



Brook37 The Atelier completes 2 years of Redefining Tea Luxury, Sustainability, and the Art of Gifting

PRINCETON, NJ – July 2025 - As [Brook37 The Atelier](#) steps into its third year in business, the brand continues to make waves in the U.S. specialty tea market by transforming how Americans experience and perceive tea. Known for its award-winning blends, elegant presentation, and unwavering commitment to ethical sourcing, Brook37 is not just a tea brand — it is a luxury wellness lifestyle movement.

Since its founding by [Mou Dasgupta](#), a financial services corporate leader turned entrepreneur, Brook37 has earned [six global awards](#), including top honors at the **World Tea Expo**, for its premium teas sourced from the finest estates across India, China, and beyond. From the moonlit gardens of Darjeeling to the misty slopes of Fujian, every Brook37 blend tells a story — of terroir, craftsmanship, and timeless ritual.

“Our mission was always bigger than tea,” says **Mou Dasgupta**, Founder and CEO. “Brook37 stands for quality, sustainability, and empowerment. We’re proud to be a women-led brand that’s redefining what luxury can look and feel like — inclusive, conscious, and deeply rooted in purpose.”

Elevating the Art of Gifting

Brook37 is also expanding its acclaimed **Gifting Collection**, offering tea-inspired luxury experiences for every occasion. The collections include award-winning loose-leaf teas, botanical **tea baths**, **silver-plated spoons**, and elegant accessories, all presented in **sustainable, design-forward packaging**.

Ideal for weddings, birthdays, corporate appreciation, and self-care moments, Brook37 gifts are curated to be indulgent, intentional, and unforgettable. Each box is a sensorial experience that reflects the brand's ethos: modern wellness meets timeless elegance.

The Road Ahead

With national distribution through **Gelson's**, **Costco**, **Bloomingdale's**, and **KeHE**, Brook37 continues to scale while staying true to its small-batch craftsmanship and brand values. The next chapter includes rare seasonal blends, new wellness products, and curated experiences that further cement Brook37's place as the country's premier **luxury tea atelier**.

For media inquiries, corporate gifting partnerships, or to explore the full tea collection, visit www.brook37.com or contact info@brook37.com.

About Brook37 The Atelier

Founded in 2023, Brook37 The Atelier is a woman-owned / women-run, award-winning tea brand redefining luxury and wellness in the U.S. market. Brook37 is Plastic Neutral and 1% for the Planet certified for its 1% of revenue donation to [Carbon180](https://carbon180.com). Brook37 also donates another 1% to [HomeFront](https://homefront.org) towards women's education and employment. With sustainably sourced teas, eco-conscious packaging, and a focus on design and purpose, Brook37 brings elevated tea experiences to modern consumers who expect more — in quality, aesthetics, and values.
