

# SPRING & SUMMER CATALOGUE

**VILLAGE**  
CRAFT & CANDLE

2023

# Introduction

As another cold season begins to melt away and people come forth from their reclusive winter hibernation, everyone will be striving for connectivity and togetherness while trying to retain some of the quiet, slow-living habits they've adopted over the past few years.

There will be consumers that are wanting to feel reinvigorated with the fresh vibrant scents and colours that Spring and Summer are so well known for. Others will be looking to revive their kinship with nature to both relax and improve their well-being through calming aromas and neutral colours.

You will see that Village Craft and Candle's 3 trends for Spring and Summer, eco-**N**NECTION, Fruitphoria and Tropical Relaxation, will touch on all of these emotions. They will promote happiness, love and inclusivity through unique blends, feel-good ingredients and uplifting themes.

# Themes

## 1 eCO-NNECTION

This trend is all about our connection to nature, each other and ourselves. It promotes using natural elements to improve well-being, find your centre and embrace calming moments.

Scents include therapeutic notes of earth and sea moss, greenery and soft florals. Colours are light pastels, shades of green and blue and touches of pale neutral tones. Vessels have smooth lines and soft corners and are made from natural materials.

## 2 Fruitphoria

This trend embraces vibrant and deliciously fruity scents that lift your spirits and takes you to your happy place. It's a celebration of bountiful summer harvests that lead to feelings of pure joy and euphoria.

Scents include sunny citruses, sweet fruits and juicy berries that spark passion, pleasure and exhilaration. Colours include a group of brights whose only job is to spark playfulness and excitement. Vessels provide a delicate backdrop for scents and colours that are the stars of the show!

## 3 *Tropical Relaxation*

This trend is full of high tides and mellow vibes. It will leave you with that delightful feeling of relaxation that you have after spending the day laying on the beach breathing in that warm salty air.

Scents with notes of citrus and soft tropical flowers that are accented with coconut and vanilla will transform a home into an alluring and exotic oasis from everyday life. The colours for this trend are reminiscent of sunshine and tropical flowers. Vessels have simple curves and come in soft neutral colours or clear like the ocean on a beautiful sunny day.



# eCO-NNECTION

Colour Suggestions





# eCO-NNECTION



## Introduction

Earth's natural minerals and compounds have an incredible healing power that helps every level of our being – your body, emotions, mind, and spirit. When we find new ways to incorporate them into our everyday lives, we discover that health and well-being have become a new and better sense of wealth.

## Data shows

According to the American Psychological Association, the sense of connection you have with the natural world seems to contribute to happiness even when you're not physically immersed in nature. This is why a candle that triggers pleasant memories of being in nature and have a positive effect on your mood.

## What this means for candle makers

This means that candle makers should incorporate more scents, colours and containers that incorporates the natural world.

# SCENT SUGGESTIONS

## Rice Milk & Santal



Creamy rice milk and warm santal are highlighted with nuances of toasted coconut, whipped shea and skin musk while raw sugar adds a touch of sweetness in the back.

## Sea Moss



Spend a spectacular day at sea with crisp top notes of sea buckthorn berries, lime zest, and casaba melon enhanced by the fresh, green scent of sea moss sitting below a heart of sea lavender and dewy violet petals.

## Clean Terrain



Refreshing bergamot and fresh rain combine with green watery floral notes of blossoming violet and cyclamen, wrapped in a base of warm amber, soft musk and earthy moss.



# TREND INSPIRATION



**Honeydew Dye**



**Blue Dye**



**Brown Dye**



**Terra Linen**



**Terra Sage**



**Terra Ceramic**






# Fruitphoria

Colour Suggestions





# Fruitphoria



"I'd never forget the smell of the orchard. It was imprinted on me like the scent of my mother's Aliage perfume. Overly sweet, musty, blossomy, leaves-turning, fruit-ripening."

- Melanie Gideon  
Author

## Introduction

By the end of a long dull winter, everyone could use a little pick-me-up. The smell of delicious juicy fruits has been shown to boost energy, mood and alertness, and studies have revealed that they can reduce stress and leave you feeling happier with a better outlook on life.

## Data shows

According to the Social Issues Research Center, the association of fragrance and emotion is directly related to our emotion houses in the brain's limbic system. In fact, our emotional limbic system is visited first before our brain recognizes what it is that we are smelling. This is why when we smell something like coconut, we may have positive emotions related to having a wonderful tropical holiday before we even realize that what we are smelling is coconut.

## What this means for candle makers

This means using those incredible warm weather fruit scents to attract customers by drawing them in with amazing fragrances that remind them of happy summertimes. Bright vibrant hues associated with summer fruits. Simple, stunning vessels that accent the scents and colours so they shine.

# Scent Suggestions

## Orchard Peach Preserve



Beginning with the mouth-watering aroma of fruity top notes consisting of apple pectin, red berry, strawberry, and tart pineapple that effortlessly mingle with a citrus blend of bergamot and lemon zest. Fresh blackberries and Elberta peach combine beautifully with a sweet base filled with raspberry, granulated sugar, and vanilla bean.

## Summer Twilight



Top notes of litchi and grapefruit moscato bring a flirtatious fruitiness to a heart of raspberry-sweetened rose warmed by a mysterious trail of mossy woods with a hint of incense.

## Fei Banana & Ginger Lily



The uplifting and vibrant scent of lemongrass, lemon, and orange gives a zesty burst to the Fei banana leaves and Fei banana that lie at the top of this fragrance. A floral bouquet of ginger lily, carnations, and freesia are perfectly blended into the fresh and green base of heliotrope Florette, coconut, sandalwood, cedar leaf, tonka, and musk.





# Trend Inspiration



**Yellow Dye**



**Magenta Dye**



**Tomato Dye**



**Terra Silver Cloud**



**Terra Clay**



**Clear LUX**






# *Tropical Relaxation*

Colour Suggestions





# Tropical Relaxation



"I miss the beach,  
the peace it  
brings you. I love  
the sound and  
smell of the sea."

- Genesis Rodriguez  
Actress

## Introduction

Beach days are right around the corner, but certain aromas can transport you there before summer arrives and give you a similar relaxing feeling. There's no smell that screams 'summer escape' like coconut. It's the scent of effortless summer hair and fuss-free skincare that puts you instantly into holiday mode. The smell of tropical flowers means you're a million miles from home – and you've left all your troubles behind.

## Data shows

When it comes to why, exactly, the beach gets you feeling all Zen, there are a few factors at play, says Richard Shuster, PsyD, clinical psychologist and host of The Daily Helping podcast. Everything from the colours you see, the sounds you hear and even the smells at the beach contribute to a more soothed state.

## What this means for candle makers

This means using calming scents that remind us of the beach like coconut and tropical flowers. It also means using tropical sunny colours like orange and yellow. Elegant vessels in neutrals, pastels and clear glass.

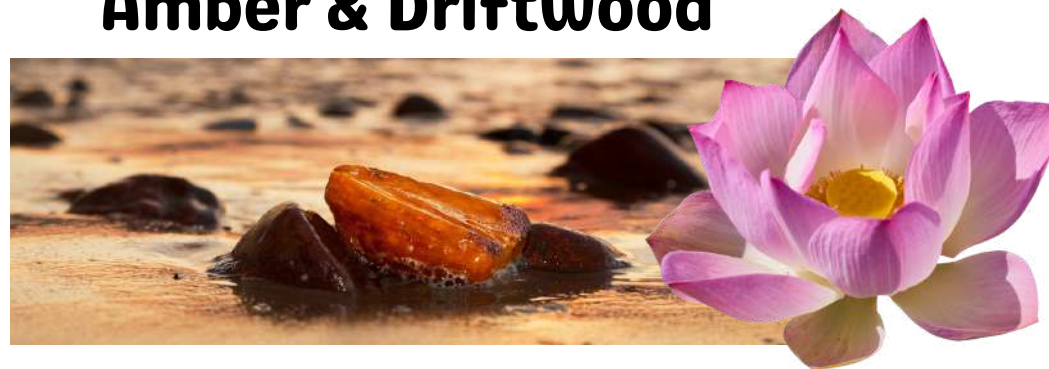
# *Scent Suggestions*

## **Lemon Coconut Vanilla**



This delightful scent boasts notes of creamy whipped coconut milk infused with bright lemon zest, sweet sugared vanilla, and tonka.

## **Amber & Driftwood**



Sunny vacay vibes are captured with coastal mist, sea grass and beach lily on a background of sun-bleached driftwood and warm amber sands.



# Trend Inspiration



**Yellow Dye**



**Orange Dye**



**Sea Green Dye**



**Terra Tapioca**



**Terra Glossy White**



**Frosted LUX**



# Conclusion

## Final Considerations

After a cold solemn winter, people are looking for ways to escape the everyday repetition of life and reconnect with nature, friends and themselves. They want to experience the exuberance of the sunny seasons while also embracing the peace and tranquillity that can only be found during the spring and summer months.

In candles, this will mean fragrances that remind customers of lush landscapes, delicious spring and summer fruits and flowers and tropical getaways. Colours should match the fragrance, whether it be soft pastels and neutrals with calming scents or bright hues with uplifting exciting aromas. As always, selecting classy vessels that compliment both scent and colour should be considered carefully.

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