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JOSHUA TREE CANDLE COMPANY ANNOUNCES NEW LOGO

JOSHUA TREE, CA – (October 14, 2019) – Joshua Tree Candle Company, producer of candles and other unique fragranced products out of a small, bohemian studio space in the southern California desert town of Joshua Tree, proudly introduces a new logo that streamlines their original line to match the addition of their latest products.

Couples Kurt Koptis and Suzette Von Zell and Ryan and Kim McGowan founded Joshua Tree Candle Company with the passion to capture some of the most unique scents in the industry. From that bohemian beginning, they evolved into a full-line, artisanal resource for home fragrance including a new luxury candle collection, JT Luxe; a brand new candle industry concept, My 2 Scents; and wanderlust-friendly Travel Tin Candles.

"We needed a look that brings us together as a whole; something we feel represents *us* not only for our various candle collections but us as a company as well," said Ryan McGowan. "Our new logo does a better job at bringing together where we've grown from – and where we will grow *to* – all while keeping our feet grounded in the place we continue to call home: Joshua Tree."

For more information about Joshua Tree Candle Company, visit jtcandle.com, or email marketing@jtcandle.com.

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