscayne Blvd. that opened in May 1991, Artistica quickly expanded into the B2B market with to-the-trade showrooms throughout the U.S., including the High Point, N.C., Las Vegas and Atlanta home and gift markets. Joined in the business by his wife and partner Alice Margaritelli, the pair travel frequently to Italian towns and villages, bringing back beautiful product and decorative traditions to share with their customers and trade professionals in the U.S. The Margaritellis' discerning taste and curated museum-quality finds have also found their way into a number of commercial interiors, including Las Vegas' Bellagio, Mirage and Treasure Island hotels, along with Italian-themed restaurants and resorts across the country. Gianni Versace chose Artistica's "Orcio" urns to decorate the patio and pool area of his South Beach home. Television shows on E!, Bravo, the Food Channel and ABC have also featured Artistica products.

FOR MORE INFORMATION OR TO REQUEST A CATALOG OR HI-RES IMAGES, CONTACT:

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