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LAUNCHING: F.Y.G BACK TO BASICS COLLECTION

F.Y.G is excited to announce their Back to Basics Collection, designed to enhance your living space and uplift your mood.

Each fragrance from this stripped back collection celebrates not only a key aroma but a distinct character, and has been designed to either invigorate, calm, restore or indulge your senses, positively impacting on your wellbeing as well as highlighting and complementing the mood of any room.

The Back to Basic Collection consists of 16 fragrances in both candles and diffusers, with candles priced at £20 and diffusers priced at £25. Each product has been carefully crafted and is 100% recyclable and sustainable.

Whether you are looking for something light and fresh, earthy, sweet or sensual, the Back to Basics range has a candle and diffuser to cater for all moods.

Find your scent. Find yourself. Find your Glow.

F.Y.G BACK TO BASICS COLLECTION



Fireside: *The woody one* - crisp bergamot, lemon leaf and fresh eucalyptus meet woody notes of red cedar, and massoia, amber and musk.

Cuban Tobacco & Oak: *The mysterious one* - smoky sweet tobacco and spice meet vintage cologne, cognac and warming musk.

Egyptian Amber: *The sultry one* - rich and exotic, infused herbs, spices and florals cleansed by a sweet base of vanilla, musk and sandalwood.

White Musk and Amber: *The sensual one* - delicate lavender meets notes of sweet lily, jasmine and germanium on a musky, sandalwood base.

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Blueberry & Vanilla candle,
£20 fyghome.com

Blueberry & Vanilla diffuser,
£25 fyghome.com

Black Pomegranate candle
£20 fyghome.com

Black Pomegranate
diffuser, £25 fyghome.com

Peony & Blush Suede
candle, £20 fyghome.com

Peony & Blush Suede
diffuser, £25 fyghome.com

Rock Salt & Driftwood
candle, £20 fyghome.com

Rock Salt & Driftwood
diffuser, £25 fyghome.com

Blueberry & Vanilla: *The full of sweetness one* - blended summer blueberries and strawberries meet creamy vanilla sweetness.

Black Pomegranate : *The fruity one* - juicy plum and pomegranate meets background notes of florals, musk and spice. Experience the sweet yet earthy fragrance set to invigorate the senses.

Peony & Blush Suede: *The floral one* - fruits and soft florals meet rich musk and amber. Indulge in the comforting, fragrant notes of apple, soft plum, fragrant peony, carnation and rose.

Rock Salt & Driftwood: *The fresh one* - salt-crusted seaweed, cyclamen and water lily meet background notes of warming amber and musk.

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Frankincense & Myrrh candle, £20 fyghome.com

Frankincense & Myrrh diffuser, £25 fyghome.com

English Pear & Vanilla candle, £20 fyghome.com

English Pear & Vanilla diffuser, £25 fyghome.com

Lemongrass & Ginger candle, £20 fyghome.com

Lemongrass & Ginger diffuser, £25 fyghome.com

Black Amber & Lavender candle, £20 fyghome.com

Black Amber & Lavender diffuser, £25 fyghome.com

Frankincense & Myrrh: *The festive one* - think dark, earthy frankincense and bittersweet myrrh meet shades of violet and warming amber.

English Pear & Vanilla: *The elegant one* - the classic sweetness of pear meets indulgent, creamy vanilla with a background of warm amber.

Lemongrass & Ginger: *The feisty one* - tangy lemongrass and Sicilian citrus meets spicy ginger root on a patchouli and creamy vanilla base.

Black Amber & Lavender: *The alluring one* - rustic amber and French lavender meet indulgent tonka bean, vanilla and sage. A rich, sensual and enticing fragrance.

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Thai Lime & Mango: *The exotic one* - mouth-watering Indian lemongrass, Italian lemon and Thai lime meet exotic fruity notes of pineapple, melon, grapefruit and juicy mango.

Lime, Basil & Mandarin: *The zingy one* - Sicilian lime and sweet mandarin meets peppery basil and sharp notes of vetiver.

Black Fig & Vetiver: *The sweet but sassy one* - think earthy green leaf, cedar and oakmoss meets fragrant citrus, topped with liquorice and anise.

Black Rose & Oud: *The coveted one* - rare South-East Asian oud wood and florals meet sweet cinnamon bark, clove and palmrosa.



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PEONY & BLUSH SUEDE

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ENGLISH PEAR & VANILLA

MEET THE FOUNDER: DEMI PENDAKIS

“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.**”





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fyghome.com / [@fyghome](https://www.instagram.com/fyghome)

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