



AROMA HOLIDAY

THE INSPIRATION THAT LAUNCHED A SCENTED CANDLE COMPANY WITH A DIFFERENCE



In the 1990's, Mark Jordan spent three years playing football around the world visiting some truly amazing cities, each offering spectacular sights and sounds.

It was, however, the unique smell of each location that had the most impact on him. So much so, that he spent the next few years wondering how he could re-create the aroma and, therefore, re-live the experience.

In 2012, something happened that would make this dream come true and Aroma Holiday – World of scents was born. Here we find out what inspired Mark to launch his own range of scented candles.

Mark picks up the story, 'the flash of inspiration came about while looking for a scented candle as a gift for my wife. Despite being surrounded by them in the Store, I could not find one that 'meant something' and so I went home empty handed but with an idea buzzing in my head.

What if I could create a scented candle that would remind us of our travels around the world?

I had no idea how I was going to achieve this. I just knew that I had to find a way of recreating memories of far flung places. I also understood that with smell being the most evocative of all our senses, the key to my success would be in creating a luxury scented product that 'meant something' to the owner.

In January 2014, we launched Aroma Holiday with just five scented candles, all lovingly hand crafted on my kitchen table; we now have 18. New York was our first. The Big Apple fragrance, to us, meant dark roasted coffee mixed with spiced apple and cinnamon, what we called 'the street smell of success'

I then trawled through my travel logs to decide which countries were next. It had to be London. Over 5000 acres of green space including eight Royal Parks. A magnet for overseas visitors who can now take home the fragrance of freshly cut grass and delicate rose petals to enjoy wherever they are.

Our Aroma Holiday range includes luxury candles, travel tins, wax melts, diffusers and deluxe gift sets starting at just £12.95, covering 18 memorable global locations. From the heat of Rio, Heraklion and Jamaica to the cool settings of New Zealand, Norway and Paris, not forgetting Istanbul and Hawaii.

Feedback from our customers has been amazing. It seems that they love to recreate their favourite destination within the comfort of their own home. Like us, they remember happy times with great fondness and they want to share this with their friends and family. Our gift sets are incredibly popular and we can send them anywhere in the world via a trackable courier service.

So, what's next for Aroma Holiday – world of scents?

We're going truly global with our on-line shop and shipping throughout the world, we are looking to increase our retail distribution and intend extending the number of destination fragrances. We also plan on diversifying the product range to include room sprays, bathroom hand care and cosmetics.

And all because I could not find a suitable gift for my wife. ■

You can discover more and shop on our "World of Scents" website: www.aromaholiday.com

