

SPRING CATALOGUE

VILLAGE
CRAFT & CANDLE

2022

Introduction

The world has experienced huge shifts in its focus since the beginning of the pandemic. Major political, cultural, economic, and environmental changes and instability has caused many of us to first look inward to reflect on how to bring peace and calm back to our lives during these unpredictable times.

Then we needed to ground ourselves by implementing changes in our lives and our homes to re-establish harmony and reconnect with our roots. Finally, we were ready to burst forward and face our new reality with empowered excitement.

These 3 phases of what the world has experienced over the past few years encompass what the 3 major trends for Spring 2022 are based on. We know that you will be just as excited to incorporate these beautiful scents and colours into your collections as we were.

Themes

1 Inward Reflection

After the initial reaction, many had time during lockdown to assess what mattered. We contemplated family, creativity, work life balance, reimagining "home" and cultural inequality. This caused us to shift our priorities.

Inward Reflection is how we would describe this. Digesting the information, finding a calm, expressing it through meditation, creativity and gaining a sense of control via envisioning a plan.

The colours and scents in this trend reveal a need to feel safe, lower stress, increased well-being and sense of security. We see this through muted, neutral tones and simple, calming fragrances.

Jasmine is highlighted in this trend because it promotes the perception of harmony and calms one's disposition.

2 Grounded

Implementing change came next. The nesting phase and the onset of decluttering, renovations, focus on outdoor spaces, self sustaining activities. Things like bread making, sewing, gardening, revitalization of DIY skills became popular again.

People rediscovered lost skills. They began to speak up on social, global and cultural issues and embracing diversity. We saw home decor, food trends, fashion and fragrances start to represent more in this area.

The colours and scents of this trend reflect earthy and natural foundations. Fresh and green fragrances reminding people of safe open spaces. Restoring our connection to nature and finding harmony within our environment.

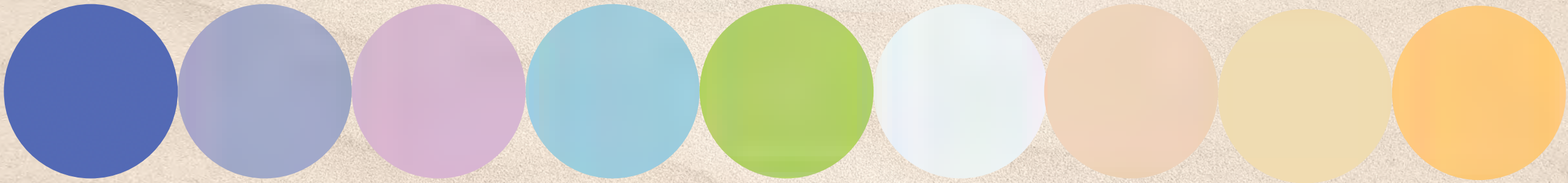
3 Empower

We are now ready to emerge from the difficult times we have been experiencing and embrace the changes we have made in our lives. We finally feel empowered to begin anew. Our resilience and hope have given way to passion and excitement.


This trend is all about looking forward for what is to come. It embodies a renewed energy for life. This is seen in the warm, fun and vibrant scents and colours that are highlighted in this trend. Dragon fruit is featured heavily. It is a symbol for vitality. Much like the amazing transformation many of us have all been undergoing, the dragon fruit begins as a beautiful flower that eventually evolves into an incredible super fruit.

Inward Reflection

Colour Suggestions



Inward Reflection



"Go within
every day and find
the inner strength
so that the world
will not blow your
candle out."

-Katherine Dunham
Choreographer & Dancer

Introduction

With the world around us in chaos, we retreated within ourselves to reflect and reevaluate what matters most in our lives. Our homes became our safe haven where we could find peace and mental well being and we want the ambiance to reflect this.

Data shows

According to a recent study by [Gallup](#) and the Wellbeing for Planet Earth Foundation, 72% of people across 116 countries and territories said they would rather live a calm life than an exciting life. With the chaotic and unpredictable world encouraging more people to live, work and play at home, it only makes sense that people are creating calming spaces in their homes.

What this mean for candle makers

It means soft, simple and peaceful fragrances. Delicate florals like jasmine promote a calming feeling. Colours seen in this trend are muted, neutral pastel tones. Vessels are clear and neutral tones with smooth, rounded edges.

Scent Suggestions

Jasmine & White Silk



A calming scent that has the ideal balance of sweet and sophisticated through tea leaves, jasmine and light fruit notes.

Seaside Solitude



Immerse yourself into the sound and motion of coastal waters, as you clear your mind and realign your energy.

Trend Inspiration



Turquoise Dye



Sea Green Dye



Ivory Dye



Frosted LUX Jars with Light Wood Lid



Traditional Jars with Glass Lid




Grounded

Colour Suggestions



Grounded



"Get yourself
grounded and you
can navigate even
the stormiest
roads in peace."

- Steve Goodier
Author

Introduction

While remaining in our homes has helped us feel safe, it has also created a yearning to get back in touch with nature. The outdoors is essential for our mind, body and soul to remain in a healthy state. This trend helps to get us back in touch with our roots.

Data shows

According to Pinterest's 2022 trend report, [biophilic design](#) is one of the biggest interior design trends this year. It focuses on connecting to nature within our built environment. They noted significant spikes in search interest for the term, and it's a buzzword you'll hear repeatedly from experts across the design industry.

What this mean for candle makers

This means using warm earthy tones. Green, brown and golden hues are featured in this trend. Scents of fresh picked veggies and robust spices bring a feeling of being in nature. Vessels made of natural elements like clay, stone and terracotta compliment the grounded trend

Scent Suggestions



The unmistakable aroma of tender herbs from garden to kitchen, the long awaited scent for the avid "fresh food" connoisseur.



Afternoon sunshine on clay, warm earth amidst the exotic notes of saffron and peppery spice. Aromatic, arid, distinctive.

Trend Inspiration



Green Dye



Brown Dye



Golden Honey Dye



Black LUX Jars with Acacia Wood Lid

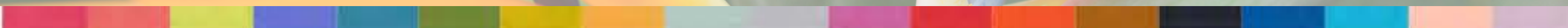


Straight Side Amber Jar



Empower

Colour Suggestions



Empower



Introduction

Filled with excitement and ready to leave our hard times in the past, we all look forward to what the future will hold next. The Empower trend embodies a feeling of fearless energy and pure joy. It is a place where freedom, self expression and diversity thrive; where passion and positivity can blossom.

Data shows

Pinterest predicts that one of the top 2022 fashion trends will be "Dopamine Dressing" which features outfits of vibrant colour palettes and prints that help to improve your mood. They recommend applying the same trend to home decor styles.

What this mean for candle makers

The blending of playful and unusual scents that energize the soul and revitalize your mindset. Fruity and tropical fragrance mixes. Bright, vibrant and unexpected colour combinations and patterns. Uniquely shaped vessels complimented with bold multi-sensorial labels and packaging.

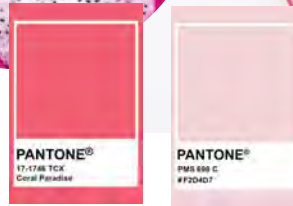
Scent Suggestions

Candied Orange



A fun and expressive mix of granulated sugar, fruit and a citrus floral.

Dragonfruit Burst



Vibrant burst of trending dragonfruit leaps to the forefront of this sweet peach and citrus medley.

Strawberry Basil Lime

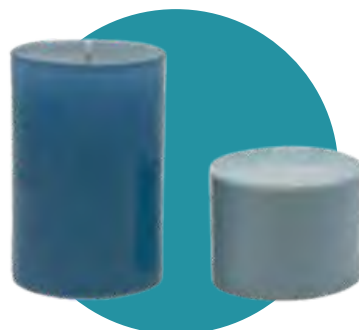


A twist of green on the recognizable favourite of freshly picked strawberries.

Trend Inspiration



Magenta Dye



Teal Dye



Orange Dye



Octagon Metal Mold



Conclusion

Final Considerations

In conclusion, with all of the challenges society has faced over the past few years, it's no wonder that so many have turned to mindfulness and nature to help them through; while eagerly looking forward to all the exciting things to come. These themes are reflected in the Spring 2022 trends.

You will see them highlighted everywhere from fashion to home decor, candles to personal care products this season. Use them as inspiration when designing a trendy and successful Spring candle collection.

Visit www.villagecraftandcandle.com to see all of the products featured in our Spring 2022 Catalogue and more.

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