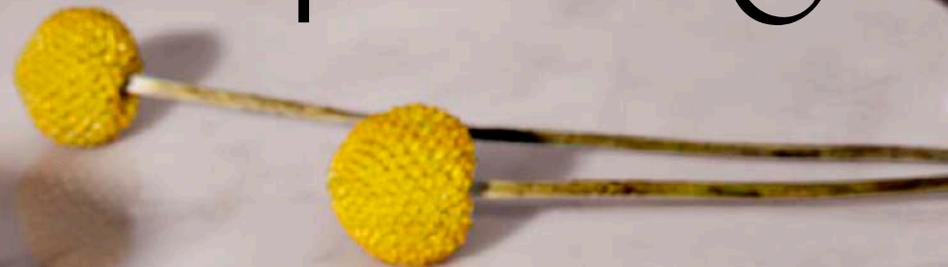


F · Y · G



fyghome.com / @fyghome  
Launching October 2020

# LAUNCHING: F.Y.G. MEMORIES COLLECTION

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The newest home fragrance brand in town: F.Y.G. is ready to evoke memories, feelings and moods with their brand new **Memories** collection.

The new scents are designed to provide an emotive and immersive experience. Each scent will transport you to a unique time and place, telling a story of the past. The memories collection includes 12 250g natural candles with 100% coconut and rapeseed wax and a pure cotton wick (£30 each), with a burn time of up to 45 hours. They are hand-poured in re-usable, high quality, recyclable glass. The collection also includes 12 125ml diffusers also decanted in sustainable, re-usable, high quality glass (£35 each).

F.Y.G. products encapsulate a range of significant and beautiful experiences to create a perfect ambience to your living space. Each product is carefully crafted to complement the mood of any room.

*“The Memories collection is a celebration of the joy that comes as we reflect on key moments from our past.” Says F.Y.G. founder, Demi Pendakis*

*“There are several ways to remember the past, but perhaps it is through scent that we most strongly find ourselves reliving the feel of any place and the emotion involved. In this way, scent is a uniquely powerful tool and so this collection has become something distinctly evocative with the power to stimulate, calm, restore, excite and invigorate our senses, even when we are simply living our everyday, often stressful, lives...So, we invite you to find the stories that speak to you and in doing so, breathe in that scent, experience that feeling and, quite literally, Find Your Glow.”*

**Find your scent. Find yourself. Find your Glow.**

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# F.Y.G. MEMORIES COLLECTION

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*“One of my earliest memories as a boy was summer in Thessaloniki. I was walking into a sun-soaked garden of sweet fig trees. It was my grandmother’s garden. Since then, if ever I am met with that familiar perfume, I am immediately transported back to the comfort of family, love and my childhood innocence.” Demi Pendakis, Founder, FYG Home*



Arabian Nights candle £30, fyghome.com  
Arabian Nights diffuser £35, fyghome.com

**Arabian Nights:** Tart spice meets floral notes with a background of woody oud and musky sweetness.

**Memory:** Night time, the Arabian desert - be transported to a warm desert camp fire, breathing in the dry, fragrant air.

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Grandma's Garden candle £30, fyghome.com  
Grandma's Garden diffuser £35, fyghome.com

**Grandma's Garden:** Fruity cassis, cherry and fig meet floral and woody notes of pine and cedar, brought together with amber and musk.

**Memory:** Childhood summers spent in Thessaloniki, Greece - close your eyes and be transported to a bustling Greek garden, with ripe fig trees, laughter, love and sunshine.

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Caribbean Waters candle £30, fyghome.com  
Caribbean Waters diffuser £35, fyghome.com

**Caribbean Waters:** A citrus cocktail of lime, bergamot and lemon meets creamy tropical coconut with base notes of amber, musk and patchouli.

**Memory:** Beach retreat, St Lucia - indulge in Caribbean beach vibes and prepare to feel yourself unwind.

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Paradise Beach candle £30, fyghome.com  
Paradise Beach diffuser £35, fyghome.com

**Paradise Beach:** Fresh bergamot, orange and rich amber meet exotic coconut and sweet vanilla.

**Memory:** Honeymooning, the Maldives - dream of white sandy beaches and crystal waters, so enchanting you will not want to leave.

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# F.Y.G. MEMORIES COLLECTION

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Down By The Coast candle, £30, fyghome.com    Down By The Coast diffuser £35, fyghome.com

**Down by the Coast:** Salted seaweed and green florals meet citrus hints of bergamot and lime with a background of amber, cedarwood and balsamic.

**Memory:** Beach-bound Sunday with friends – the perfect scent for a taste of breezy, carefree childhood days with fresh, salt sea air.

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SW19 candle £30, Fyghome.com    SW19 diffuser £35, fyghome.com

**SW19:** Juicy, ripe strawberries and raspberries meet decadent, flowing champagne and a hint of elegant rose.

**Memory:** Tennis season, London SW19 - a fun and fruity play on your senses and feel immediately transported to the pleasure of long summer nights during the British tennis season.

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Aussie Outback candle £30, fyghome.com    Aussie Outback diffuser £35, fyghome.com

**Aussie Outback:** Blended aromatic bergamot, orange and amber meet base notes of cedar and sandalwood.

**Memory:** one to tell the grandkids: the Australian outback - positively stimulate and intrigue the senses, as you are transported to this Australian arid land.

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Starry Starry Night candle £30, fyghome.com    Starry Starry Night diffuser £35, fyghome.com

**Starry Starry Night:** Blends of citrus, sweet cinnamon and vanilla spice meet notes of smoky wood and musk.

**Memory:** Travelling, Bali - intrigue and excite your senses, as you are transported to the breathtaking beauty of a star-lit, Balinese night sky.

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# F.Y.G. MEMORIES COLLECTION

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The Amalfi candle  
£30, fyghome.com

The Amalfi diffuser  
£35, fyghome.com

**The Amalfi:** Fresh, coastal breeze meets citrus grove tartness with background notes of wild freesia.

**Memory:** Mini break to the romantic Amalfi coast Italy - invigorate your senses and be transported to the unrivalled beauty of coastal Italy.

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Japanese Plum Blossom  
Candle, £30, fyghome.com

Japanese Plum Blossom diffuser  
£35, fyghome.com

**Japanese Plum Blossom:** Sweet mandarin and fragrant, oriental plum meets neroli, jasmine, pine and cedar wood.

**Memory:** Imperial Garden, Tokyo - connect to the calming peace, beauty and romance of a Japanese garden.

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The Rose Garden candle  
£30, fyghome.com

The Rose Garden diffuser  
£35, fyghome.com

**Rose Garden:** Bursting sweetness of rose tempered by notes of coffee, incense, amber and sandalwood.

**Memory:** A local hidden gem: the English rose garden - liven your senses and indulge in this elegant scent, as you are transported to the sanctuary of a tranquil English rose garden in full bloom.

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A Day At The Spa candle  
£30, fyghome.com

A Day At The Spa diffuser  
£35, fyghome.com

**A Day at the Spa:** Pure lavender essential oil to soothe mind and body.

**Memory:** luxurious spa retreat, New Forest - be transported to a fragrant spa and feel your stress melt away.

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# MEET THE FOUNDER: DEMI PENDAKIS

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“It’s not business. It’s personal.

I have always been surrounded by fashion, design and style. Growing up with the influence of my father’s fashion business, it was a natural progression to forge my own successful career in the fashion and design industry.

This is what I love. It is what I am passionate about. And F.Y.G. has simply become the natural extension of my experience of and love for stylish, affordable and sustainable design.

In creating F.Y.G. it was important to produce not just another scented product but an immersive experience. What started as a desire to re-capture my childhood joy of family holidays spent in Greece, then developed into a project of encapsulating a range of significant and beautiful experiences from the past.

Whilst each scent has a story and individual character to evoke memory, feeling, mood, it was equally important to create modern designs - to fit in with and subtly enhance any living space. And with all of that, F.Y.G. had to be sustainable. That is why each product is 100% natural and recyclable.

So, I invite you to take your time, shop around, try out something new. And Find Your Glow.”





fyghome.com / @fyghome

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