

## PRESS ANNOUNCEMENT

### **Lit Moments Candle Co. Debuts an Immersive Fragrance Experience at High Point Market**

At this season's High Point Market, visitors will discover more than a candle display... they will step into an atmosphere designed around the quiet power of scent. **Lit Moments Candle Co.**, the luxury home fragrance brand known for its handcrafted candles and refined fragrance blends, is unveiling a thoughtfully curated showroom experience that invites guests to explore fragrance as an element of modern living.

Located in **Booth M-8020 in the Suites at Market Square**, the space reflects the brand's philosophy that scent is deeply connected to memory, environment, and emotion. The booth design draws inspiration from intimate residential spaces... warm, layered, and intentionally simple... creating a setting where fragrance becomes part of the atmosphere rather than simply a product on display.

Natural wood shelving frames the presentation, offering a **minimal yet sculptural backdrop** for Lit Moments' candles, room sprays, and fragrance collections. Each shelf is styled with restraint, allowing the clean lines of the vessels and packaging to take center stage. Soft neutral tones, warm lighting, and natural textures introduce a calm sophistication that mirrors the experience of lighting a candle at home.

At the center of the display, a tall ceramic vessel filled with soft pampas stems adds organic movement to the otherwise structured design. The balance of **modern minimalism and warm residential styling** creates a welcoming environment... one that encourages visitors to slow down, explore the fragrances, and imagine the role scent plays within their own spaces.

Guests visiting the showroom will have the opportunity to experience Lit Moments' growing collections, including the **Signature Collection, Gentlemen's Collection featuring beard oils, Chakra Collection, and seasonal Holiday fragrances**. Each collection reflects the brand's commitment to craftsmanship, thoughtful fragrance design, and timeless presentation.

In addition to experiencing the product collections firsthand, buyers and designers will also be introduced to Lit Moments' **custom fragrance development program**, an offering that allows retailers and brands to create signature scents tailored specifically to their identity. The program reflects the company's belief that fragrance can become a meaningful extension of a brand, a space, or a moment.

Founded in 2019, Lit Moments Candle Co. has steadily built a reputation for creating candles that blend craftsmanship with storytelling. Each product is hand-poured using clean materials and carefully balanced fragrance compositions designed to evoke warmth, nostalgia, and everyday luxury.

As a family-led company, the brand approaches candle making with both entrepreneurial spirit and meticulous attention to detail... from fragrance formulation and wick testing to vessel selection and packaging design. This dedication to thoughtful craftsmanship continues to guide the brand as it expands its presence in the retail and wholesale home fragrance market.

At High Point Market, Lit Moments Candle Co. offers a glimpse into the evolving role of fragrance within modern interiors... where scent becomes not just an accessory, but a subtle layer of atmosphere that completes a space.

Buyers, designers, and retail partners are invited to experience the collections firsthand at **Booth M-8020 in the Suites at Market Square.**

### **Leadership Team**

Cassandra Bolden, CEO & Marketing Director

Jessica Ballentine, Product & Experience Director

Jazmine James, Operations & Quality Assurance Director

Jayla Schoff, Operations & Social Media Director

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