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Whisky a Go Go...



Joya's New York Mixology Candle Review Review by Jessica M

Joya, the high-end candle company, has released a new line called "New York Mixology" in collaboration with Vane, a design collective based in downtown Manhattan. These candles were "inspired by classic drink recipes," according to Joya, and they are supposed to bring to mind "the ambiance of old-fashioned speakeasies."

The three scents in the Mixology line are Honey Whiskey Fix, Passionfruit Gin Martini, and Basil Vodka Gimlet. I was most attracted to Honey Whiskey Fix, whose notes are listed as calla lily, honey, oak, and blackberry. (And, just in case you were wondering, here's a recipe for a traditional Hot Toddy cocktail: one ounce of whiskey, one ounce of honey, one-third ounce of fresh lemon juice, and three ounces of hot water. I'm not normally a big whiskey drinker, but I do crave something like this on a chilly night, or when I have a bad cold!)

The fragrance of the Honey Whiskey Fix candle evokes the experience of sitting at a dimly-lit, wood-topped bar, while wearing a white flower in your hair, and drinking something warm and comforting. When the candle is first unwrapped, a rich honey note is most dominant. As it is lit and burned, its various notes unfold like the phases of a perfume composition. I'm wondering whether each "stripe" or layer of the candle might contain a different scent; this would explain why the candle smelled like creamy lily petals for the first few hours, then deepened into sweet woods and a smoky base note as the wax melted downward and inward.



Each Mixology candle is accompanied by a square metal plate that looks like the pressed-tin ceiling tiles in New York's old downtown interiors. (When the candle is gone, you can use the plate as the base for another candle, or as a holder for any little keepsakes.) I do wish that the candle's fragrance was a bit stronger, but I'm never quite satisfied with any brand in that respect. Otherwise, this is a high quality candle that blends modern and vintage elements as smoothly as the ingredients in a well-mixed cocktail.

Joya's New York Mixology candles are available through the Joya website (www.joyastudio.com), the Vane website (www.wearevane.com), Fred Segal in Los Angeles, and Tomorrowland's Edition boutiques in Japan. Each one costs \$60 and burns for approximately 70 hours.

(Product photo, courtesy of Joya; photo of an early 20th century saloon, from the collection of the Museum of the City of New York) and

http://en.wikipedia.org/wiki/Whisky_a_Go_Go

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posted by Annietown @ 7:11 AM

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About Me



Name:
Annietown
Location:
Ytown, Ohio,
United States

I am not involved with Bergdorf Goodman except as a smitten fan and customer. My contact information is:
annietown@yahoo.com

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