



**For Immediate Dispatch**

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**Bluewick Cool Cucumber to become W Hotel Worldwide Summer Signature Scent**

**Alhambra, CA. - June 15, 2007** - Bluewick has established itself as a leader in the fragrance industry with fresh and innovative products for both home and commercial uses. With gorgeous style and form, Bluewick launches Cool Cucumber this summer at all W Hotels worldwide. Selected by the swanky trend setters, and the newest fragrance super blend at Bluewick, Cool Cucumber welcomes a fresh blast of crisp cucumber intricately blended with notes of quince and amber to freshen even the warmest days of summer with arctic pleasure.

W Hotels will launch the Cool Cucumber fragrance products for ambiance, including soy candles and room spritz, in all open and common space areas and exclusive suites in all 22 properties worldwide. Cool Cucumber fragrance products are available exclusively through W The Store, the retail gift shop of the hotel. For additional purchasing information, visit [www.whelsthestore.com](http://www.whelsthestore.com).

Cool Cucumber and other Bluewick fragrance products - including a wide selection of 100% soywax candles, room sprays, soaps and fragrance diffusers - are available at [www.bluewick.com](http://www.bluewick.com), select gift, furniture, apparel, spa, salon, hotel and resort retailers worldwide.

Other Bluewick collections include the Original Signature, which introduced the first 20 specialty blends in the familiar "slice" label, the popular polka dot patterned Groove Collection, and most recently the Japanese inspired Hinoki Collection.

Bluewick has International product visibility in North America, Japan, Korea, Singapore, Australia, New Zealand and the United Kingdom.

For additional information, product samples or photography requests, please contact us.

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