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Globally Known Social Media Influencer, Addison Rae, Signs with The PCA Group for Worldwide Distribution of her Fragrance Collection

New York, NY - The PCA Group - a worldwide leader in the beauty industry and recognized as the prominent source for licensing and distribution - has partnered with the iconic social media influencer Addison Rae for worldwide distribution of her fragrance collection.

The PCA Group's responsibilities for the influencers collection include the distribution to multiple worldwide channels quickly, efficiently, and accurately from its more than 1.5 million cubic feet negative energy warehouse distribution facility, which is completely solar powered.

"We're excited to work with Addison Rae and her fragrant creations," said The PCA Group President Piyush Golia. "We want to help her elevate her brand in the world of fragrance and design. She made the right choice selecting us."

After her start on the popular social media platform, TikTok, Rae decided to launch her very own celebrity fragrance line. The fragrances Chill AF, Hyped AF and Happy AF, have calming notes of chamomile, blossoms of nectarine and sweet agave nectar. These scents are designed to make your mood reflect whatever scent you choose to wear.

Not only are her scents designed to enhance your mood, but they're vegan and long lasting. These select fragrances are also alcohol free and water based, intended for those with sensitive skin, and come in a trendy package that changes color with temperature change.

"I really think my idea behind the fragrances is unique and makes it stand out against the masses, I haven't seen someone else do it," said Rae. "There's a science behind my perfumes and the way they're supposed to make you feel. When I started looking for a company to partner with, The PCA Group became the obvious choice based on their solid reputation with designer and celebrity brands alike."

The PCA Group was founded in 1993 with a mission to be a global leader in the beauty industry. Three decades later it has exploded into a \$700+ million dollar enterprise. With over 2,000 employees, the company has more than 70,000 retail donors covered through all retail channels including high-end luxury, mass/mid-tier, independents and eCommerce. The PCA Group is known for its licensing, distribution, and marketing capabilities and is a trusted partner for numerous designer fragrance and beauty brands like Derek Lam, Sally Hershberger, Thomas Kosmala, Ashley Benson, Rebecca Minkoff, Mercedes Benz, Fila, Furla, and others.

For more information on The PCA Group, visit www.thepcacompanies.com.
For more information on Addison Rae, visit <https://addisonraefragrance.com>.

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