


NEW YORK BOTANICAL GARDEN

EST 1891

INSPIRATION IN BLOOM™



If you have a garden and a library, you have everything you need.

- Marcus Tullius Cicero



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INSPIRATION IN BLOOM™

The New York Botanical Garden, a National Historic Landmark originally established in 1891, is a world-renowned museum of plants, an educational institution, and a leader in plant science and research.

Situated on 250 historic acres, NYBG supports over one million living plants in collections of tropical, temperate, and desert flora, arranged in and around historic buildings, meadows, and swaths of the original old-growth forest that once covered New York City.

In the 130 years since its founding, NYBG has served as illuminator and muse for fashion designers, perfumers, artists, horticulturists, scientists, historians, and architects from around the globe.



THE ARCHIVE

NYBG's renowned LuEsther T. Mertz Library is the most comprehensive botanical library in the world and holds an archive of sumptuously illustrated works dating back to the 12th century.

The collections include some the most beautiful and rare botanical volumes ever produced, thousands of botanical engravings, hand-colored illustrations, delicate pressed florals, woodblock prints, and more.

BRAND VISION

The New York Botanical Garden brand, with roots in garden history, garden lifestyle, plant study, and botanical illustration, infuses each of its unique product partnerships with the heritage of the botanical world and the true essence and wonder of nature.

NYBG's aesthetic remains fresh with trend-forward edits of unique botanical decor, heirloom garden objects, printed archival works, and a treasure trove of living botanicals, all infused with the colors, patterns, fragrances, and history of its grounds and rich collections.



NYBG Shop at
The New York Botanical Garden

PRODUCTS WITH A PURPOSE

NYBG's mission is to research, protect, and preserve the plants of the world where they live in the wild; to maintain and improve gardens and living collections at the highest horticultural standard; and to teach the public about plant biology, horticulture, and the natural world.

New York Botanical Garden customers value the natural beauty, heritage, and expertise that inspires each NYBG-branded product, and appreciate that their dollars help an important cause.

Royalty proceeds from sales of NYBG licensed products support the Garden's ongoing work in plant research and conservation, horticulture, and education.



The New York Botanical Garden Collection
by Caswell-Massey

BRAND POSITIONING

NYBG licensed products reflect the values and heritage of the distinguished institution that inspires them. These characteristics include:

- Top-quality, unique designs and concepts across product categories
- A focus on a trend-forward traditional aesthetic
- Design that highlights the value of craftsmanship and history
- Products that are imbued with the beauty and wonder of nature



The background of the slide is a repeating pattern of a tropical jungle scene. It features palm trees, people in traditional attire, a small boat on a river, and a tent. The pattern is light and serves as a decorative backdrop for the text.

DESIGN SUPPORT

NYBG's licensing division helps licensees envision all that encompasses the NYBG brand with biannual collections of trends and artwork, along with specific design themes that characterize the DNA of the brand. These themes include:

- Botanical Beauty
- The Home Gardener
- Heirloom
- The Science of Nature



*The New York Botanical Garden Collection
by Frontgate*

BOTANICAL BEAUTY

Statement-making lush florals, vibrant color, whimsical products that allow a consumer to indulge and delight in nature.





*The Orchid Show
at The New York Botanical Garden*

Vintage botanical artwork, foraged arrangements, seed packets, terrariums and planters, craft kits, and garden handbooks.

Vintage botanical artwork, foraged arrangements, seed packets, terrariums and planters, craft kits, and garden handbooks.





Home Gardening Center
at The New York Botanical Garden

HEIRLOOM

Classical florals, lattice and parterre, objects and accessories that exude history and heritage.

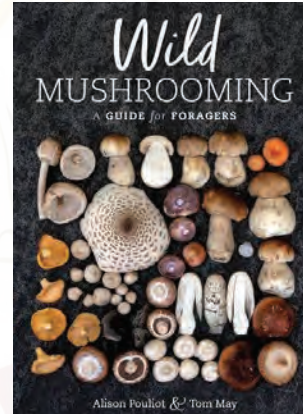




*The Museum Building
at The New York Botanical Garden*

THE SCIENCE OF NATURE

Historical scientific references, plant studies, pressed and preserved botanicals, foraging manuals, indoor plant care and accessories.





Orchid Hybridization

Many orchid species are closely related and can be interbred. Natural orchid hybrids can occur spontaneously in the wild. The first man-made hybrid, however, was produced by John Dominy, a gardener for the Veitch Royal Exotic Nursery, one of the leading orchid nurseries in England. Dominy made a cross of two *Calanthe* orchids in 1853, collected a seed in 1854, and brought the hybrid plant to flower in 1856. The possibility of man-made flowers made orchid classification even more complicated. Orchidologist John Lindley declared to Dominy, "You will drive the botanists mad!"

Hibridación de orquídeas

Muchas especies de orquídeas están íntimamente relacionadas y por ende cruzadas. Los híbridos naturales de orquídeas también pueden darse en hábitats silvestres. El primer híbrido formado por un hombre fue el creado por John Dominy, un jardinero del Veitch Royal Exotic, uno de los viveros de orquídeas más importantes de Inglaterra. En 1853, Dominy consiguió cruzar dos especies de orquídeas *Calanthe*, en 1854 recolectó las semillas y en 1856 logró hacerla florecer. La idea de los híbridos creados por el hombre complicó en gran medida la clasificación de las orquídeas, tan así que el orquideólogo John Lindley le dijo a Dominy, "¡Vas a enloquecer a los botánicos!"

Orchid Propagation

At the height of "orchidelirium," orchids were rare because they were difficult to propagate. Their rarity made them even more highly prized.

In the 19th century, scientists discovered that orchid seeds need nutrition from fungus near their roots in order to germinate. American scientist Lewis Knudson was the first person to germinate orchid seeds using an artificial culture of nutrients in laboratory conditions. The methods he developed in 1922 made it possible to raise orchid seedlings by the millions, enabling the massive orchid industry we know today.

Propagación de orquídeas

En medio del apogeo de la orquideomanía, las orquídeas eran inusuales debido a que eran difíciles de propagar. Su rareza las hacía sumamente valoradas.

En el siglo XIX, científicos descubrieron que las semillas de las orquídeas necesitaban de los nutrientes del hongo de sus raíces para germinar. El científico estadounidense Lewis Knudson fue el primero en desarrollar un método para la germinación de semillas de orquídeas por medio de cultivos de nutrientes artificiales dentro de un laboratorio. Los métodos desarrollados en 1922 hicieron posible el cultivo de orquídeas en grandes cantidades, logrando así establecer la industria masiva que conocemos hoy en día.



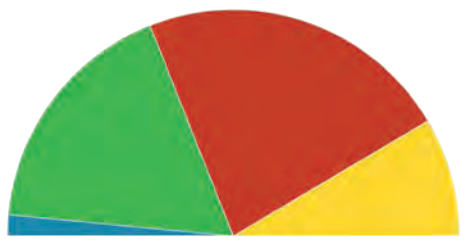
GARDEN STATISTICS

- Cultural icon for more than 125 years
- Largest botanical garden in any city in the United States
- Major New York City cultural institution
- One million+ national and international visitors per year
- 60k member households/150k+ member individuals
- Database of 150k+ email contacts
- Active and involved social media communities of 430k+

 < 25 years old  25-44

 45-64  65+


Age



 Male  Female


Gender



 10K-49K  50K-99K

 100K-150K+


Household Income



NYBG CUSTOMER PROFILE

- Adult 35-65
- Typically a higher earner
- Possesses college-level or advanced degree
- Lives in fashionable neighborhoods with trendy amenities
- Has an interest in gardening, flower arranging, landscaping
- Has an interest in arts and culture
- Has made a charitable donation



MARKETING & PRESS

With close press contacts at many high profile publications, The New York Botanical Garden's Marketing and Public Relations teams work with licensees to cross-promote marketing initiatives and generate maximum exposure in print and web media.

Previous press placements have included spots in *Elle Decor*, *Town & Country*, *Vogue*, *Veranda*, *The New York Times*, and more.

VERANDA



NEW YORK
BOTANICAL GARDEN
EST 1891

AVAILABLE EXCLUSIVELY THROUGH SHOWROOMS AND DESIGNERS WORLDWIDE 800-611-8686 VERVAIN.COM

RETAILERS

From department stores to boutiques and online channels, NYBG products are sold at mid-to-high end retailers across the United States and beyond.

Neiman Marcus

Saks Fifth Avenue

BED BATH &
BEYOND

BARNES & NOBLE

FRONTGATE

KOHL'S

TARGET

bloomingdale's



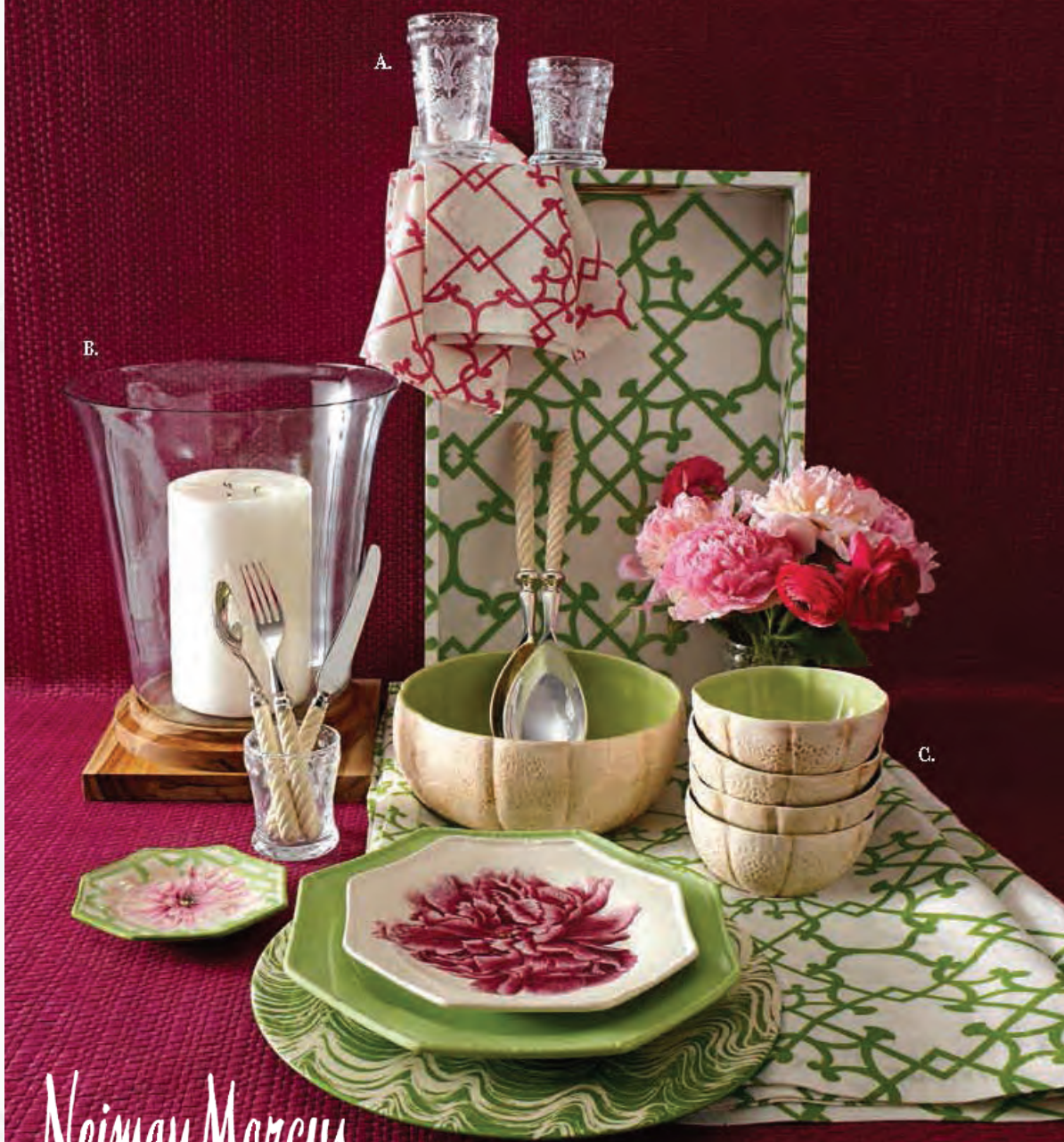


GRACIOUS
HOME



FRONTGATE

In partnership with the New York Botanical Garden,
OSCAR DE LA RENTA
*hand-picked images from their collection of rare books
 and original engravings to bring life to his signature aesthetic.*



Neiman Marcus

CURRENT LICENSEES

New York Botanical Garden licensing partnerships cover a wide range of product categories, from home decor and personal fragrance, to floral bouquets, food and beverage, and more:

American Flat

Abbeville Press

BloomsyBox

Cala Home

Caspari

Clarkson Potter/

Random House

Caswell-Massey

DesignDesign

Erwin Pearl

Fabricut

Frontgate

iCanvas

Levinsohn Textile Co.

Mash Style Labs

Pomegranate

Raaka Chocolate

Raz Imports

Rizzoli New York

SD Trading Company

Sino Gifts

Surface View

Tea Forté

Todan

Toyoshima & Co.



CATEGORIES AVAILABLE FOR LICENSING

Partnership opportunities with The New York Botanical Garden are available in these product categories:

Health & Beauty

Food & Beverage

Alcohol & Spirits

Live Plants & Seeds

Gardening Accessories

Outdoor Decor

Toys & Games

Stationery

Gifts

Greeting Cards

Wall Art

Tabletop

Rugs

Furniture

Apparel

Fashion Accessories



*The Rose Garden
at The New York Botanical Garden*

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