

AERON Lifestyle Technology, Inc. Delivers Success at NY NOW Summer Market and the Iowa State Fair

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AERON Lifestyle Technology, Inc., the company behind the Belle Aroma® and Drive Time® brands and the online retail store The Gift of Scent?, achieved standout success this August with major showings at two hallmark events: the NY NOW Summer Market in New York City and the Iowa State Fair in Des Moines. The dual appearances showcased AERON?s versatility and reach across both national wholesale and direct-to-consumer markets?demonstrating its capacity to connect with buyers, trendsetters, and everyday fragrance lovers alike.

At the Javits Center in Manhattan, AERON?s Belle Aroma brand made a strong impression on buyers attending the NY NOW Summer Market. The company?s booth drew consistent interest with complimentary samples of Belle Aroma?s No-Mess Fragrance Tarts®?a clean, contemporary alternative to wax melts. Scents such as Bamboo Rain, Mountain Air, Chocolate Lava Cake, and Crème Brûlée were praised for their originality and packaging design.

AERON achieved a key milestone when the Belle Aroma Fleur Aromatique Fragrance Diffuser was selected for inclusion in the Nelly Rodi Trends Gallery, a curated showcase spotlighting products anticipated to shape future consumer preferences in home and lifestyle design. This recognition elevated the brand?s profile among influential buyers and designers, generating additional booth traffic and industry visibility.

Interest was also strong for AERON?s Esprit de Fleur? Nebulizer, particularly among spa buyers seeking products that merge design sophistication with wellness benefits. The show generated new wholesale orders for the ScenTrio Petite® Wax Warmer, No-Mess Fragrance Tarts, and the Fleur Aromatique Diffuser, as well as post-show sample requests that signal lasting opportunities for growth.

While Belle Aroma turned heads 1,100 miles away in New York, AERON was also building brand enthusiasm at home?capturing hearts (and noses) at the Iowa State Fair through The Gift of Scent pop-up retail booth. Held August 7?17 and averaging over 100,000 visitors per day, the Fair provided an unmatched opportunity to connect directly with Midwestern consumers and introduce Belle Aroma and Drive Time products to a new audience.

Located in the William C. Knapp Varied Industries Building?one of the Fair?s most sought-after and high-traffic venues?AERON?s custom-designed boutique featured glass showcases, illuminated shelving, and rotating displays that emphasized the beauty and variety of over 60 fragrance products. ?This booth enabled us to more effectively connect with thousands of customers, demonstrate our product lines, and make sales,? said Paul Gandy, AERON?s AVP, General Counsel, and Director of the company?s Grass Roots Initiative Team (GRIT).

Among the top-performing items were the Drive Time Truck Puck®, Bijou Fragrance Vase?, and a variety of themed specials, including the 2025 ?Fair Sweet Fair? bundle and back-to-school scent sets. Visitors responded especially well to outdoors-inspired fragrances such as High Range Cedar and Campfire Nights, as well as Belle Aroma?s Bamboo Rain No-Mess Fragrance Tarts and Peaceful, Easy Feeling? Organic Essential Oil Blend.

Gandy noted that the event represented far more than retail success: ?As a first-time vendor at one of the biggest and most beloved fairs in the country, it was a branding opportunity, a company introduction, and a large-scale retail channel test all in one. Building customer relationships and seeing real-time feedback was invaluable.?

Together, the NY NOW and Iowa State Fair events underscored AERON?s expanding national presence and its ability to engage audiences across markets and regions. In New York, the company connected with design-driven buyers and corporate gift markets. In Iowa, it resonated with families and individual consumers?affirming the wide appeal of its fragrance innovations.

?These events highlight AERON?s unique ability to perform across both wholesale and retail channels,? said Celeste Siemsen, Brand Development and Marketing Manager. ?From the Nelly Rodi Trends Gallery in New York to the community energy of the Iowa State Fair, the enthusiasm we encountered confirms the growing demand for fragrance products that are innovative, giftable, and easy to use.?

About AERON Lifestyle Technology, Inc.

AERON Lifestyle Technology, Inc. is a leading manufacturer of innovative fragrance products and lifestyle solutions. Its brands include Belle Aroma, specializing in home and décor fragrance, and Drive Time, offering car and on-the-go scent solutions. AERON also operates The Gift of Scent?, a curated retail store featuring Belle Aroma®, Drive Time®, and other products that blend elegance with practicality.

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AERON Lifestyle Technology, Inc.

We turn ideas into ready-to-manufacture designs; raw materials into finished products; and the scents of nature into aromas for home and auto.

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