Light Up Your Life

A married couple designs affordable luxury candles for every season.



Alaina and Jocelyn

ocelyn Drew, 33, and Alaina Young Drew, 32, discovered they had a candle-hoarding problem after they married in New Hampshire and moved in together in New York City. Their luxury candles were too expensive to burn so they invented Bijou, scented candles affordable enough to use every day. Jocelyn is the nose behind complex, seductive scents; Alaina designs the product, packaging, and branding.

"We spent a year and a half developing the fragrances for the Starlet Collection," says Jocelyn. "We had begun referring to them as 'her' and 'she,' like, 'OMG, she smells like a cozy day in bed!' and they really started to have these personalities for us. We've always been very inspired by women in pop culture, and aesthetically our candles have a very Old Hollywood glamour to them, so it was a no-brainer to name them after classic actresses."

"As queer women we often found ourselves looking to these iconic characters for comfort and strength," says Alaina.

The latest line is based on very different inspiration. The Candle Coven Trio borrows its aesthetic from the 1990s—earthy, herbal scents in

gothic-inspired black holders. "Naming the candles took some debating, but ultimately came very naturally. Nineties witches in pop culture (e.g. Willow!) really influenced us as teens, and continue to now, so every time we light a Coven Candle, we feel really connected to our roots," says Jocelyn.

But if your tastes run a little lighter, try the Flower Power Candle Set—the ultimate spring-time bundle of three floral scents. From bright peonies to luscious jasmine with hints of vanilla and berries, these candles, when burned together, transport you to the garden party of your dreams.

And it's a clean burn: Every part of a handpoured, soy wax Bijou candle is meticulously sourced to give you the best that \$29 can buy.

bijoucandles.com



