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COLLABORATION JOYA TEAMS WITH EDITION BOUTIQUES JAPAN

Fashion



Photos courtesy of Joya

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BEE-SHYUAN CHANG MARCH 23, 2010

Joya isn't only Jessica Alba's favorite luxury candle company. The New York-based company is expanding beyond its local fan base by heading to the Far East with a collection of custom-scented candles for Japan's Edition boutiques. Reflecting the androgynous mood of the moment, the five limited edition scents are "unisex and seasonless."

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Along with some utilitarian chic packaging — acid-etched and screenprinted glass containers (12.5 oz. / 354g) featuring liability warning label text in prominent display, the hand-poured candles updates the usual Asian scent references.

The five scents are: White Musk / Sparing Yuzu (scented candle #00000) in all white, Green Tea / Mint / French Lavender (scented candle #00001) in white with gray stripe, Lotus Blossom / Water Lily (scented candle #00002) in white with blue stripe, Rose Geranium / Cassis (scented candle #00003) in white with red stripe, and Pomegranate / Vanilla Orchid (scented candle #00004) in white with black stripe.

Joya founder Frederick Bouchardy noted, "Hide Takeda (one of the Edition buyers/designers) decided to take some risks with these last two scents, and these kinds of unexpected fragrance pairings are what Joya is all about."



Joya for Edition Japan candles go for about \$55 a pop. Available in limited supply at the following Edition boutiques:

Marunouchi Edition
2-2-3 Marunouchi Nakadori Building 1F
Marunouchi, Chiyoda-ku, Tokyo, Japan
P: +81-3-3286-5105

Omotesando Hills Edition
4-12-10 Omotesando Hills 2F
Jingumae, Shibuya-ku, Tokyo, Japan
P: +81-3-3403-8086

Shinjuku Lumine Edition
1-1-5 Shinjuku Lumine1 B1F,
Nishi-Shinjuku, Shinjuku-ku, Tokyo, Japan
P: +81-3-343-0121

Ikebukuro Parco Edition
1-28-2 Ikebukuro Parco Honkan 3F
Minami-Ikebukuro, Toshimaku, Tokyo, Japan
P: +81-3-5391-8636

Nagoya Lachic Edition
3-6-1 Lachic 2F, Sakae, Nakaku, Nagoya-shi,
Aichi, Japan
P: +81-52-259-6372

Umeda E-Ma Edition
1-12-6 E-Ma 1F, Umeda, Kita-ku,
Osaka-shi, Osaka, Japan
P: +81-6-4795-7571

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