

A SCENT OF CELEBRATION

Revelling in the festive spirit, luxury candle brand, Sevā Home unveils its latest 'Holiday Collection'



Arushi Agrawal

Few may know fragrances quite like Arushi Agrawal, founder of Sevā Home. The woman behind the luxury candle brand says, "Everyone's scent preferences are unique and depend on their mood for the day." Offering a buffet of bespoke fragrances in premium wax blends, the brand has added a variety of candles, reed diffusers and closet fresheners to its portfolio since its inception.

At the heart of this brand lies innovation, which the founder says, is key to all their collections. Agrawal explains, "We are constantly innovating new products and gifting solutions for the festive and gifting season. Our

newest 'Holiday Collection' features gift hampers in a festive print, which includes candles with the new scent of 'Winter Woods' — an aroma of rosemary, sage and dried cedar wood. The heady fragrance from the forest intertwines with intoxicating herbs, creating a sultry earthy scent." With reindeer motifs, baubles and Holly leaf prints on the boxes, the festive collection encapsulates quite the holiday spirit. The 'Ruby Jewel candle' is a new product with the scent of 'Winter Woods' and is part of the 'Holiday Collection'. Shaped in the form of a sculpted brick, it is crafted to resemble a ruby. "Whether it is displayed on your dinner table or gifted to your loved ones, this deep red candle is a symbol of joy, hope and strength," Agrawal claims.

Now for 2024, Sevā Home is gearing up for an array of new launches — from collaborating with two artists (names under wraps) to increasing its product range to include personal hygiene categories such as shampoo, conditioner, body wash, and hand care. "We are planning to launch new contemporary designs, and have different styles and



sizes (of products). Our reed diffusers have been a hit in the market so we will be introducing some variants in different scents. For the very first time, we are exhibiting at Maison&Objet in Paris, with a spotlight on our India-themed products. We also plan to have more POS across India in 2024 thereby getting closer to our customers," Agrawal concludes.

For more information,
visit sevahome.in

