

SUMMER CATALOGUE

VILLAGE
CRAFT & CANDLE

2022

Introduction

Summer is in the air and on our minds! In this Village Craft and Candle supplemental catalogue, we will share the scent, colour and jar options you should consider when planning your Summer 2022 candle collections. These suggestions are based on the newest and most popular industry and fashion trends.

You will find that the Summer 2022 trends are very much an extension of the Spring trends with an aestival flair. Candles that promote relaxation and inner peace through soft fragrances and neutral hues continue to be popular. As do candles that offer a sense of bringing the outdoors in from aromas and tones that replicate nature. A desire for candles that invigorate and excite with bold and vibrant scents and bright flashy colours will also drive sales this season.

This catalogue will offer scent, colour and jar recommendations that are sure to make your summer candle collection a spectacular success.

Scent Suggestions

The themes featured heavily in this season's fragrances evoke memories of seaside getaways and summer adventures, lush green spaces and juicy fruits intermingled with fresh florals. Every candle made from these scents will be a mini summer escape!

Coastal Sunrise



The saltiness of ocean air challenges the delicate notes of coconut water and tropical blossoms.

Hemp



Notes of vibrant, yet floral hemp botanical leaf. More wafts of greenhouse, than haze of concert venue.

Funnel Cake



This is the Carnival treat of airy dough, with a crispy edge, drizzled in vanilla and marshmallow icing, garnished with almond and apricot.

Cactus



Cool and fresh, healing notes of succulent cactus. Very slight floral, clean citrus center and desert musk foundation.

Island Hibiscus



This sophisticated fragrance includes tropical fruit, greenery and sea waters.

Satsuma Mandarin



Grapefruit and mandarin, ripe pineapple, a touch of peach and a kiss of summer berries at the last.

Colour Suggestions

Summer 2022 Palette

Add a splash of personality to your candle line with these Summer 2022 colour trends. You'll see them highlighted throughout the fashion and home décor industries all season long.



Hunter Green Dye



Teal Dye



Magenta Dye



Cinnamon Dye



Yellow Dye

Jar Suggestions

Soft neutral colours combined with smooth simple textures dominate the trends for candle containers this season. These beautiful and classic vessels will be the perfect base for your summer collection. They can be paired with a variety of wax colours and label designs to give them a unique and chic look.



White Tin Jar



Clear Lux Jars



Carrera Marble Tin Jar



Frosted Lux Jars



Wood Grain Tin Jar

Conclusion

With warm sunny weather on the horizon, it's time to fill homes with the alluring and sweet scents that represent summer. Using these scent, colour and jar recommendations combined with a touch of your own personal flair will undoubtedly result in a trendy collection your customers will love.

Whether you want your candles to embody a tropical oasis, a lush forest cactus or a delicious summer treat, we have everything you need. Visit www.villagecraftandcandle.com to see all the products featured in our Summer 2022 Catalogue and more.

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