

# WINTER CATALOGUE

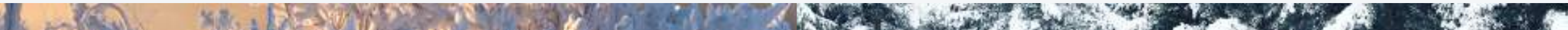
**VILLAGE**  
CRAFT & CANDLE

2022

# Introduction

Soon the sparkle of frost across the ground and the magic of snowflakes dancing through the air will once again signal the coming of Winter and another joyous holiday season. For some, this will mean it is time to don layers of cosy attire and venture out into the peaceful tranquillity created by the slumbering landscape. For others, it is a time to gather together with warmth in our hearts and our mugs to indulge in fellowship and cherished festive delights.

For candle makers everywhere, this is not only the most wonderful time of the year, but also the busiest and most lucrative. Whether your customers prefer Winter's indoor pleasures or its outdoor enjoyments, the warm glow and alluring aroma of a candle made with the just right fragrance can elicit feelings and memories of whatever they love most about the season.



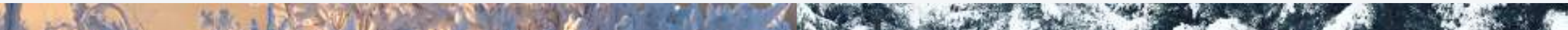
# Themes

## 1 *Frosted Tranquillity*

This theme combines 2 popular features that have dominated the 2022 trends. It blends people's desire to bring more nature and natural elements into their home; which in turn evokes feelings of peacefulness and serenity that everyone has been craving. By incorporating the scents of greenery that are so admired this time of the year, it adds a seasonal twist to biophilic design. Frosted Tranquillity embodies all of this in a way that leaves both you and your home feeling in perfect harmony with the winter wonderland around us.

## 2 Nostalgic Ambrosia

For so many, this time of the year is meant for celebrating with family and friends. It's about coming together to enjoy good food and drink with a joyful and thankful heart. We all have moments from past holiday seasons that we think of fondly. Scents have a power like nothing else. They can almost allow you to travel back in time by conjuring happy memories that only a particular fragrance could awaken. Nostalgic Ambrosia is the union of all of these things. It embraces scents that evoke cheerful reminders of festive emotions.



# *Frosted Tranquillity*

Colour Suggestions



# Frosted Tranquillity



## Introduction

This theme brings the serene beauty and freshness of the winter landscape into our comfy, cosy homes. Biophilic design continues to be a dominant trend for 2022. With an added winter flair, it's sure to be very hot this coming season.

## Data shows

According to dwell.com, a key aspect of Biophilic design is a direct connection with nature which helps us stay healthy, relaxed, and focused. They say that elements of this design style can increase our immunity, boost natural circadian rhythms, regulate temperature, and inspire a sense of tranquillity.

## What this means for candle makers

Natural, neutral tones paired with colours that reflect those found in winter scenery. Cool, refreshing scents that provide the same calm and clarity you get from an invigorating deep breath during a wintry walk through the woods. Vessels that combine neutral tones and natural materials.

# Scent Suggestions

## Holly & Ivy



Sure to muster up fond memories of holidays past, this nostalgic scent boasts notes of green mistletoe, spruce and winter woods infused with raspberry, clove and wintry musk.

## Alpine Getaway



A classic woody scent built around the signature cedarwood chips. Fresh top notes of orange zest and cypress led into deep floral notes of orris and violet leaf. The perfect balance of freshness and warmth.

## Winterscape

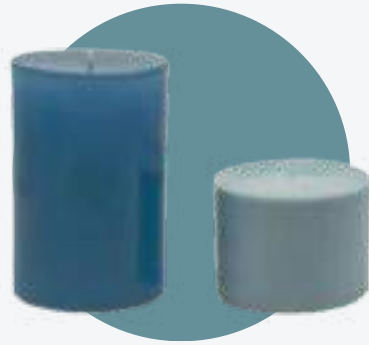


A burst of sweet benzoin lays on a crisp aromatic Australian eucalyptus, with drizzled white maple blending with a bright green cyclamen sitting on a base of cedar and snowcapped pines.

# Trend Inspiration



**Hunter Dye**



**Teal Dye**



**Brown Dye**



**Wood Grain Tins**



**Frosted LUX & Acadia Lid**



**Matte Smoke Aura**

# Nostalgic Ambrosia

Colour Suggestions





# Nostalgic Ambrosia



## Introduction

This theme embraces the pleasure and rush of happy memories that come when the aroma of your favourite seasonal treats come wafting from the kitchen. The scents are nearly as enjoyable as taking that first delectable bite or sip. One breath has the power to transport you to blissful memories of holidays past.

## Data shows

According to [livescience.com](https://www.livescience.com), the delicious scent of baking bread wafting out from the open doors of a nearby bakery can act like a time portal, instantly sweeping you from a busy street in New York to a tiny cafe in Paris that you visited years ago. Scent particles, in general, can revive memories that have been long forgotten.

## What this means for candle makers

Rich and vibrant colours that mimic those associated with traditional holiday indulgences. Deliciously, mouth-watering scents that smell almost yummy enough to taste. Simple, subtle yet elegant vessels that allow the stunning wax colours, beautiful labels and amazing fragrances to be the leading light of these candles.

# Scent Suggestions

## Candy Cane Mochaccino



Sure to muster up fond memories of holidays past, this nostalgic scent boasts notes of green mistletoe, spruce and winter woods infused with raspberry, clove and wintry musk.

## Gingerbread Caramel Mousse



A seasonal favourite! A classic gingerbread is fused with caramel and sweet milk accord. The fragrance is enhanced by notes of ground cinnamon, fresh ginger, clove bud and molasses smoothly rounded out by whipped vanilla.

## Dark Chocolate



Chocoholics will savour this rich, sweet and slightly bitter gourmet dark chocolate aroma. Notes of walnut, coffee, donut, sweet caramel cocoa butter and vanilla.

# Trend Inspiration



**Butterscotch Dye**



**Mahogany Dye**



**Red Dye**



**Matte Cream Aura**



**Clear Lux & White Pine Lids**



**White Tins**

# Conclusion

## Final Considerations

We all know that the greatest way to set a mood is by burning the right candle. Candles have the power to captivate our senses through their pleasurable aromas, luminous virtues and soft crackling sounds.

The 2022 Winter/Holiday trends will create the perfect atmosphere no matter what you love most about the season. These trends encompass all the beauty and joy that this time of the year brings. They will inspire candles that transport users through time and space from tranquil snow covered woodlands to jovial holiday gatherings gone by, all from the comfort of their own home.

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