

NEWMOON HOME

Collection



Content Playbook

Collection Name: **NEWMOON HOME**



KEY Collection USPs

1. Eye-catching crescent shape inspired by the moon
2. On-trend beige and taupe colorways
3. Gift-boxed
4. Minimalist and modern design featuring concrete and crystal glass
5. "Energy" scent combines sandalwood and creamy vanilla, rounded off by ylang ylang, jasmine, and white musk.
6. "Fantasy" scent combines scents of ripe oranges, exotic coconut, ylang ylang, and vanilla.

Headline

Home Decor Inspired by the Moon

Subline

On-trend Neutral Tones, Inviting Scents, and Striking Asymmetrical Design

Short Description

NewMoon Home builds off the success of the NewMoon tableware collection, extending it into a full lifestyle collection! NewMoon Home, like the tableware, is inspired by the crescent shape of the moon, featuring asymmetrical designs throughout the hurricane lamps, tealights, and candles in this collection.

Long Description

NewMoon Home: decor inspired by the moon. Expanding on the success of the NewMoon tableware collection, NewMoon Home extends this celestial design into a full lifestyle collection. The NewMoon Home collection includes a tealight, hurricane lamp, and two scented candles that feature a striking, asymmetrical design inspired by the crescent shape of the moon.

The collection plays with contrasts of light and shapes. The hurricane lamp and tealight feature crystal glass sitting atop concrete bases in on-trend neutral tones of beige and taupe. The two scented candles also feature these natural beige and taupe colors ways in concrete votives that can be reused as drinking glasses, for decorative storage, and more, once the wax burns down.

The scents of "Energy" and "Fantasy" infuse the home with relaxing vibes and an exclusive atmosphere, and make ideal gifts for stylish feel-good moments. The gentle scent of "Energy", combining sandalwood with creamy vanilla, rounded off with ylang-ylang, jasmine and white musk, creates a balancing and warming effect, while "Fantasy" conveys an inviting and comforting feel with its scent of ripe oranges, exotic coconut, ylang ylang and vanilla. The NewMoon Home collection is home decor for lovers of minimalist yet sophisticated design.

PRODUCT RANGE SPECIFICATIONS: NEWMOON HOME



Tealight Holder
1042905520

Size	4.75 x 4.75 x 4 in.
Capacity	19.25 oz.



Fragrance Candle Beige Energy
1042907890

Size	3.25 x 3.25 x 3.5 in.
Capacity	8.5 oz.



Fragrance Candle Taupe Fantasy
1042907891

Size	3.25 x 3.25 x 3.5 in.
Capacity	8.5 oz.



Hurricane Lamp
1042908375

Size	6.75 x 6.5 x 5.75 in.
Capacity	55.5 oz.