



CRANBOURN[®]
LONDON

Wholesale Partner Brochure

2024





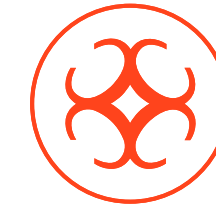
OUR STORY

Established in London in 2018, CRANBOURN® is dedicated to developing iconic fragrances that stand the test of time.

Our fragrances are created in collaboration with leading international perfumers, combining the finest botanicals and essential oils, utilising cutting-edge perfumery techniques. As part of The Fragrance Foundation, the CRANBOURN® mission is simple: to create quality luxury products for the modern conscious consumer.

While our perfumery team has an international outlook, every single element of a CRANBOURN® product is made exclusively in the UK, ensuring the highest levels of craftsmanship and manufacturing. We are a B Corp company, and our products are Leaping Bunny and The Vegetarian Society certified.





MEET THE FOUNDERS

CRANBOURN® is an innovative new British fragrance brand with authenticity at its heart, founded by husband-and-wife entrepreneurs Abigail and Simon Joy.

Living in different global locations while growing up formed so many olfactory memories for Simon, from lemongrass growing in the garden in Abidjan to the aroma of lavender in France. His deep lifelong enjoyment of scent inspired him to learn more about the history and cultural significance of fragrance.

Simon has nearly two decades of experience in the Italian design and luxury goods industry, and Abigail has a background in finance. They both feel passionately that harnessing the magic of fragrance and aromatherapy can be hugely powerful in our day to day lives. They sought a sustainable approach to create beautiful luxury products at an affordable price for consumers, which they call #AnotherWay.



AS SEEN IN:





OUR HOME FRAGRANCES

All our luxury fragrance candles come in CRANBOURN® Blue or White hand-finished glassware. Each candle contains a high fragrance inclusion, crafted using our unique Bees & Botanicals™ wax blend to ensure a clean burn and strong fragrance throw



Our luxury candles have a high fragrance inclusion and are made with a 100% sustainably harvested blend of bees and vegetable wax for the ultimate clean natural burn. Say no to burning paraffin or mineral waxes.



Fragrance excellence is important to us. CRANBOURN® is a member of The Fragrance Foundation, an esteemed and globally respected organisation founded by Chanel, Elizabeth Arden, Coty, Helena Rubinstein and Guerlain.



Handcrafted in the UK



Scan the barcode inside your product box to access your Soundscapes & Atmospheres™ playlists



Sustainable ethos & B Corp



Members of the Fragrance Foundation and committed to fragrance excellence



ART *of* ATMOSPHERES™

Bring a world of evocative Atmospheres™ into your living space with scents designed to become timeless modern classics.

From a quintessentially British country garden to Nordic pine forests and Moroccan riads, escape to iconic global destinations from the comfort of your own home with Art of Atmospheres™.

Experience the power of aromatherapy and weave olfactory magic into your daily rituals and routines.

Our Art of Atmosphere™ Collections celebrate the power of scent, empowering consumers to create evocative atmospheres and authentic fragrance memories.



SOUNDSCAPES & ATMOSPHERES™

Curated playlists to create the perfect Atmospheres™

Our carefully crafted playlists pair with our luxury fragrances, so you can create the perfect Atmospheres™ for your self care rituals, entertaining, interior or work spaces. Join the Journey to explore and discover some of our favourite scents, atmospheres and global destinations.

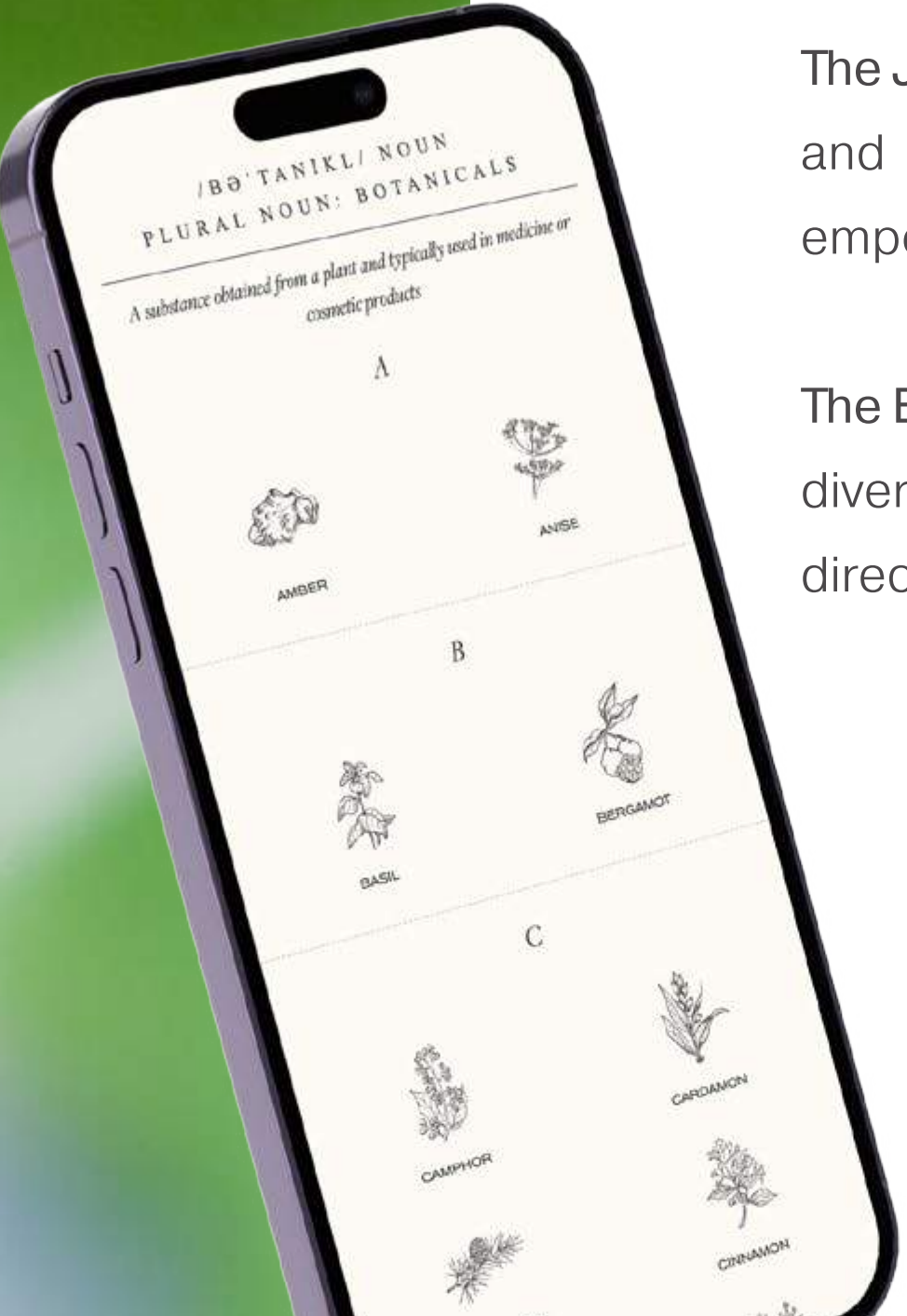




SCENTS & BOTANICALS™

Explore the intricate world of fragrance through the discovery of Scents & Botanicals™

Scents & Botanicals™ form the cornerstone of everything we do here at CRANBOURN®. We are constantly seeking inspiration from the natural world, and we're passionate about sharing our botanical knowledge and education.



The Journal: In our Botanical Spotlight series, we delve into the scientific, cultural, and olfactory roots of the key botanicals from our fragrance collections, empowering consumers with fragrance education.

The Botanical Directory: To delve deeper into the history, biology, and uses of the diverse botanicals in CRANBOURN® fragrances, we have an extensive botanicals directory with a unique search function.

Olfactory insights: Learn how to use the fragrance wheel and explore each of the four distinct fragrance families.



BEES & BOTANICALS™

Experience the ultimate clean natural burn with our unique Bees & Botanicals™ wax blend.



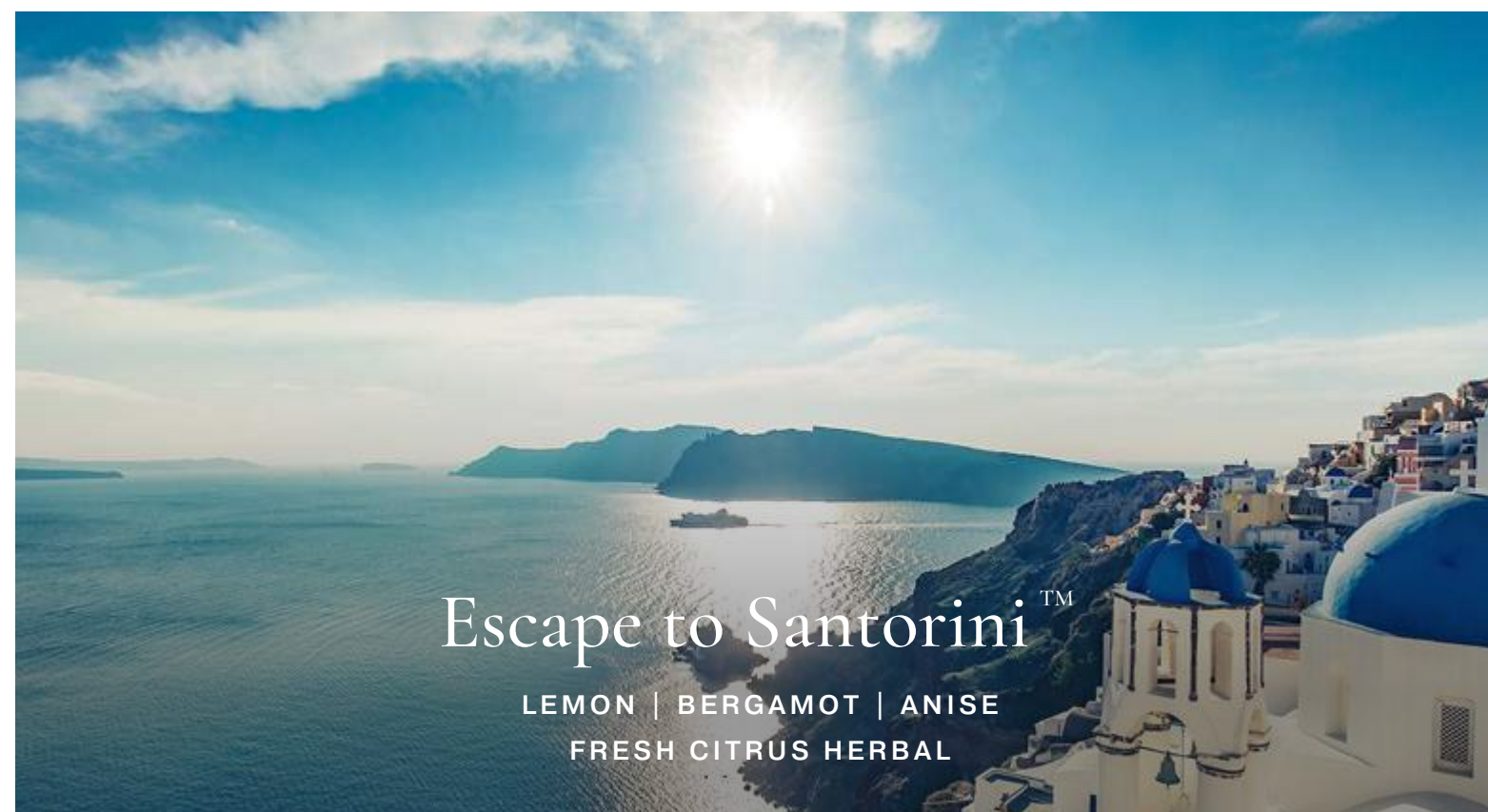
CURATORS OF THE

ART of ATMOSPHERES™



English Garden Party™

ROSE | LILY | PATCHOULI
SOFT FLORAL



Escape to Santorini™

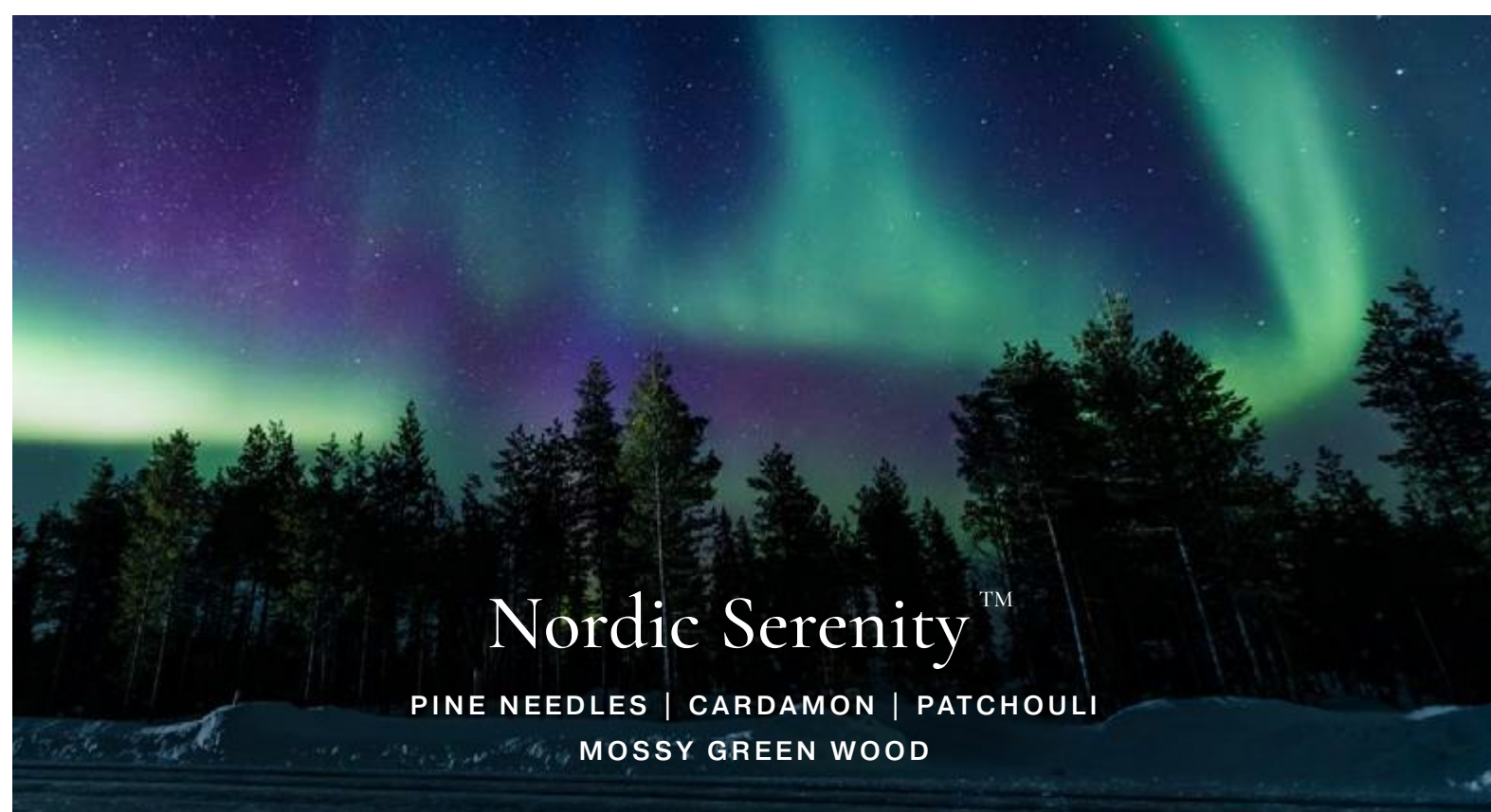
LEMON | BERGAMOT | ANISE
FRESH CITRUS HERBAL



COMING SOON...

Moments in Mauritius™

PETITGRAIN | YLANG YLANG | JASMINE
HEADY FLORAL



Nordic Serenity™

PINE NEEDLES | CARDAMON | PATCHOULI
MOSSY GREEN WOOD



Soirée à Marrakech™

BERGAMOT | JASMINE | SANDALWOOD
WOODY ORIENTAL



Sunset in Ibiza™

MANDARIN | NEROLI | CEDARWOOD
FRESH CITRUS FLORAL

Delve into our Atmospheres & Collections...



Floral Fragrance Family

The evocative floral fragrance family can range from delicate and powdery to sharp, sweet, and edible. Fragrances in this family are perfect for customers who enjoy classic botanicals, such as rose, orange blossom, ylang-ylang, and jasmine.

Each CRANBOURN® fragrance candle comes with its own curated Soundscapes & Atmospheres™ playlist, combining the transportive power of sound and scent.



ENGLISH GARDEN PARTY™

ROSE | LILY | PATCHOULI
SOFT FLORAL



MOMENTS IN MAURITIUS™

PETITGRAIN | YLANG YLANG | JASMINE
HEADY FLORAL



70G CANDLE AND ROOM DIFFUSERS COMING SOON



Our luxury candles have a high fragrance inclusion and are made with a 100% sustainably harvested blend of bees and vegetable wax for the ultimate clean natural burn. Say no to burning paraffin or mineral waxes.

ART of ATMOSPHERES™

ENGLISH GARDEN PARTY™

A delicate soft floral scent combining rose and lily, evoking an English summer's evening.

Soft floral notes evoke an English country garden. A delicate bouquet of dewy rose and lily complemented by top notes of violet, cyclamen and lemon, with heart notes of violet, geranium and lavender, resting on a base of patchouli and musk.



ROSE



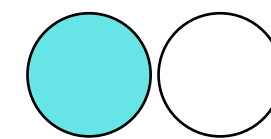
LILY



PATCHOULI



FLORAL SCENT



220G CANDLES ARE AVAILABLE NOW IN CRANBOURN® BLUE AND WHITE
70G CANDLE AND ROOM DIFFUSERS COMING SOON 



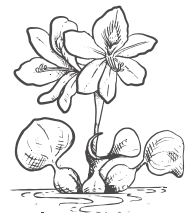
ART of ATMOSPHERES™



MOMENTS IN MAURITIUS™

A heady tropical floral scent evoking moments in Mauritius.

Moments in Mauritius™ is a heady tropical floral scent that evokes tranquil Mauritian island gardens and coral sands. Clean top notes of petitgrain and lime blend effortlessly into the heart of ylang-ylang, jasmine and orange flower, settled on a cedarwood and musk base.



PETITGRAIN



YLANG YLANG



JASMINE

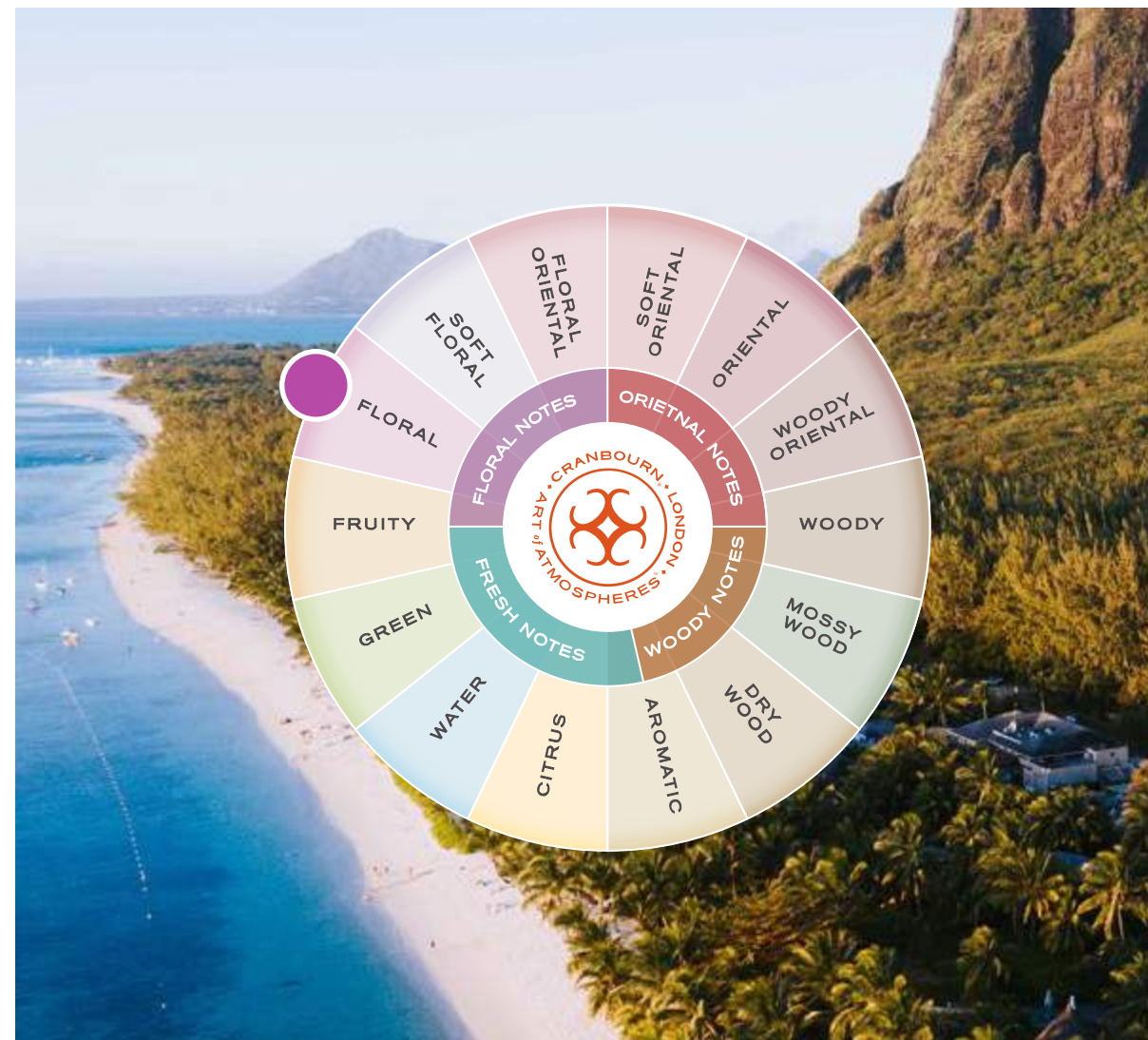


FLORAL SCENT



220G CANDLES ARE AVAILABLE NOW IN CRANBOURN® BLUE AND WHITE
ALL PRODUCTS WILL BE AVAILABLE IN CRANBOURN® BLUE AND WHITE

ART of ATMOSPHERES™





Fresh Fragrance Family

The fresh fragrance family is light, bright and crisp. Fresh scents are characterised by light citrus, herb or clean water-based notes. Fragrances in this family are perfect for customers who enjoy hints of lemon, basil, rosemary, grapefruit, mint and many more.



Each CRANBOURN® fragrance candle comes with its own curated Soundscapes & Atmospheres™ playlist, combining the transportive power of sound and scent.



ESCAPE TO SANTORINI™

LEMON | BERGAMOT | ANISE
FRESH CITRUS HERBAL



SUNSET IN IBIZA™

MANDARIN | NEROLI | CEDARWOOD
FRESH CITRUS FLORAL



70G CANDLE AND ROOM
DIFFUSERS COMING SOON



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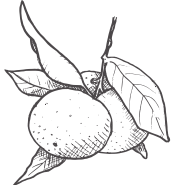
ART of ATMOSPHERES™

SUNSET IN IBIZA™

A hedonistic citrus scent evoking a long summer's evening on the iconic Balearic island.

Entertaining scent with citrus top notes, including mandarin, blood orange and bergamot with a heart of neroli and jasmine, resting on a base of cedarwood, reminiscent of the iconic Balearic Island of Ibiza.

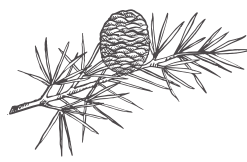
ART of ATMOSPHERES™



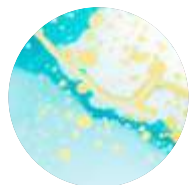
MANDORIN



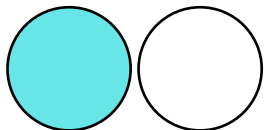
NEROLI



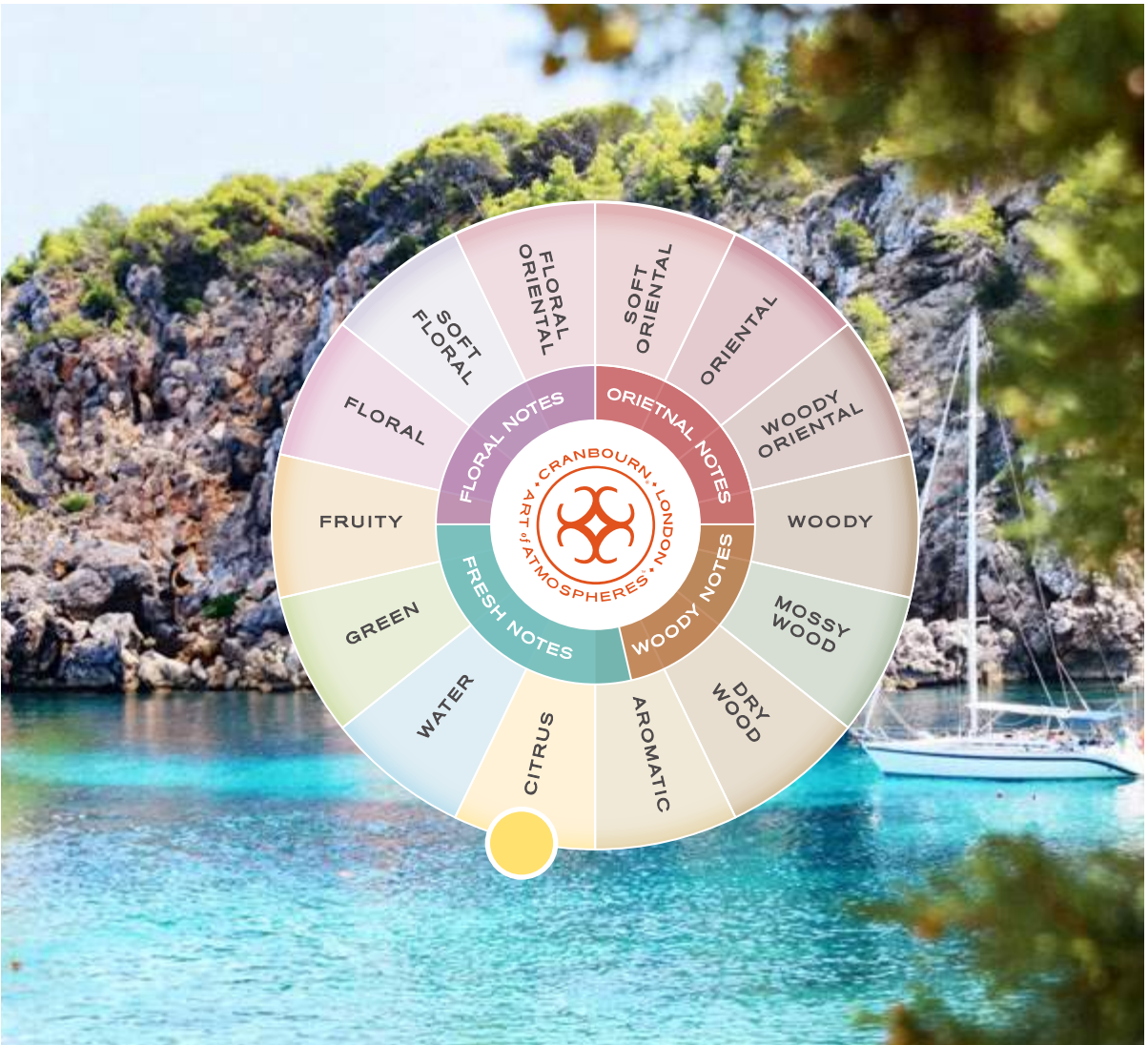
CEDARWOOD



FRESH SCENT



220G CANDLES ARE AVAILABLE NOW IN CRANBOURN® BLUE AND WHITE
70G CANDLE AND ROOM DIFFUSERS COMING SOON

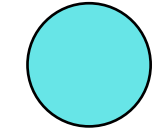
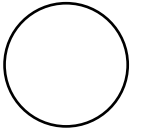



ESCAPE TO SANTORINI™

A sophisticated citrus scent with herbal and floral undertones reminiscent of the most stylish and sophisticated of the Cyclades islands in the Aegean.

A citrus scent with green herbal and floral undertones reminiscent of the Greek Island of Santorini. Light fizzy top notes of lemon zest, orange, bergamot, anise and mint are blended with fresh basil, before ending on a herby and floral base of jasmine.

			
LEMON	BERGAMOT	ANISE	FRESH SCENT

  220G CANDLES ARE AVAILABLE NOW IN CRANBOURN® BLUE AND WHITE
70G CANDLE AND ROOM DIFFUSERS COMING SOON 

ART of ATMOSPHERES™





Oriental Fragrance Family

The oriental fragrance family is warm, rich and spicy, often mellowed and softened with sweet rich notes. Fragrances in this family are perfect for customers who enjoy hints of nutmeg, cinnamon, vanilla, patchouli, amber and many more.



Each CRANBOURN® fragrance candle comes with its own curated Soundscapes & Atmospheres™ playlist, combining the transportive power of sound and scent.



SOIRÉE À MARRAKECH™

BERGAMOT | JASMINE | SANDALWOOD
WOODY ORIENTAL



 70G CANDLE AND ROOM DIFFUSERS COMING SOON



Our luxury candles have a high fragrance inclusion and are made with a 100% sustainably harvested blend of bees and vegetable wax for the ultimate clean natural burn. Say no to burning paraffin or mineral waxes.

ART of ATMOSPHERES™

SOIRÉE À MARRAKECH™

A refined and evocative woody oriental scent with dry spices and earthy tones, reflecting the richness of Marrakech.

A refined woody oriental scent with dry spices and earthy tones that reflects the richness of Marrakech. Top notes of bergamot, freshly grated nutmeg and carrot seed, leading to a heart of jasmine and cyclamen, supported by sandalwood, patchouli and amber base.



BERGAMOT



JASMINE

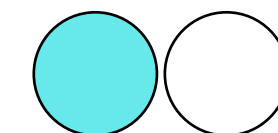


SANDALWOOD



ORIENTAL SCENT

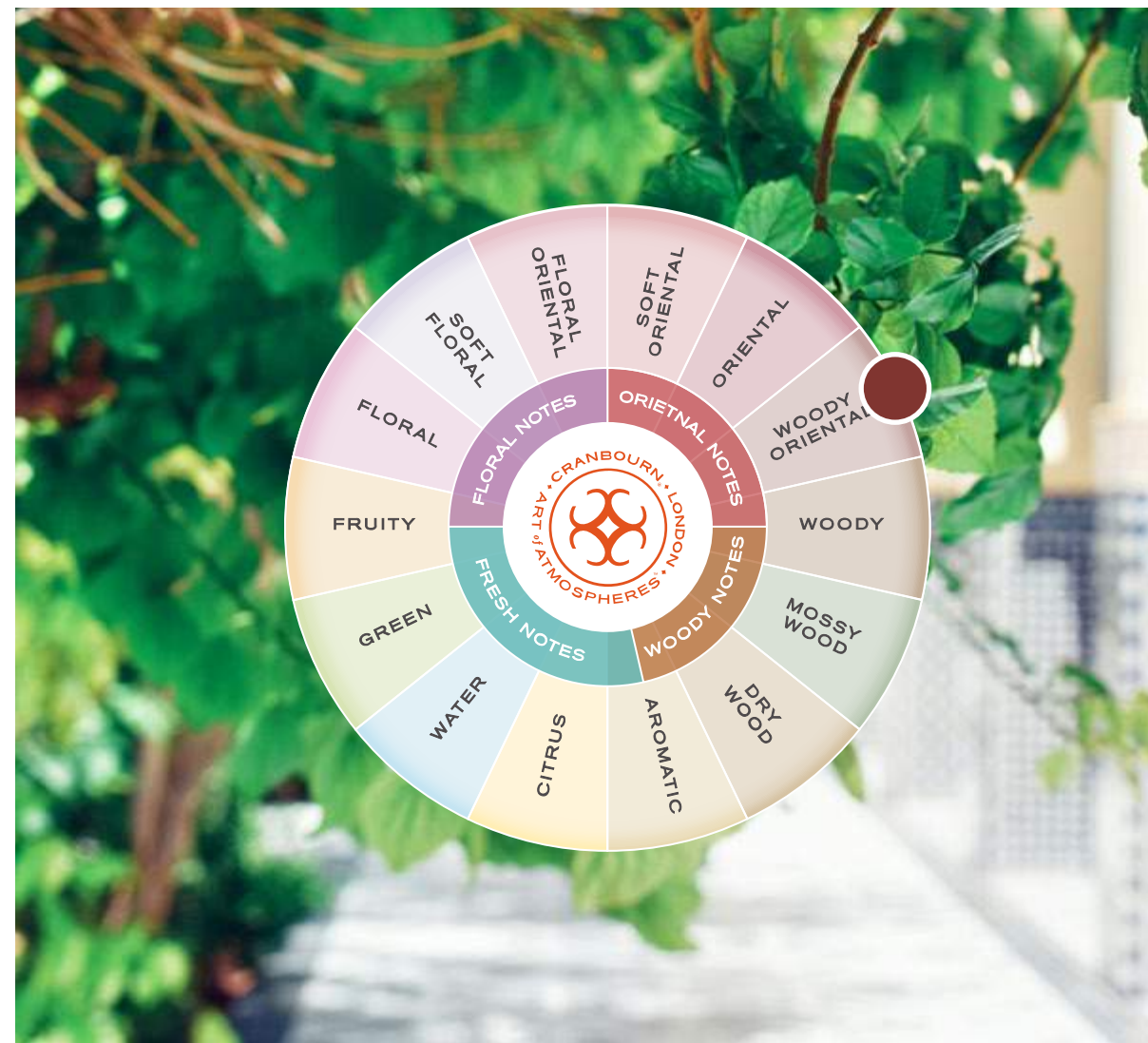
ART of ATMOSPHERES™



220G CANDLES ARE AVAILABLE NOW IN CRANBOURN® BLUE AND WHITE



70G CANDLE AND ROOM DIFFUSERS COMING SOON





Woody Fragrance Family

The deep rich woody fragrance family can range from oriental incense-like notes to dry, smoky leather-like scents. Fragrances in this family are perfect for customers who enjoy sandalwood, cedar, fir, camphor, tobacco and many more.



Each CRANBOURN® fragrance candle comes with its own curated Soundscapes & Atmospheres™ playlist, combining the transportive power of sound and scent.



NORDIC SERENITY™

PINE NEEDLES | CARDAMON | PATCHOULI
MOSSY GREEN WOOD



 70G CANDLE AND ROOM DIFFUSERS COMING SOON



Our luxury candles have a high fragrance inclusion and are made with a 100% sustainably harvested blend of bees and vegetable wax for the ultimate clean natural burn. Say no to burning paraffin or mineral waxes.

ART of ATMOSPHERES™

NORDIC SERENITY™

Encapsulates the spirit of the wild Nordics and the rhythm of its ever-changing seasons.

Fresh top notes of pine needles, eucalyptus, camphor, peppermint, citrus and ginger are warmed by a spicy heart, with hints of cardamom and clove, before ending on a woody patchouli base.

ART of ATMOSPHERES™



PINE NEEDLES



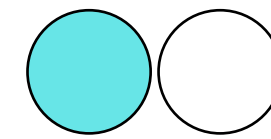
CARDAMON



PATCHOULI



WOODY SCENT



220G CANDLES ARE AVAILABLE NOW IN CRANBOURN® BLUE AND WHITE

70G CANDLE AND ROOM DIFFUSERS COMING SOON 





WHAT OUR CUSTOMERS SAY



“These candles are gorgeous - the scents are incredible and permeate the whole room, and the look and packaging is also super chic. Love the Spotify playlist element as well. Highly recommend and will definitely be buying again”

Katherine Thomas Botham
VERIFIED CUSTOMER



“The 'Sunset in Ibiza' candle is such high quality and smells divine; a little piece of luxury. Couldn't recommend more and will definitely be a repeat customer.”

Eden Bidwell
VERIFIED CUSTOMER



“Very elegant candle, made of natural ingredients and nice perfume. I bought English garden party and now want to buy all the collections.”

Pamela Nerito
VERIFIED CUSTOMER



“Great packaging, really nice scents. Bought one for our house, then got 3 more as ideal Christmas gifts. Job done! Thanks Cranbourn”

Steve Sweet
VERIFIED CUSTOMER



“The candle I bought was really beautiful. I would definitely recommend!”

Richard Woolley
VERIFIED CUSTOMER



“Recently purchased Cranbourn's luxury Nordic Serenity candle for my partner as a surprise. She was very pleased with the beautiful fresh woodland scent that filled our room. We highly recommend this product and will no doubt try the other scented candles in the Cranbourn range.”

John Lee
VERIFIED CUSTOMER



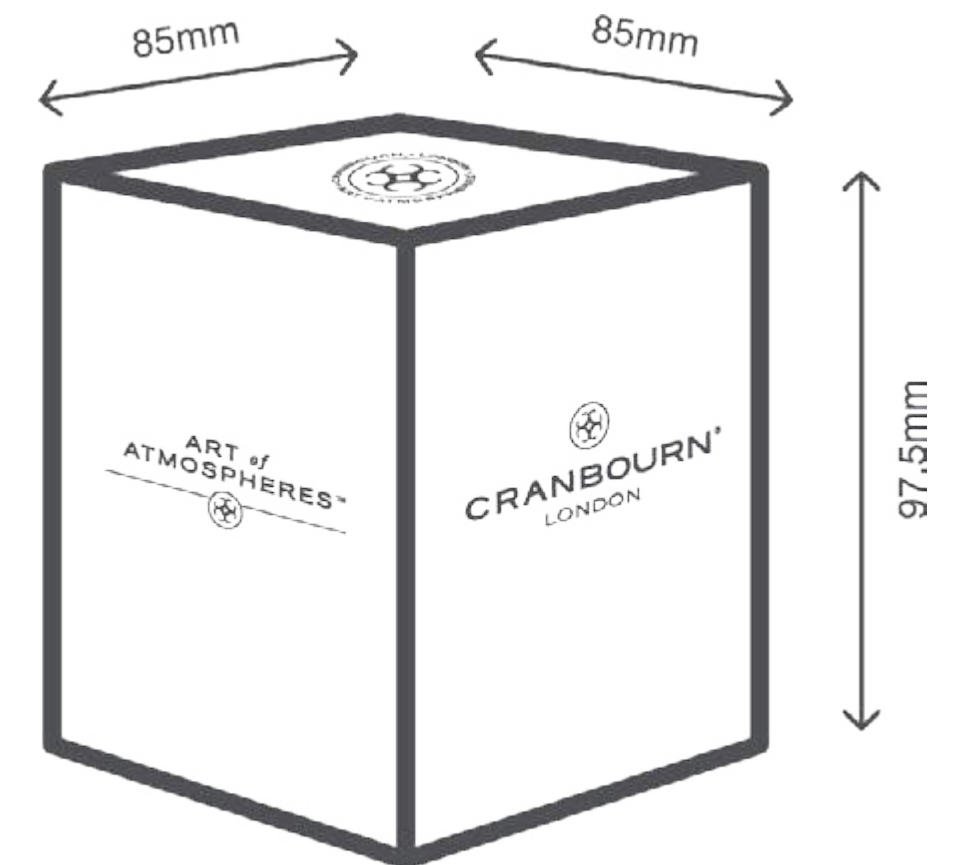
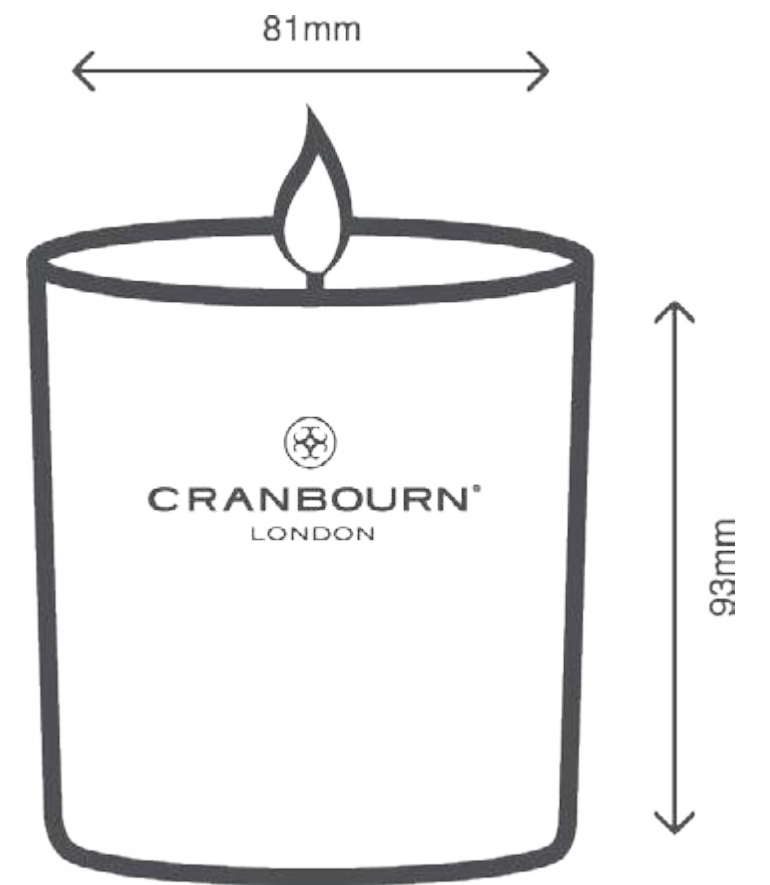
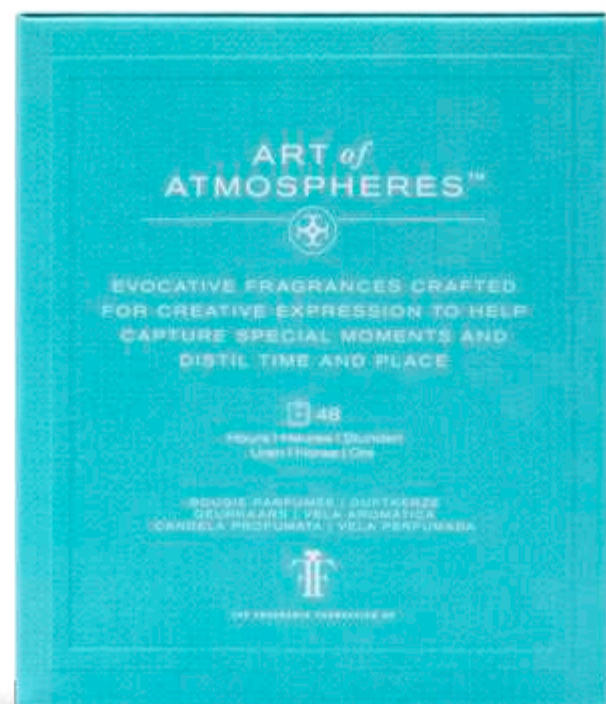
Excellent rating

5.0



THE PACKAGING

The CRANBOURN® product design and manufacturing ethos is influenced by our British heritage. All CRANBOURN® products and packaging are of the highest quality, designed and manufactured exclusively in the UK from sustainable sources.



Handcrafted in the UK



Our luxury fragrances are packaged in FSC (Forest Stewardship Council) sustainable fibreboard



Scan the barcode inside the product box to explore curated Soundscapes & Atmospheres™ playlists

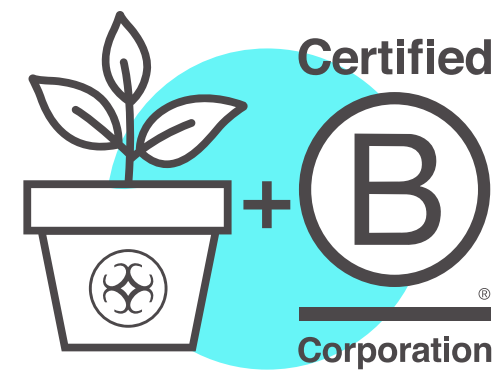


After use, CRANBOURN® glassware can be refilled, repurposed as a container or recycled.



CRANBOURN®, B CORP, AND SUSTAINABILITY

CRANBOURN® joined the B Corporation movement in 2020. B Corporation companies are committed to prioritising the environment and society in all aspects of running their business. By 2021, CRANBOURN® was registered as a fully accredited B Corporation.



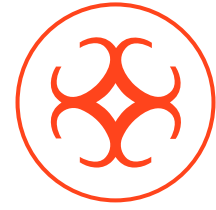
CRANBOURN® is a member of the **Cruelty-Free International Leaping Bunny** movement. The Leaping Bunny logo is the standard for reliable and authentic cruelty-free products and shopping.



CRANBOURN® is a member of **The Vegetarian Society**, a national British charity that aims to inspire, support, and educate people on vegetarianism.



CRANBOURN® has joined the **Better Business Act** coalition because it aligns with our mission and values, and we believe the world needs every business at its best – creating good jobs, helping to fix pressing problems and adding value to society.



CRANBOURN® - POS IN-STORE MATERIALS

With every opening order, a 220g candle tester will be sent FOC in each fragrance purchased.

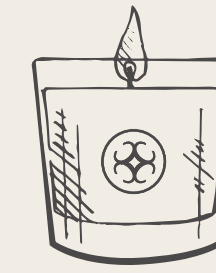
Please note: These will be sent unboxed, a cost-saving measure that will encourage the retailer to display them while discouraging resale!

For example, a complimentary glass cloche will accompany each tester fragrance candle product.

This is a one-off goodwill gesture for each new fragrance purchased.

We can also provide, upon request, single-sided acrylic poster holders in A5 and A4 formats.

CRANBOURN® can develop custom POS materials upon request and where retail partners have made a considerable commitment to the brand.



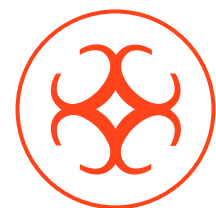
With every opening order, a 220g candle tester will be sent FOC in each fragrance purchased. Each tester will also receive a complimentary cloche. This is a one-off goodwill gesture for each new fragrance purchased.



CLOCHE DOMES TO COVER DISPLAY CANDLES

FREESTANDING A4 AND A5 DISPLAY STANDS WITH BRAND AND ATMOSPHERE OPTIONS





WHY PARTNER WITH CRANBOURN?

CRANBOURN® is an innovative new British fragrance brand with authenticity at its heart. It was founded by husband-and-wife entrepreneurs (Abigail & Simon Joy). Simon Joy has nearly two decades of experience in the Italian design/ luxury goods industry, and Abigail's background is in finance. They sought a sustainable approach to creating luxury products at an affordable price for customers, which they call **#AnotherWay**.

The CRANBOURN® mission is simple: to disrupt by creating environmentally friendly, sustainable, high- quality home fragrance products at a fair price for the modern conscious consumer. The target market is 25-55-year-olds in the UK, appealing to gift buyers and regular shoppers. E.g., £36 RRP (inc. VAT) for a 220g luxurious scented candle with a 48-hour burn time.

We work with the same leading international perfumers as the big luxury global brands. Our British-made fragrances combine botanicals and essential oils, using cutting-edge perfumery techniques.

Every element of a CRANBOURN® product is made exclusively in the UK, including our biodegradable/ recyclable FSC packaging, ensuring the highest levels of craftsmanship and manufacturing.

Botanicals and nature are integral to the CRANBOURN® mission. We provide an extensive **Scents & Botanicals™** botanical directory with a unique search function and weave inspiration from the natural world into everything we do.

Our trademarked **Bees & Botanicals™** candle wax blend is made with sustainable vegetable and beeswax to ensure the ultimate clean burn and strong fragrance throw combined with a cotton wick.

All our scented candles contain a high fragrance inclusion ratio of over 10 percent– while most competitors use a lesser 8 percent inclusion ratio.

Each of our **Art of Atmospheres™** fragrance Collections is inspired by travel and designed to provoke or create scent memories from iconic destinations. The fragrance ingredients in each collection are evocative of their geographic origin to ensure authenticity. Each collection is accompanied by a **Soundscapes & Atmospheres™** Spotify® playlist with the QR code inside the packaging, encouraging the consumer to tap into scent and sound memories.

The CRANBOURN® Fragrance Collections/**Atmospheres™** (available in both blue and white glass) include: **English Garden Party™/ Sunset in Ibiza™/ Escape to Santorini™/ Soiree a Marrakech™/ Nordic Serenity™**

Our x5 Fragrance Collections and scented candle SKUs are designed for customers to enjoy year-round. All our fragrance SKUs are available in either blue or white glassware, depending on customers' tastes, interior aesthetics, or other requirements.

CRANBOURN® registered trademarks include the **Art of Atmospheres™, Atmospheres™, Atmosphere™, Scents & Botanicals™, Bees & Botanicals™, Soundscapes & Atmospheres™, English Garden Party™, Sunset in Ibiza™, Escape to Santorini™, Soiree a Marrakech™, Nordic Serenity™, and Moments in Mauritius™**

The CRANBOURN® Company name was inspired by the founders' regular walks through Cranbourn Street, a Central London Soho street constructed in the 1670s between Leicester Square and St Martins Lane.

Originally, it was home to shops serving the gentry with high-quality goods. This heritage and the fact that London has been a centre for trade, commerce, and art for many centuries express what we want to achieve.

CRANBOURN® is a B-Corp Company and donates 10% of net profits to charity. CRANBOURN® is also a member of the prestigious Fragrance Foundation, Leaping Bunny, and The Vegetarian Society.

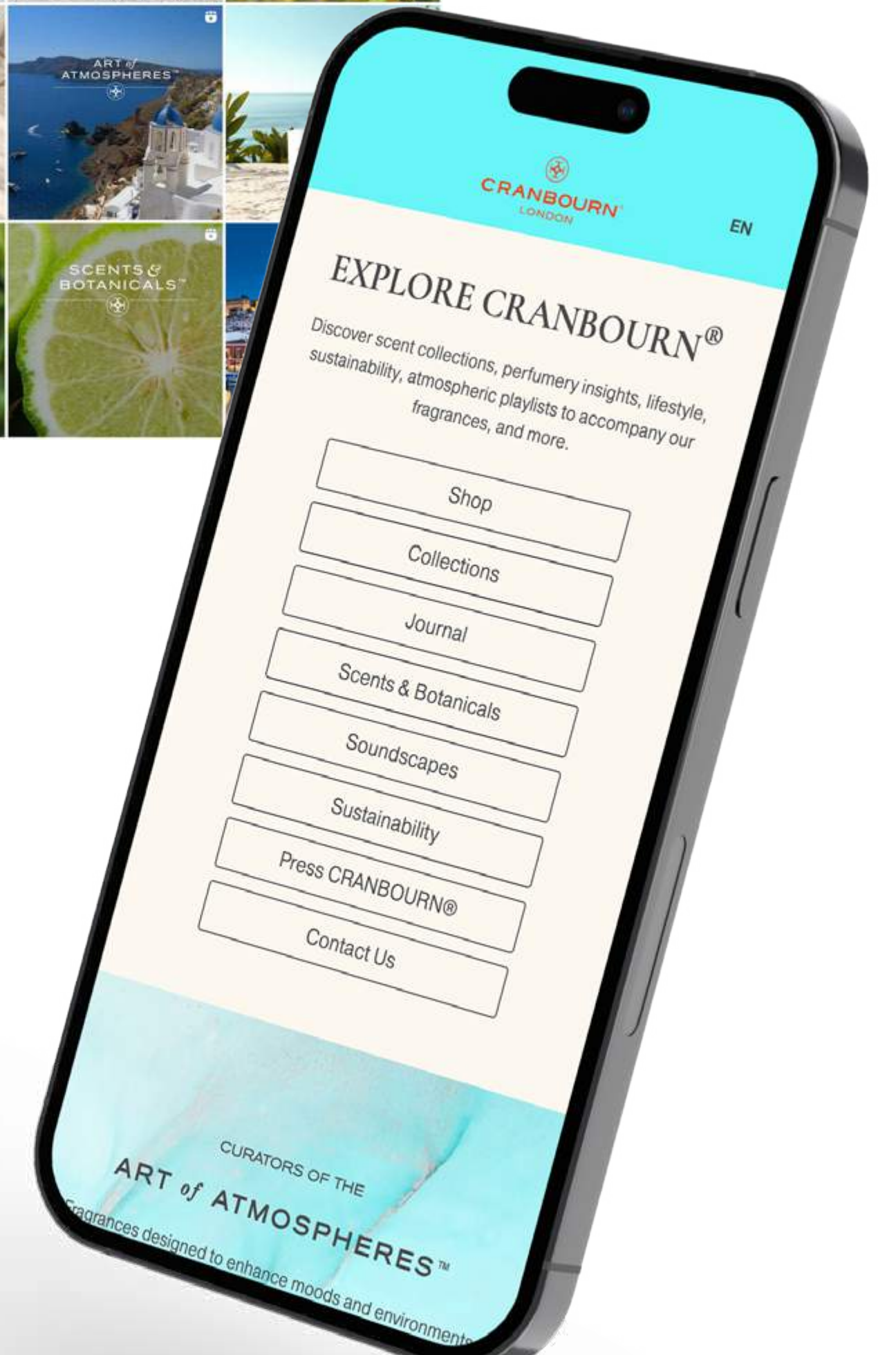
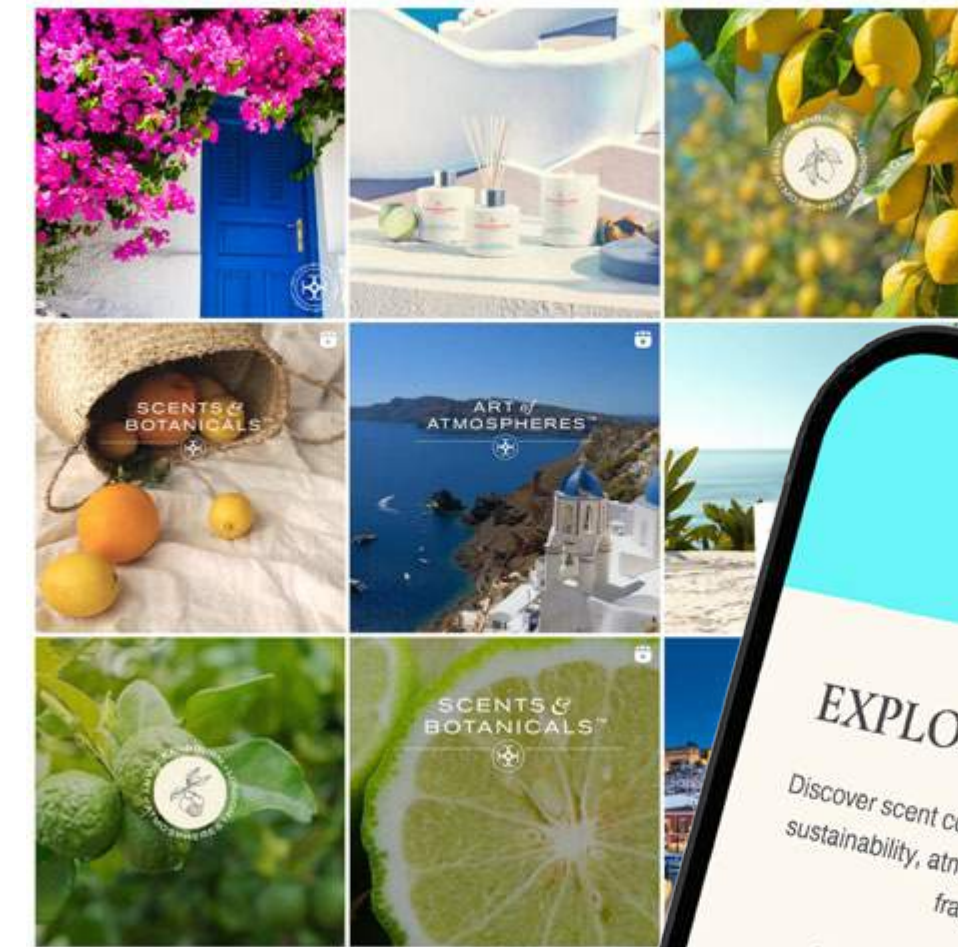


DISCOVER MORE

Learn more about CRANBOURN® through our websites, Journal and social media.

- www.cranbourn.com
- www.cranbourn.com/journal
- explore.cranbourn.com
- press.cranbourn.com

- [instagram.com/cranbourn/](https://www.instagram.com/cranbourn/)
- [facebook.com/cranbourn/](https://www.facebook.com/cranbourn/)
- twitter.com/cranbournlondon
- [pinterest.co.uk/cranbournlondon](https://www.pinterest.co.uk/cranbournlondon)
- [spotify.com](https://www.spotify.com)
- [youtube.com](https://www.youtube.com)
- [linkedin.com/company/cranbourn/](https://www.linkedin.com/company/cranbourn/)



HOW TO GET IN TOUCH



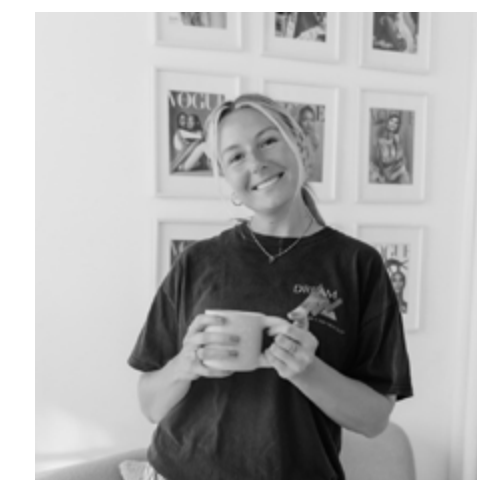
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