

# Captured In Wax: Crown Presents The Iconic Maison Balzac Range Of Scented Candles



A scented candle can be a time machine via which we travel into the past - a doorway into our most precious memories, and the key to a moment in our lives that we wish to relive again and again. One range of perfumed candles that succeeds in doing all this and which has captured the senses and imaginations of ardent fans across the globe is Maison Balzac. The unparalleled sensory experience the Maison Balzac range offers is now available right here in Sri Lanka, exclusively at Crown Hair and Beauty.

Founded in 2012 by Elise Pioch, French tastemaker Maison Balzac is an evocative collection of perfumed soy candles and accessories handmade in Australia and inspired by its founder's memories of her childhood spent in the south of France. A relatively new entrant in what is a competitive segment, Maison Balzac has gained respect and popularity within a very short time frame, due largely to the brand's focus on authenticity and quality. A name that links back to her great grandfather, the famous French playwright and novelist Honoré de Balzac, the Maison Balzac range uses only the finest ingredients including a soy or beeswax blend, essential and aroma oils and cotton wicks.

With a sterling reputation for creating olfactory experiences of stunning simplicity and beauty, Maison Balzac's signature scents have been developed as an ode to memories from Elise's idyllic childhood. "I grew up surrounded by nature and my mother's fashion magazines in the south of France. I guess both things made a big impression on me since they are the core values of Maison Balzac today!" says Elise.

Prior to starting her own brand, Elise lived in Paris and worked at Hermès. Having fallen in love with Australia, and keen to pursue her dreams of creating and running her own business, Elise began working with candle-makers and perfumers, finally launching a signature line of five scented candles that make up the core of the Maison Balzac range. In just three years, Maison Balzac has expanded its product line, is responsible for the creation of bespoke candles for brands and individuals, and also undertakes collaborative work with artists and designers.

The partnership between Maison Balzac and Crown Hair and Beauty is an ideal one, since both brands share the desire to provide their customers with an experience that they can find nowhere else. To take a first step on a divine olfactory journey, customers can visit Crown Hair and Beauty at Park Street, Colombo 2, and discover the comprehensive range of Maison Balzac products they have on offer.

The range includes four of the brand's signature scents, including La Rose (a floral and feminine mix of violet, rose geranium and rosewood), Le Soleil (spellbinding orange flower, neroli and tuberose), L'Eglise (clove, black musk and vanilla) and Le Bois (pine needles, sandalwood and cedar). Additionally,

customers can also experience the iconic La Blanche (bergamot, daphne and white musk), Sainte T (a thousand cut flowers), 1642 (violet, blackberry and cedarwood), L'obscurite (tree resin, birch tar and red cedar) and L'étrangeté (lemon myrtle, native ginger and hemp). Maison Balzac candles are made in large (280g) with two wicks, and Mini (50g), with one wick.

