



J.LAURANT

2021 PRESS KIT

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www.jlaurant.com



INTRODUCTION

J.Laurant Fragrances is a black-owned luxury fragrance brand founded by Anthony W. Lawrence II and is based in Denver CO. J. Laurant was started with the mission of bringing safe, clean, aromatic scents to every home, that were beautifully designed, and offered at an accessible price point.

The initial vision for the brand was inspired by the 25+ years from his mother's experience working within the luxury fragrance industry as a fragrance vendor. It was during this time that founder and creative director Anthony W. Lawrence II first discovered the world of luxury fragrances. With a passion for design and fragrance, the idea for J.Laurant was started from a kitchen table during the 2020 global pandemic.

Since its inception, J.Laurant has quickly gained a following of loyal enthusiasts not only from the U.S. but internationally as well. At J. Laurant what inspires us is representing the idea of possibility. In our community we've been shown what's possible when it comes to sports and entertainment. But we don't have many examples of black-owned luxury businesses that we can point to as examples of what's possible. That's a narrative J.Laurant wants to help change moving forward.

DESIGN PHILOSOPHY



Clean minimal design.

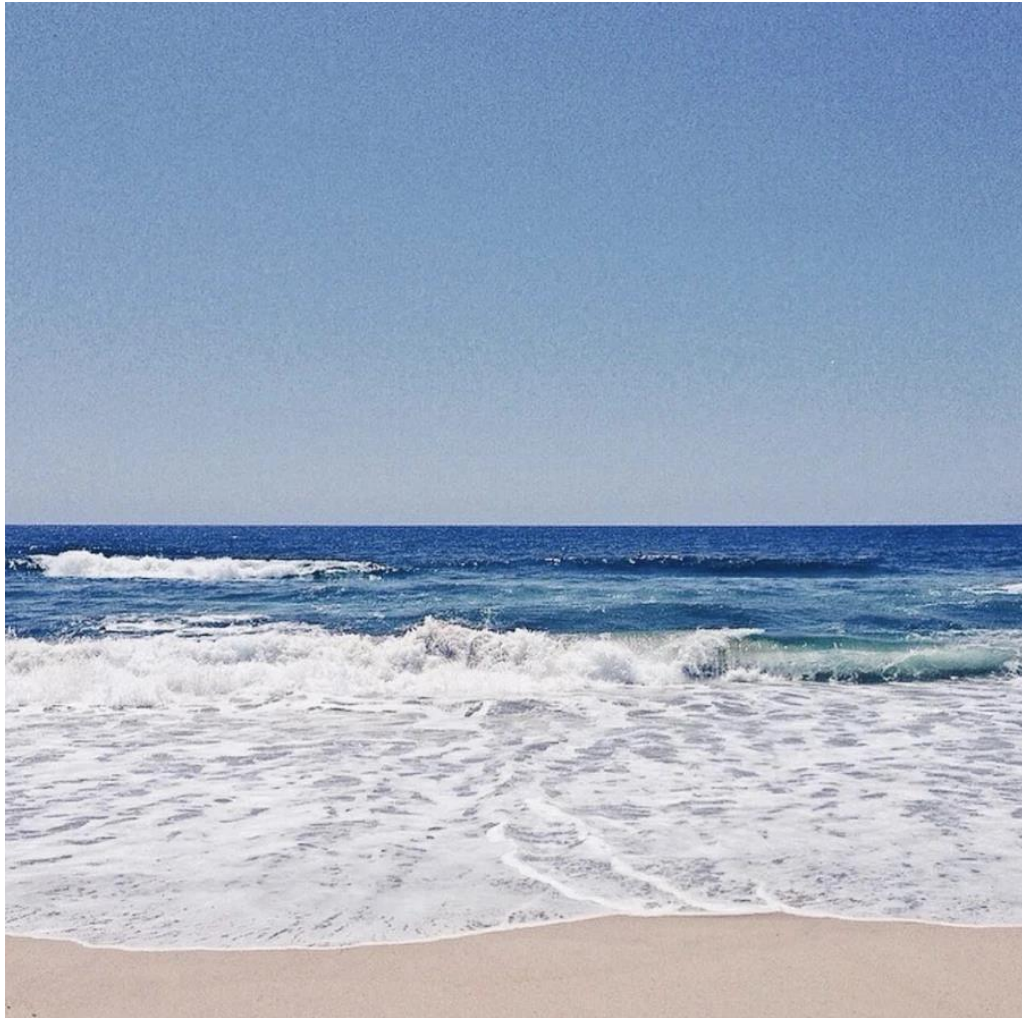
Our products are inspired by a love for minimal aesthetics, beautiful materials, clean lines, and design that is free from unnecessary detail.



Safe. Clean. Non-toxic.

We're conscious about what goes into each one of our hand-poured candles. That's why we only source the finest ingredients from our vegan coconut soy wax blend, to our lead-free cotton wicks, and our premium grade fragrance oils.

LINE SHEET



Beach House Signature Candle (\$44)

Immerse in the luxury of nature as lemon blossom and ocean breeze balance beautifully with notes of dune grass, coastal jasmine, and driftwood for a fresh airy aroma.



Product Details

Notes: Sea Salt, Key Lime, Aloe Vera, lemon blossom. Sun bleached driftwood

Net Wt. 10 oz. (283g)

Burn time: 55 hours



Bergamot Amber Signature Candle (\$44)

Fresh citrus and heady florals come together in this Signature Candle to capture the essence of summer as bergamot, neroli, and amber blend with mysterious ambergris for a clean refreshing aroma.



Product Details

Notes: Bergamot, Grapefruit, Neroli, Orange Blossom, Vetiver

Net Wt. 10 oz. (283g)

Burn time: 55 hours



Cashmere Creme Signature Candle (\$44)

Cozy up and set the mood with this Signature Candle featuring warm vanilla, woody cashmere, and slightly detectable notes of fruity citrus that help to create an elegant and seductive scent.



Photo Credit: @my.beautyinsideout

Product Details

Notes: Pear, Peach Blossom, Cashmere, Vanilla, Sandalwood

Net Wt. 10 oz. (283g)

Burn time: 55 hours



Daydream Signature Candle (\$44)

Inspired by freshly laundered linen and lazy Sunday afternoons in bed. Drift away as notes of bergamot, clean cotton, lavender, and sandalwood combine for a crisp luxurious scent.

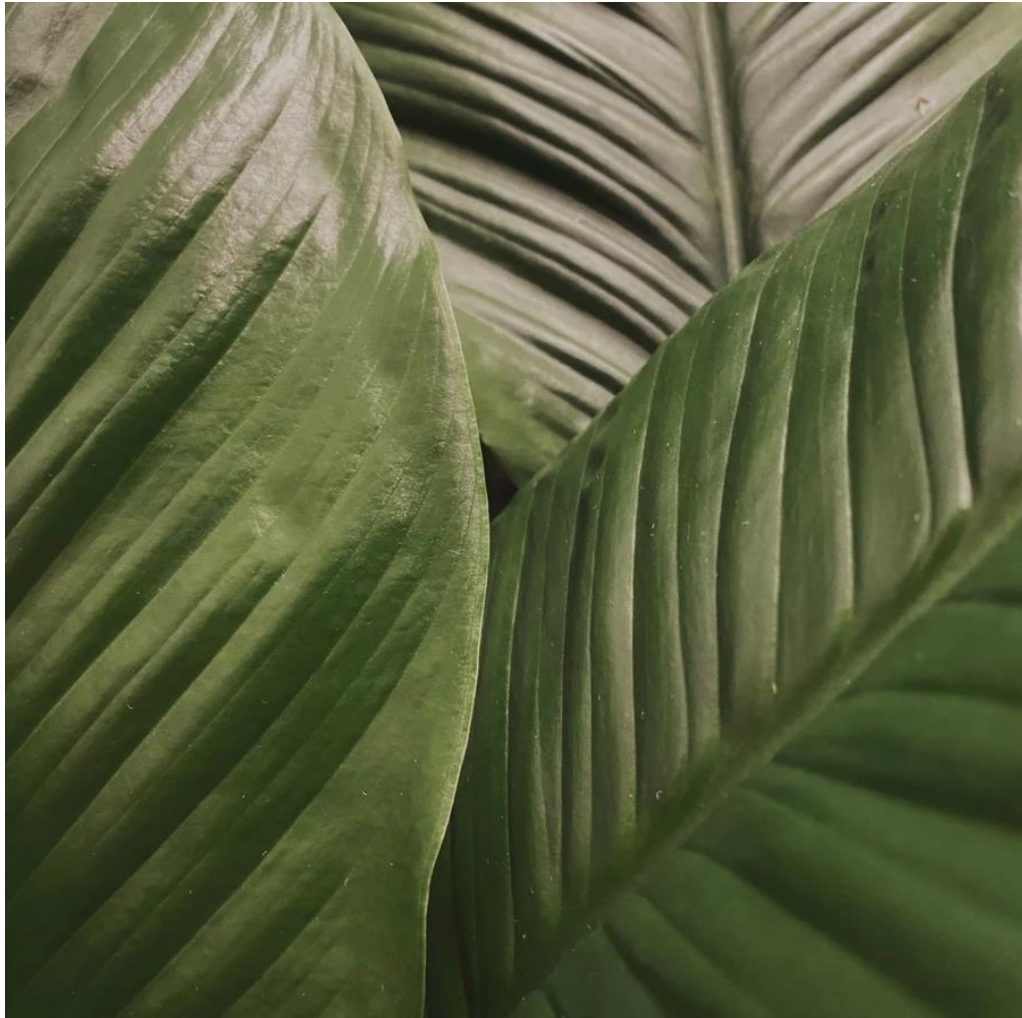


Product Details

Notes: Bergamot, Clean Cotton, Lavender, Sandalwood

Net Wt. 10 oz. (283g)

Burn time: 55 hours



Eden Signature Candle (\$44)

Fresh, wet, and exceptionally green best describes this Signature Candle. Disconnect, recharge and turn any space around you into your own garden of paradise.

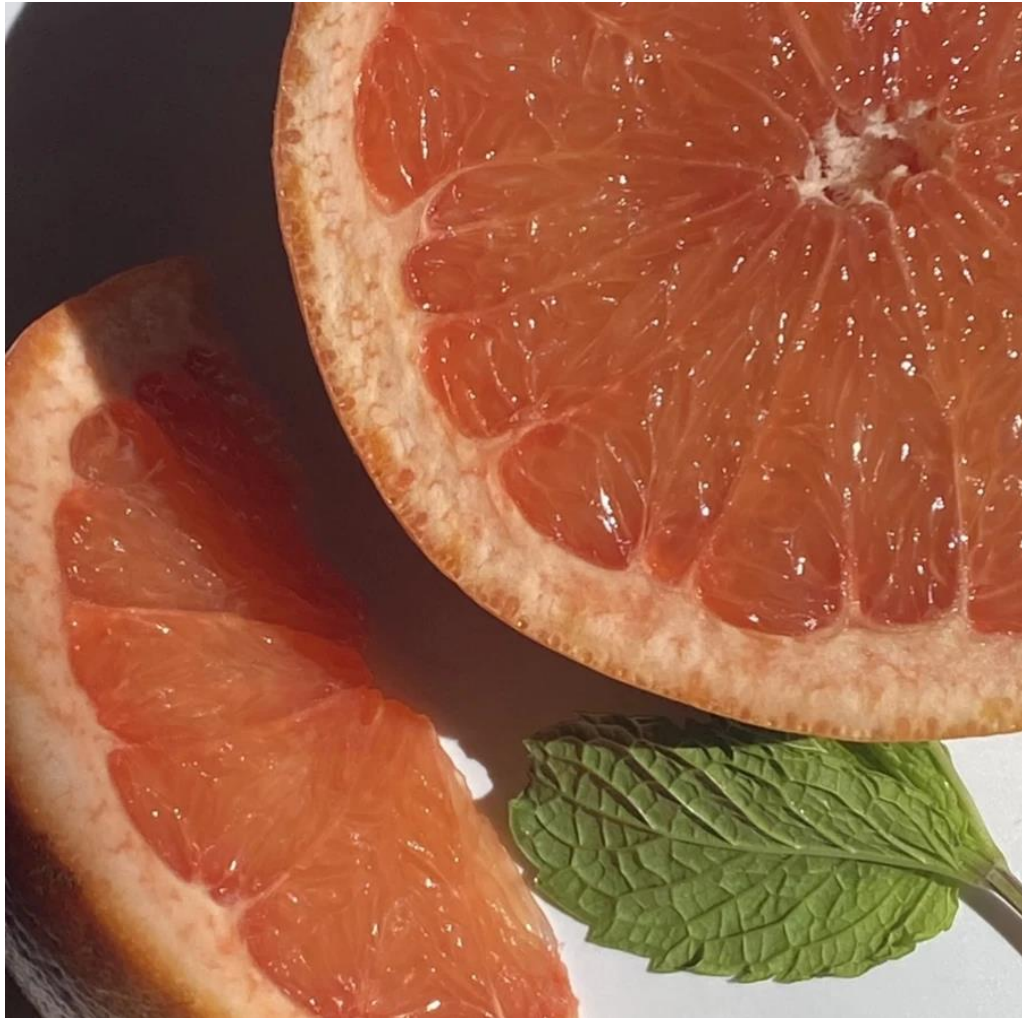


Product Details

Notes: Eucalyptus, Rose, Bamboo, Geranium, African Violet

Net Wt. 10 oz. (283g)

Burn time: 55 hours



Paloma Signature Candle (\$44)

Inspired by summer days and drinks on the patio with family and friends. This simple yet invigorating scent features notes of juicy grapefruit, lime, and mint leaves that combine for a refreshing citrus aroma in this Signature Candle.



Photo Credit: @xoxannalee

Product Details

Notes: Grapefruit, Peppermint, Rose Leaves, Apple, Sandalwood

Net Wt. 10 oz. (283g)

Burn time: 55 hours



Saffron Noir Signature Candle (\$44)

Known for being one of the most expensive spices in the world, exotic Saffron takes center stage with this Signature Candle creating a sophisticated masculine aroma featuring notes of white tea, tobacco, and warm vanilla.



Photo Credit: @xoxannalee

Product Details

Notes: Saffron, White Tea, Tobacco, Vanilla, Tonka Bean

Net Wt. 10 oz. (283g)

Burn time: 55 hours

**WHAT ARE THEY SAYING
ABOUT US?**

*“This is perfection in a candle!
The packaging and presentation
are beautiful, and the Cashmere
Creme smells amazing!”*

@DANARENEE_1OF1
Founder of @BeneathYourMask

@CHEFATMOODY

*“Amazing, I’ve got all the fragrances, &
they’re SIMPLY AMAZING!!”*

@MY.BEAUTYINSIDEOUT

“They smell incredible!”

@LILY_BSD_

*“I love the smell. It’s so gorgeous! The
combination of vanilla and amber is so
divine. Love it!”*

@LIFEOFCARLAJ

*“I love the Cashmere Creme candle, and
the customer service is awesome as well!”*

@AKESO

*“I love candles from J.Laurant because
they burn clean and the scents are
lovely.”*

@SVVPHIA

“Such lovely candles!”

@HEIDIARCHULETACARLSON

*“Received quickly in a nicely packaged
box. The candle itself is clearly made with
quality products in a charming little tin.
When lit the candle burns clean with the
most amazing scent. Will definitely be
buying more!”*

@DELL_PIE_

*“I just love my candles from j Laurant. The
smells, the details, and the TLC put into
sending my mother the perfect gift.
Thank you!”*

@DESSST_XO

*“Favorite!!!! If you want your home to
smell like heaven, Cashmere Creme is
your go to!!”*

@ASHLEYHOSMER

“Such a vibe! It is so. So good!”

FAQ & CONTACT

LAUNCHED:

December 2020

HQ:

Denver, CO.

SOCIAL:

@jlfrances

PRODUCTS:

Luxury Signature Candles

U.S. SHIPMENTS TO DATE:

100+

INTERNATIONAL SHIPMENTS TO DATE:

Egypt, Italy, London, New Zealand
Paris, Sydney, Warsaw

PRODUCTS IN PRODUCTION:

Home Reed Diffuser (Fall 2021)
Linen & Interior Spray (Fall 2021)
Hand & Body Collection (2022)

PRESS INQUIRIES:

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