



## JOYA

Frederick Bouchardy- Founder and Creative Director



Frederick Bouchardy

*"Our roots are certainly in home fragrance—specifically scented candles. To this day (on the eve of our fifth anniversary), we continue to pour each candle by hand in Brooklyn, New York. In 2004, we detected a need for a luxury home fragrance product that fuses stylish design and natural ingredients. Too many brands seemed to be relying on non-renewable resources, and so many even performed unsatisfactorily: too much smoke, cloying, fragrance, and such. Joya has proven to be both a creative challenge and outlet for me. Fortunately, our launch was met with a very enthusiastic and immediate consumer and editorial response.*

*I have devoured reading material, including classic essential oil encyclopedias and ancient texts like The Art of Perfumery by G.W. Septimus Piesse. And I have learned from master perfumers, designers, and authors. We currently produce scented candles (naturally), fragrance diffusers, incense, sachets and dry potpourri. We've created collaborations with several major fashion, lifestyle, and grooming brands, and I believe we are now setting the standard for advanced design in this market. For 2009, we are set to branch out into many new categories—but on our own terms. Rather than rolling out conventional line extensions, we will introduce gorgeous, multi-purpose bath and body items, which have been in development for two years. We will also offer classic perfumed soaps and parfum. We are not rushing. Instead, we intend to continue our mission to produce goods locally and of the highest quality—ones that will make an impact.*

*I am inspired by the mysterious and unique Comme des Garçons range of fragrances. I also admire Serge Lutens and Santa Maria Novella. Other inspirations include Peter Saville, Seymour Chwast, W.H. Auden, traditional Japanese packaging, the French Alps (where nearly my entire family lives), Egypt, the island rainforests, and, of course, New York City."*

*Joya aims to surprise and delight, often pairing unexpected scents. Our Blue Lotus & Wild Grass fragrance, for instance is a marriage of the serene and the unrestrained. The result is unusual yet balanced and glorious. A significant thing to note regarding home fragrance is that, in some ways, it does not incorporate the same kinds of bottom notes as fine fragrance. Particularly with candles, resinous bottom notes in their true form simply cannot burn, as they essentially engulf the flame; therefore, we are forced to take a different approach to create harmonious scents that actually work."*

[www.joyacandles.com](http://www.joyacandles.com)

[www.barnays.com](http://www.barnays.com)

**Writer's Rave: Jasmine Absolute and Sugar Reed Diffuser**

### NEXT ISSUE:

The Third and Final Installment of "THE NEW LUXURY: HOME FRAGRANCE" Series continues in our Next Issue ----- featuring Antica Farmacista, Archipelago Botanicals and "The Best of" Round Up!

