



BELLA HOPE  
LONDON



Take a scented journey around the world with the Luxury Candle and Diffuser Collection from Bella Hope.

Created with a unique combination of pure ingredients, elegant designs and a fusion of fine fragrances. Bella Hope Candles and Diffusers evoke exotic aromas of beautiful locations, indulging the senses and transporting the mind.

Please allow me to introduce myself.

I am Susie, wife, mum and businesswoman. I am a Director of our family business SEBO (UK) Ltd, an already successful multi-million pound business and established Company built upon strong values of quality, honesty, reliability and sustainability.

My passion for candles is nothing new, I have always been fascinated by their scents, their textures and their comforting glows. Bewitched by the power of fragrance, and how it can infuse your home with beautiful aromas, transporting you to wondrous places.

Having been seriously ill several years ago and often housebound. I would find that many of my beautiful candles burnt to relax or energize me were full of toxic synthetic chemicals and were therefore not contributing to my recovery, this inspired me to make my own luxurious candles using unique combinations of pure ingredients and fine fragrances.

With the candles created, I wanted to look at new ways I could broaden the range so I transformed the signature scents I had crafted into a collection of contemporary black reed diffusers. This collection shouts modern day luxury in a design that will enhance your space sensually and visually.

Many years of research, experimentation and commitment has seen the creation of Bella Hope, which I have named after my daughter. I have approached the creation of the brand in a soulful and holistic way; with a desire to express a love of exploring the world through scent, fusing the wonders and magic of these destinations in candles and diffusers that offer pure olfactory pleasure.

I wanted beautiful candle and diffuser scents that could envelop my space and transport me to magical places whilst also being a piece of art for the home, that could be kept, re-used and reloved.



# BEHIND THE BRAND



Bella Hope London is a trading company of SEBO (UK) Ltd.



# BRAND VALUES



**Natural** - Our candles are made with 100% organic soy wax and an unbleached cotton wick. Our scents are created with pure oils and fragrances meaning they are 100% natural and vegan friendly.



**Free From** - No artificial ingredients are used in our candles or scents, they are paraffin, paraben and phthalates free with no nanomaterials or genetically modified ingredients used. None of our products are tested on animals.



**British at Heart** - Designed and hand-poured in the UK to ensure quality control and to support our local economy.



**Sustainable** - Our packaging is designed to be recyclable, reusable and reloved.





# OUR BRAND

## TARGET AUDIENCE

Mid-range luxury market

## SPECIFICATION

Candles - RRP £60.00

260g soy wax candle with cotton wick and a burn time of 50-60 hours.

5 modern colourways to complement any interior or persona. Bespoke vessels, lined in gold to enhance the beauty of the real flame. Adorned with an embossed gold lid they are presented in a sumptuous velvet bag and luxurious packaging.

Diffusers - RRP £55.00

200ml natural fragrance diffuser made with the finest ingredients that lasts up to 3-6 months.

Our contemporary black diffusers feature a solid metal lid with a beautifully crafted glass vessel in a contemporary black hue. Premium thick fibre reeds allow for high-performance fragrance throw, with the non-clog design resulting in a controlled rate of fragrance release which will scent your space beautifully.



# LANGUAGE OF COLOUR

Our minds not only perceive colours but directly correlates them to our emotions. Our carefully selected colourways instantly begin to transport your mind to the fragrance notes within.

COOL,  
RELAXING,  
REFRESHING  
AND PURE

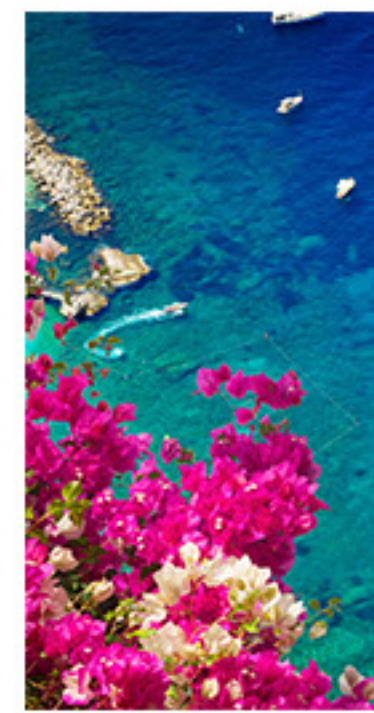
SWEET,  
ROMANTIC,  
GENTLE AND  
PLAYFUL

WARM,  
LUXURIOUS,  
RICH AND  
MYSTERIOUS

VIBRANT,  
UPLIFTING,  
FRESH AND  
DECADENT

CLARITY,  
REVITALISING,  
TRANQUIL AND  
BALANCING





LET US  
TAKE YOU ON A  
JOURNEY



# SICILY

Welcome to Sicily where the seas sparkle, the mountains are restless, and the land is dripping in ancient history and legends galore. You may need a moment to take it all in. Take your time.

## Fragrance Notes

Fizzy pink grapefruit and zesty mandarin first greet the nose. The heart blooms to life with fruity apple accords spiced with pink pepper and cardamom, supported by undertones of raspberry leaf, amber and sandalwood.







# ST TROPEZ

Take a trip to St Tropez, the jet setters jewel nestled in the French Riviera. Luxuriate in the relaxed, almost decadent, atmosphere beloved of artists as much as aristocrats. You have arrived!

## Fragrance Notes

Sunshine, fresh, fun filled fragrance with top notes of bergamot, a heart of orange blossom, jasmine, plum and peach on a base of vanilla and blonde woods.





# CAPRI

An Italian paradise. Tranquil, yet invigorating. Sophisticated, yet quaint. The epitome of style and luxury, Capri is an island for lovers, lovers of life and of la dolce vita.

## Fragrance Notes

Sparkling citrus top notes of bergamot are sweetened with red rhubarb, leading to a heart of jasmine, rose, muguet and sweet pea, with subtle undertones of frangipani, white musk and soft woods.





# KYOTO

A city where ancient oriental tradition meets modernity.  
A city laid out according to feng shui and a grid pattern.  
A city of palaces, shrines, and gardens. A city of Shinto and samurai and of course, a city of cherry blossom.

## Fragrance Notes

Opening with vibrant citrus notes of grapefruit, bergamot, mandarin and lemon with a spicy hint of ginger and star anise. A pretty floral heart of cherry blossom with a touch of jasmine, bamboo and almond is finished with musk, amber and sandalwood.





# SAIGON

This great city is a pillar of vibrance and luxury in the East. A city of beautiful contrasts, where dynamic vitality is intricately combined with soothing serenity, where two worlds collide, where West meets East.

## Fragrance Notes

A citrus infusion of white grapefruit, sweet orange, bergamot and lime zest on the top, an aquatic heart of lotus flower, lychee, and jasmine blossoms, all resting on a base of driftwood and water lotus.





# SEVILLE

Where the sun burns brightly, the wine flows freely and the warmth and generosity of the locals is overflowing. Let the aromas of Seville's blossoming orange trees fill your being with our fresh top notes of juicy mandarin and bitter orange.

## Fragrance Notes

Fresh top notes of juicy mandarin and bitter orange are blended effortlessly with a floral heart of jasmine and orange blossom, resting on a contrasting base of ginger and vanilla.







# MALDIVES

One of the most breathtaking and romantic island nation destinations on planet Earth. With elegant villas floating above the crystal-clear waters, white sand beaches, and endless opportunity for adventure in the sand and sea.

## Fragrance Notes

A rich and exotic aroma of a beach in paradise. Spiced notes of cardamom pods transform effortlessly into the heart of creamy Jasmine blossoms, resting on an indulgent base of white musk, vanilla, powdery sandalwood, cedarwood, precious amber and a touch of moss.





# SEYCHELLES

Off the coast of east Africa, in the Somali Sea, lies a cluster of small islands that are known for their striking beauty, vibrant nature, and waters which are rich in life. Here people from all over the world come for an island adventure unlike any other on the planet.

## Fragrance Notes

An indulgent blend of beach flowers, white sands and romantic coconut. Sweet juicy top notes of orange blend effortlessly into a creamy heart of jasmine, frangipani flowers and tuberose closing on a soft base of fresh coconut water, vanilla pods and white seashells.







# MUSCAT

The ancient port of Muscat, the beating heart of Oman, has been an Arabian trading post since antiquity. Framed by majestic mountains, a crystal clear sky and deep blue sea, Muscat really is a hidden gem of the Middle East.

## Fragrance Notes

A decadent and opulent aroma filled with heady spices. Dominant notes of oud wood and luxury cognac, with sweet aromatic tobacco and smokey woods with undertones of spiced saffron and agarwood.





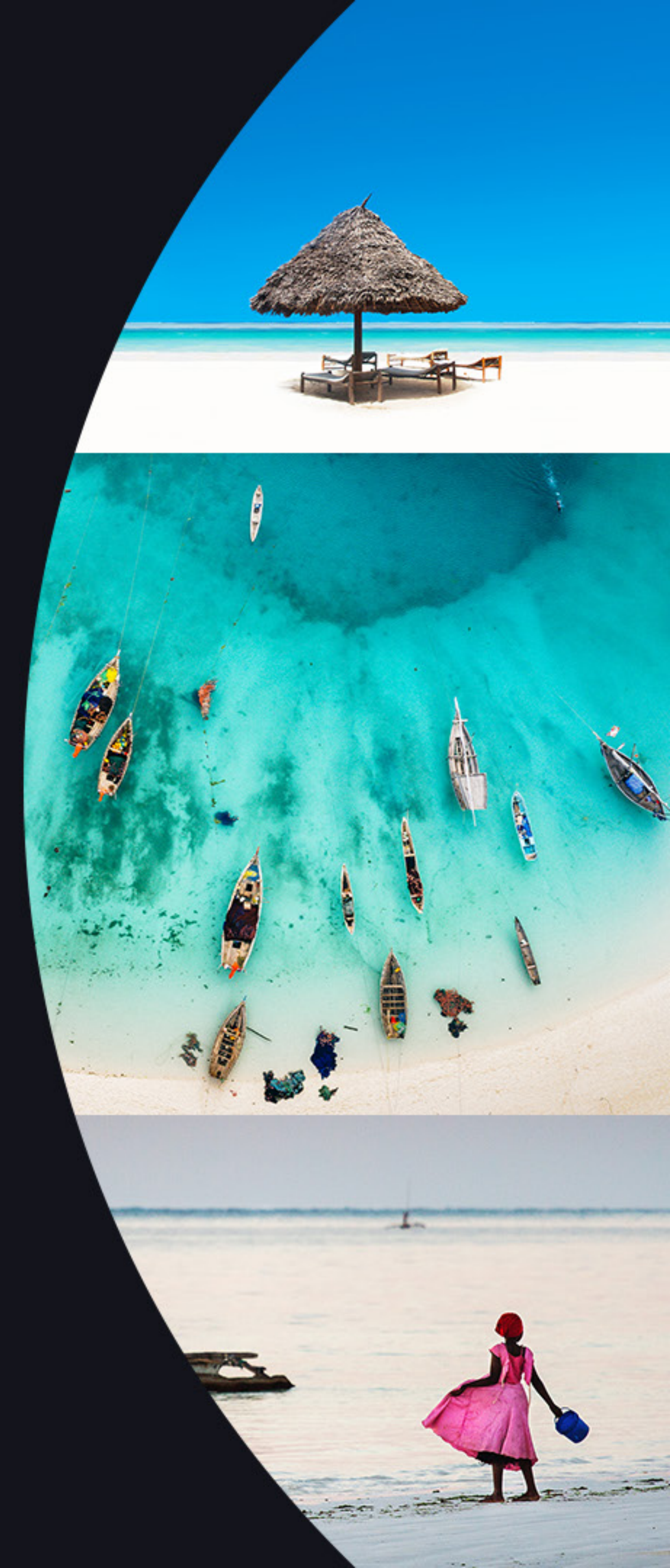


# ZANZIBAR

Ah Zanzibar! Luxurious and magical Zanzibar, a wonder of nature. A complex and contrasting melting pot, like nowhere else on Earth. A breath-taking world of magnificent wildlife, sublime seascapes, brilliant colours and exotic fragrances.

## Fragrance Notes

Bergamot and lemon top notes refresh a decadent heart of rose, jasmine and ylang-ylang with a hint of nutmeg, which rests on a base of rich woods, vanilla, saffron, leather, patchouli, musk and tonka bean.







10% of profits we make from our Pink candles will be donated to the Pink Ribbon Foundation

### About the Pink Ribbon Foundation

The Pink Ribbon Foundation is a grant making trust with a mission to fund projects and provide financial support to UK charities which relieve the needs of people who are suffering from, have been affected by breast cancer, or who work to advance the understanding of breast cancer and its early detection and treatment.

Charity Number: 1080839





# AS FEATURED IN

VANITY  
FAIR



VOGUE



CONDÉ NAST  
TRAVELLER





# CUSTOMER REVIEWS

In love with Muscat, with its rich and woody scent, brought one then had to go back for 4 more as I know how much my friends and family will love them too!

**SIMON**

This Bella Hope candle created a strong, fresh citrusy aroma. This sophisticated looking candle could be smelt from room to room and was a nice touch to the end of a busy day.

**DEBS**

Even the box smells so good, I imagine this is what heaven smells like.

**LAURA**

This smells like a luxury oriental hotel.

**STUART**

Out of all my candles the Bella Hope was the brightest this was due to the gold lining of the glass; it was very reflective of the candle flame. The scent and presentation were far superior to my other high-end candles.

**DEREK**

Beautifully wrapped with a very expensive luxury feel. Smells nicer than my other high end expensive candles. Beautifully balanced scent you can smell the high-quality perfumes.

**SASKIA**

Seville & Capri - Wow Wow Wow So blown away by the packaging, details, candles and even the matches, smells divine.

**MONI**

Love the beautiful rich and woody scent of the muscat candle.

**LOUISE**

Beautiful branding and luxurious packaging, the attention to detail in these candles is in every way impeccable. You can smell the fragrance before even opening the box! From presentation box, to velvet dust bag, solid quality lid and the stunning candle itself, it was just a treat to open the candle up.

**SUZANNE**

A subtle sweetie aroma, not overpowering. Just right for me.

**YVONNE**

It's made with 100% pure soy wax and 100% pure cotton wick which is so important to me.

**MILLY**

I am a huge candle fan, and I can honestly say this is my favourite, the smell covers the whole house, it's amazing.

**KELLY**

Received my candle today absolutely stunning, highly recommend, beautiful packing and smells incredible. Can't wait to get the whole collection.

**CHARLIE**

I can smell the mandarin and orange, a hint of vanilla which is just enough not to overpower the jasmine ... exquisite.

**RIA**

Seville - I'm gazing down at a vineyard in the valley whilst sitting on the veranda watching the sunset surrounded by orange fruit trees in Italy!!! Susie your candles are awesome, you are one clever lady!!!!

**JO**





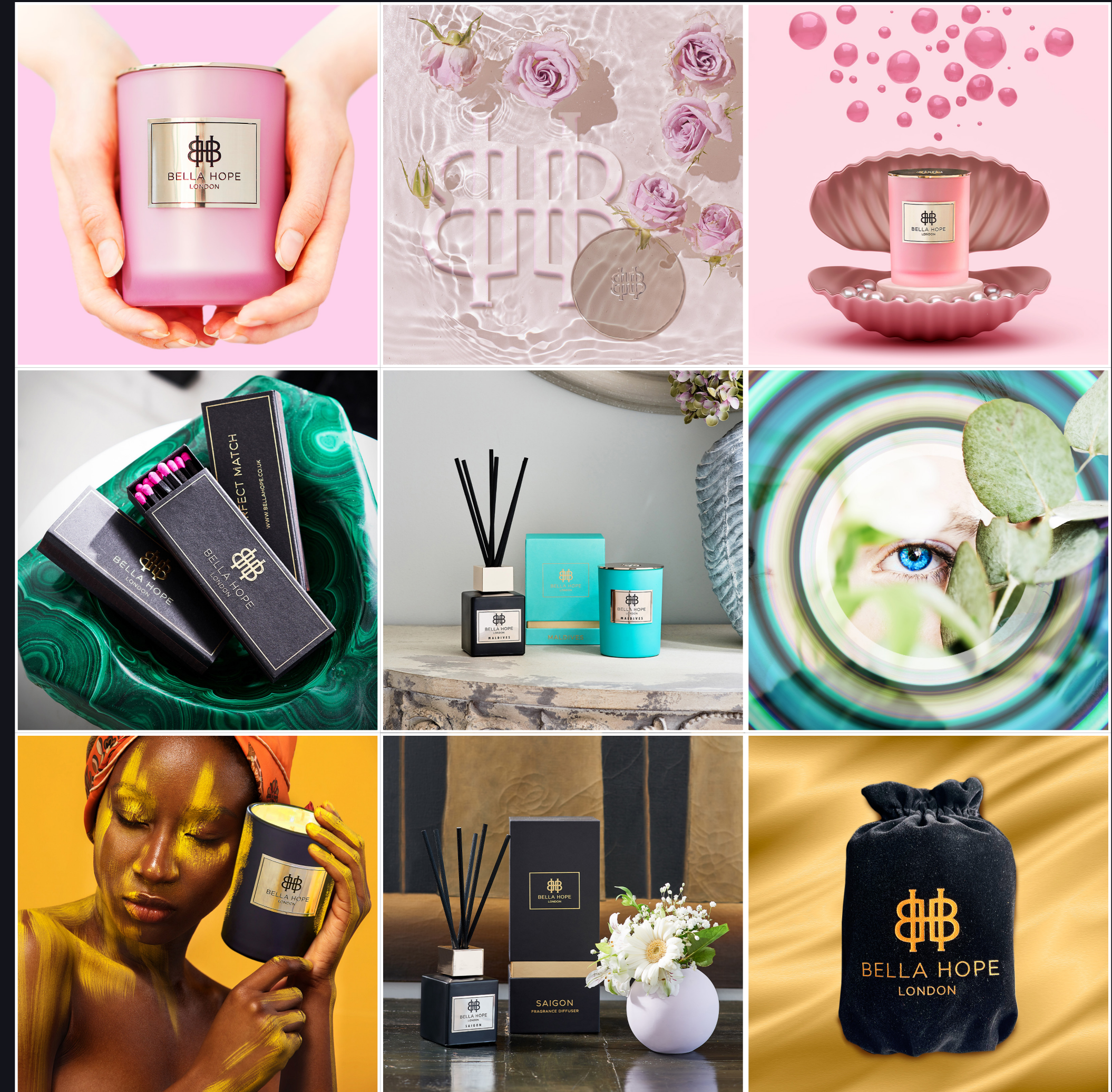
@bellahopelondon  
13K followers and growing

BELLA HOPE LONDON

Unit 1, The Merlin Centre,  
Cressex Business Park,  
High Wycombe, Bucks,  
HP12 3QL

01494 476065

media@bellahope.co.uk  
www.bellahope.co.uk







THANK YOU