

# YesterYear Soap Company Brings Touch of Autumn to GBK Styling Lounge for 2014 New York Fashion Week

*YesterYear Soap Company draws attention to its charitable mission YesterYear Lodge with inclusion of Pumpkin Spice Soap Bar in New York Fashion Week Swag Bags.*

MEMPHIS, TENNESSEE, USA, September 10, 2014 /EINPresswire.com/ -- Cindy O'Neill, co-founder of YesterYear Soap (<http://www.YesterYearSoap.com>) with her husband Dave, is pleased to announce that their Memphis, Tennessee based artisanal soap company was part of GBK's Styling Lounge for 2014 New York Fashion Week. YesterYear Soap had its Pumpkin Spice [Soap Bar](#) included in the highly sought after The Artisan Group® swag bags. The bags were presented to celebrities, VIPs and members of the press attending the by-invitation-only Lounge, which took place September 5-6 at the Empire Hotel in New York City.



Fresh, innovative soap products from YesterYear Soap Company come to New York Fashion Week.

"The Pumpkin Spice Soap Bar is one of our fall favorites," said O'Neill. "Since New York Fashion Week marks the start of autumn for many in the industry, we wanted to gift the soap bar we find most evocative of this glorious transitional season. This bar has a yummy yet sophisticated pumpkin pie scent that is appealing to men and women of all ages."

While bringing fresh, innovative soap products to the marketplace is the principle goal of YesterYear Soap Company, O'Neill notes the company's primary reason for participating in GBK's New York Fashion Week Gift Lounge is to draw attention to its charitable mission, YesterYear Lodge.

YesterYear Lodge, located in Holly Springs, Mississippi, provides free camping experiences for kids, young adults and their parents, who might otherwise never have the experience of bonding with history and nature.

According to O'Neil, the retreat, which is located on a 60 acre parcel of historic land, is unique for its several original log cabins from the 1800s, authentic artifacts such as a stage coach, covered

wagon and numerous relics from the days of 'yesteryear.'

"Giving is fundamental to everything we do at the YesterYear Soap Company," Cindy has said. "A very important part of our mission is to help influence lives. Thanks to our customers, we provide a rich outdoor experience for kids and families who would never have had such an opportunity for free."

She notes that all operating expenses, maintenance and other costs to provide this youth service are made available through the sale of YesterYear soap, and the Lodge is used exclusively for this service. Although the soap business is not a charitable organization, consumers who purchase YesterYear Soap products are helping provide this free service to kids.

Watch a YesterYear Soap Company [video](#).

YesterYear Soap utilizes a variety of resources to bring a fresh approach to a simple product that has been around for thousands of years. From using eco-friendly bamboo for soap cutters, to offering unique fragrances such as 'Mountain Air,' YesterYear Soap is always looking for ways to bring its customers an exceptional experience when it comes to an ordinary product: soap.

Customer favorites include the full soap loaves, which come with a custom-made soap cutter and a wooden cutting board. The loaves come in a wide range of fragrances, from traditional Lavender to playful Triple Chocolate Sundae.

YesterYear soaps are made from all natural vegetable oils, scented with pure essential oils from plant extracts and colored with organic herbs. The company uses no synthetic fragrances, colorants or preservatives in any of its soap products. The result is a gentle bar suitable for all skin types, even for those with sensitive skin.

YesterYear Soap has been featured in numerous publications, including Wall Street Journal, Weight Watchers and [Every Day with Rachael Ray](#), where the Lilac loaf with a Cutter and Cutting Board was called out as a "Hostess Gift with a Twist." The company has also won the Fan Favorite award from online all natural retailer Abe's Market.

The Artisan Group included YesterYear soaps in its exclusive collaborative gift bag for GBK's Luxury Celebrity Gift Lounge for the 2013 Oscars.

Journalists who would like to learn more about YesterYear Soap can email Cindy or call her at 901-413-1044. Shop YesterYear Soap at [YesterYearSoap.com](http://www.YesterYearSoap.com) and select boutiques and small markets nationwide. Follow YesterYear Soap on Facebook ([FB.com/yesteryearsoap](https://www.facebook.com/yesteryearsoap)), Twitter ([@yesteryear\\_soap](https://twitter.com/yesteryear_soap)) and Pinterest ([@yesteryearsoap](https://www.pinterest.com/yesteryearsoap)).

#### ABOUT YESTERYEAR SOAP

YesterYear Soap Company (<http://www.YesterYearSoap.com>) is preserving the timeless craft of

artisan soap making. With its hand crafted soap, consumers will enjoy moisturizing, cleansing and soothing benefits. These are all natural soap without added chemicals, preservatives or synthetic fragrances.

A portion of proceeds from the sale of YesterYear soaps go to support YesterYear Lodge (<http://www.YesterYearLodge.com>), located in Holly Springs, Mississippi and dedicated to providing children the opportunity to get in touch with nature and history.

Press release courtesy of Online PR Media: <http://bit.ly/1ulaHfY>

Cindy O'Neill  
YesterYear Soap Company  
901-413-1044  
[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/223074460>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.