



## FOR IMMEDIATE RELEASE

SAN FRANCISCO--([BUSINESS WIRE](#))--Further establishing itself as an industry trendsetter, [PAX Labs, Inc.](#), developers of products that provide a cleaner, modern alternative to smoking, today announced a partnership with [Odin New York](#), distinguished menswear boutique and lifestyle brand. As part of the collaboration, Odin will be the exclusive launch retailer of the newly introduced PAX 2, the most innovative vaporizer yet.

**“There's clear design consideration with the new PAX 2, which improves upon the performance and aesthetic of the original PAX. The PAX audience will be pleased with the new release”**

“Having spent the past two years designing PAX 2, creating not only the most efficient, powerful vaporizer, but the most streamlined, premium device available, we sought a specific partner that aligns with our brand,” said James Monsees, co-founder of PAX Labs, Inc. “Odin New York is the perfect fit as a leading lifestyle store for men, recognized internationally for the founders’ discerning sense of style. We’re thrilled to exclusively launch PAX 2 with this celebrated boutique and brand, illustrating how our products fit within a modern man’s life.”

A first of its kind for the brand, the partnership aims to extend awareness of PAX 2 beyond the traditional vaporization community by reaching style-savvy consumers. Boasting a sleek design and superior technology, PAX 2 fits seamlessly into the fashion retail channel, offering this like-minded audience a new way to experience the most intelligent, premium and highest performing vaporizer available.

“There's clear design consideration with the new PAX 2, which improves upon the performance and aesthetic of the original PAX. The PAX audience will be pleased with the new release,” said Eddy Chai, co-founder and Owner of Odin New York.

In celebration of this collaboration, PAX and Odin New York are co-hosting an invite-only launch event today at Odin’s flagship store in Soho—on Lafayette St. between Kenmare and Broome.

Cocktails and live entertainment by [DJ Eiko](#) will be offered from 6-9 p.m., and PAX 2 units will be available for purchase on site.

PAX 2 can now be exclusively purchased – before the April 2 launch – at the Odin New York Soho location for \$279.99, and is available for pre-sale on [www.paxvapor.com](http://www.paxvapor.com). Post-launch, PAX 2 will be available for purchase online, as well as across retailers nationwide.

### **About PAX Labs, Inc.**

Founded in 2007 by two Stanford Design Program Masters program graduates, PAX Labs has reinvented the smoking experience, fusing applied design principles with technology. Headquartered in San Francisco, the company produces innovative premium vaporizers that provide a cleaner, modern alternative to smoking. For more information, please visit [www.PAX-Labs.com](http://www.PAX-Labs.com).

### **About Odin New York**

Odin New York is best described as New York's discerning curators of style and was one of the first lifestyle stores dedicated to men. Since founders Eddy Chai and Paul Birardi opened their East Village boutique in the autumn of 2004, the company has quickly grown into a multi-destination retailer of established designer labels and emerging talent. With three locations in New York City, Odin carries high-end lines from well-known and emerging designers including an array of sophisticated, yet approachable menswear, accessories and grooming products.

Having earned the "Rising Star Award 2010" from the Fashion Group International, ranking #3 in WWD Men's 2008 survey of "America's 50 Most Influential Men's Stores" and New York Magazine's "Best Men's Fashion Store 2007", Odin New York has become pivotal in the growth of contemporary fashion.

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