



For the stylish ladies who want to stay up on the hotness

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April 28, 2009

Home Is Where The Scent Is: New Joia for Barneys Collection



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Scented plug-ins and home fragrance sprays have come a long way, but these products still lack the sophistication and the range in scents that we find in upscale reed diffusers. And, while plug-ins are limited to a contained space, reed diffusers have a much vaster reach. When you dip the reed sticks into a vessel filled with scented oil and flip them upside down, exposing the moist ends, the oil evaporates and the fragrance is wicked into the air. The result is a continuous and subtle aromatic dispensation.

New York-city based candle and home fragrance company Joya always manages to offer luxurious, titillating fragrances encased in sculptural and artistic designs. After the success of its Perfume in Porcelain and Spring Snow collections, Joya has unveiled a new limited-edition line of fragrance diffusers. Designed by Joya founder Frederick Bouchardy, the collection reinvents medical and amber boudoir bottles from the early 20th century and ink pots from 19th century England, utilizing these vintage containers as new and chic diffuser vessels. These redesigned vessels are paired with French apothecary-inspired perfume oils.

Two options are available — one for men and one for women. The feminine fragrance, "Petitgrain Sur Fleurs," contains notes of orange blossom, orange peel, jasmine and sweet almond oil. Each fragrance diffuser set also includes 10 natural reed sticks, a funnel, and a handwritten card describing the history of the "found" vintage vessel. These are all then packaged in a wooden shadowbox with a sliding glass lid.

The new Joya fragrance diffusers were unveiled over the weekend, and they're selling out quickly, with only a few dozen left. So act quickly if you want your home to have that delicious scent of a woman.

Joya "Petitgrain Sur Fleurs" Fragrance Diffuser Set, \$195. Available at [Barneys](#) New York (660 Madison Avenue, New York NY). Visit [Barneys.com](#) or [JoyaStudio.com](#) for more information.

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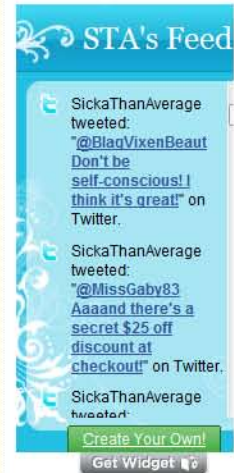
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