

SHADES OF
shades of blackness
BLACKNESS

WHOLESALE & BRAND DECK

2026 COLLECTION

Rooted in Culture.



01 – OUR STORY

MORE THAN JUST HOME FRAGRANCE

Shades of Blackness began long before the first candle was poured.

Originally created in 2011 as a platform celebrating Black beauty and representation, Shades of Blackness was inspired by the beauty, individuality and richness found across the many different shades of Blackness. At its heart was a simple idea: that individuality deserves to be seen and celebrated.

In 2022, founder Nicole Waldron-Gabriel reimagined Shades of Blackness as a home fragrance brand, bringing together a love of scent, creativity and considered design. Inspired by the powerful connection between fragrance, memory and emotion, the collection is created to bring warmth, character and a sense of individuality into the spaces we call home.

Today, the collection spans candles, reed diffusers, room & linen mists and body care, handmade in small batches in London with an emphasis on quality, distinctive fragrance and thoughtful presentation.

The name may have found a new expression, but the idea at its heart remains the same: a celebration of individuality, with products created to be enjoyed in every home.



02 – THE COLLECTION

FOR HOME & BODY.



CANDLES

225g



REED

DIFFUSER

100ml/ 200ml



ROOM &

LINEN MIST

100ml



WHIPPED

SHEA BUTTER

120g/ 400g

03 – THE FRAGRANCES

SCENT MADE PERSONAL

OUR SIGNATURE SCENTS

SMOKY OUD

Top Notes: Bergamot, Pink Pepper, Armoise

Heart Notes: Ylang, Incense, Amyris

Base Notes: Leather, Oud, Sandalwood

ENGLISH PEAR & VANILLA

Top Notes: Vanilla, Musk, Heliotrope, Jasmine - Tonkin

Heart Notes: Pepper, Lily of the Valley, Raspberry

Base Notes: Cumin & Candied Fruit

FLORAL & FRUITY

WILD PEACH - Peach, Rhubarb and Cinnamon

SAVANNAH SUNSET - Guava and Lychee

CANDY BLOSSOM - Plum, Rose & Patchouli

GOURMAND & WOODY

BEFORE SUNRISE - Irish Coffee & Espresso

MUSE - Coconut, Vanilla & Tonka Bean

COCOA & PATCHOULI

Top Notes: Apple, Grapefruit, Cucumber

Heart Notes: Magnolia, Tuberose, Muguet Rose, Violet

Base Notes: Sandalwood, Amber, Musk

VELVET PEONY & OUD

Top Notes: Cloves

Heart Notes: Damask Rose

Base Notes: Agarwood, Oud, Nougat and Praline

AQUATIC & FRESH

ROCKSALT & DRIFTWOOD - Ozone, Seaweed and Driftwood

SPRING ZING - Lemongrass and Ginger

04 – SEASONAL COLLECTION

CHRISTMAS 2026



Seasonal Fragrance created for Gifting and the Home

Citrus Christmas

Cranberry, Orange, Jasmine. Cinnamon, Sandalwood & Musk.

Available in Candle and Reed Diffuser

Gingerbread

Anise, Gingerbread, Cinnamon, Maple Syrup, Caramel & Vanilla

White Christmas

Raspberry, Green leaf, Orange, Clove, Pine & Woody Caramel.

MADE FOR GIFTING.



THE HOLIDAY TRIO

Three votive candles featuring the complete Christmas collection:
Citrus Christmas, Gingerbread & White Christmas.



SCENTED TREE DECORATIONS

Scented wax decorations, fragranced in Citrus Christmas and designed to hang from the Christmas tree.

06 – WHOLESALE

STOCK SHADES OF BLACKNESS

MINIMUM ORDER

£200

REORDER

£150 minimum

LEAD TIME

Approximately 2-3 weeks, subject to order size and availability

DELIVERY

UK delivery calculated according to order size

WHOLESALE PRICING - All wholesale prices are inclusive of VAT

PRODUCT	SIZE	WHOLESALE	RRP
Scented Candles	225g	£15	£30
Reed Diffusers	100ml	£11	£22
	200ml	£22	£44
Whipped Shea Butter	120g	£8	£16
	400g	£22	£42
Room & Linen Mist	100ml	£9	£18
The Holiday Trio	3 x 70g	£15	£30
Scented Tree Decorations	6 x 25g	£7	£14

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LET'S WORK TOGETHER

Interested in stocking Shades of Blackness?

We'd love to hear from you

WHOLESALE ENQUIRIES

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www.shadesofblackness.com

www.instagram.com/shadesofblacknesscandles