

THE FRESH APPROACH TO RETAILING

HomeFashion

& FURNITURE TRENDS®

The New York
TABLETOP
Market Issue

Home Fragrancing:
Beyond The Flame

THE LOOK OF
Luxe



Dirt Candles (1880 W. 100th St., # 106, Riviera Beach, FL 33404) donates a portion of every sale to national charities, which are chosen by customers and employees. Call 888.886.8227.

also enhanced the use of their products by encouraging individuals to add personal touches. One of the easiest ways to see this happening is in potpourri. Classic and visually appealing, potpourri is no longer only about dumping a bag of dried flowers into a bowl; consumers can use their own creativity to create individualized potpourri.

When Judy Havelka, the president

of Judy Havelka Enterprises, Ltd., was searching for an easy way to relax from her stressful corporate life, she turned to nature. Now, Judy has created Havelka ELEMENTS botanicals to help other people decompress with nature as well. ELEMENTS botanicals is a line of 50 botanicals, scented in Orange Spice Cinnamon, and Havelka says her company is offering a flexible way to add fragrance to a room as well as a holistic health benefit.

ELEMENTS botanicals also lend themselves to creating a unique home accent. "I believe people adorn their homes with items they select to display



Lady Elizabeth's (P.O. Box 1318, Keller, TX 76244) line of delicately wrapped, hand-poured candles come in four collections; each has its own scent association. Call 682.551.2121.

their personal style, just like we select the clothes we wear ... it's a way to display your personal taste! I believe people select fragranced products much the same way," Havelka said. Object Potpourri from Claire Burke is a contemporary twist on traditional potpourri that uses faux gems, flowers and beads as op-

North Star (27 London St., East Greenwich, RI 02818) pairs its candles with a CD to enhance the aromatic experience. The company doesn't limit itself to travel scents either; Chardonnay, the saxophone, gardens and the holidays inspire other candle and CD sets. Call 800.346.2706.



posed to dried flowers and leaves. This spring the newest fragrance is The Sea. Pieces in The Sea scented Object Potpourri include blue sea glass and beads, and silver charms.

Uncanny Candles

Just because candles have been around for centuries does not mean there isn't anything exciting and new happening. One of the biggest trends is a turn toward natural ingredients and fragrances, and travel.

From Dirt Candles comes a line of candles made from organically-grown, American soybeans and es-

By **Bill Yee**

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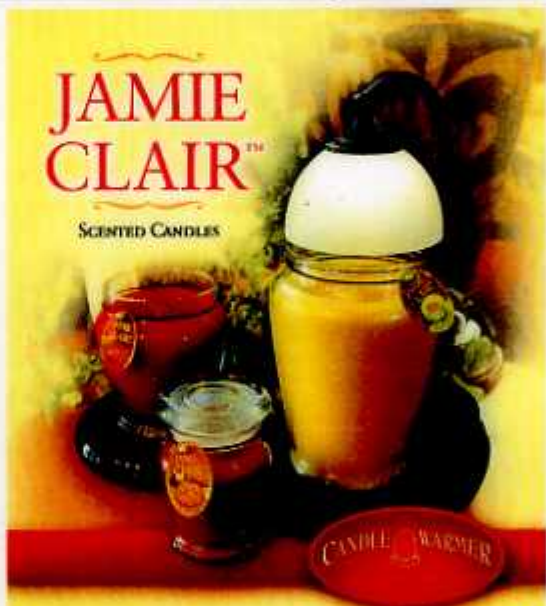
"Crescent on Glass" Candle Votives

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