

FRAGRANCE AND PERSONAL CARE

Anya Hindmarch encapsulates fond memories in debut candle line

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SMELLS!
ANYA HINDMARCH

Anya Hindmarch's 3-piece candle collection is dubbed Anya Smells. Image credit: Anya Hindmarch

By STAFF REPORTS

British accessories maker Anya Hindmarch is diversifying its leather goods offerings with the introduction of a fragrant candle collection.

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The debut "Anya Smells" candle collection is available in two sizes and three scent profiles. Keeping true to the brand's whimsy personality, the name, jar design and marketing maintain Anya Hindmarch's fun and lightheartedness in this new product range.

Memory recall

In a video created for the debut of Anya Hindmarch's Anya Smells, a toy train is shown emerging from a tunnel. Comments on social media assumed the tunnel, because of its skin tone-colored exit, was a "bum," but in actuality, the train comes out of the nostril of a large nose.

As the locomotive chugs along the track, passing cubes with animated faces, the 3 train cars carry the scent profiles of the Anya Smells candle collection.

The train's first car carries a small bottle of sunscreen, representing "regrettable tanlines, an ice cone and a jar of "holiday romance tears."

Anya Smell's second profile includes a small cup of coffee, the morning newspaper and an alarm clock. The last train car is filled with bubbles and includes a baby bottle and rubber duck, representing "sleepless nights" and "first smiles," and baby powder.

Anya Hindmarch / Anya Smells

Each of the candles' scents bring back happy memories for the brand's namesake designer.

Anya Smell's Sun Lotion, Coffee and Baby Powder candles were created with perfumer Lyn Harris and are hand-poured in England. For a consistent brand aesthetic, the candles' black glass jars are decorated with a "signature dose of humor" in the form of Anya Hindmarch's stickers.

The Anya Smells collection retails for 50 or 150 pounds, or \$65 and \$197 at current exchange rates.

Since launching Nov. 1, a number of the Anya Smells candles sold out and have a waitlist online. Anya Hindmarch will sell its candles on its Web site, flagship boutiques around the world and at an Anya Smells temporary concept shop on London's Sloane Street.



Anya Smells includes 3 scents, available in 2 sizes. Image credit: Anya Hindmarch

Anya Hindmarch currently does not offer branded fragrances, but may continue to expand into perfumes based on the success of the Anya Smells candle collection.

In the past, Anya Hindmarch has explored personal care goods, but through collaborations that leveraged its leather good skills.

For holiday 2014, the British handbag label created a one-of-a-kind leather vanity for La Mer's The Concentrate to be kept. Consumers were able to redeem the benefits of Anya Hindmarch's craftsmen and La Mer's products through a single collaboration ([see story](#)).

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