



THE
FALL
FASHION
ISSUE

MIXING AMBIANCE

*Voluspa Candles Offer Tempting
Aromas and Long-Lasting Light*

by ERICKA SANTOS

For a husband and wife duo, an adventure to begin their own candle manufacturing company in 1999 has since flourished into one of the most enticing candle and aromatic product brands. 944 was able to steal a few moments with Tracy Arntsen, Voluspa Candles' co-creator, and talk about the Lake Forest-based company, the latest collection and its inspiration, and explore some of the highlights of her success.

944: You are extremely passionate about fragrances and the ingredients necessary to create them. What is it about them?

TRACI ARNTSEN: Natural fragrances have nuances and depth that synthesized fragrances do not. They are derived from plant material, so what affects the plant environmentally affects the character of the fragrance. I use them in my fragrances to create drama and mystery.

944: You also worked alongside blending experts. What did you enjoy most about that experience?

TA: It was amazing and very creatively liberating. Everyone in the fragrance world has their own process that puts a signature on each fragrance that they design. I found that very inspiring as I very much had my own ideas on how to create a fragrance even early on.

944: Your husband, Troy, is credited with developing Voluspa's exceptional candle wax formula. What were some of the important features you made sure to include?

TA: Finding the perfect ingredients to make our candle wax blend with was a labor of love. We literally tested every type of wax available in hundreds of combinations. First, I needed for it to be able to hold a ton of fragrance. I also sought out waxes that are very highly refined and odorless to begin with so that our fragrances blend perfectly with it and are not fighting the natural scent of the wax. Finally we wanted for it to burn slowly and at a low temperature so that the fragrance throws better and the candle has a longer life. We still continue to add new waxes to our candle blend even today as new products and information becomes available.

944: What new scents or products can customers look forward



to from Voluspa in the coming year?

TA: We have a new collection that will hit stores in the next few months, including our 10th anniversary and new James Boyce.

944: Tell us about the importance behind making the definition of your collection "affordable luxury"?

TA: We all love beautiful things, including fragrance, and I feel that it is not something that should be reserved for special occasions. Having luxury around, even in simple ways, makes us feel good. Because Voluspa not only designs our products in-house but manufactures them in-house as well, we are able to cut the cost of some of the normal expenses that drive luxury price points.

944: Are there any funny moments you can remember with fragrances gone wrong?

TA: Yes! I wanted to create a fragrance inspired by all of the scents in the air the day that Troy and I were married — the flowers, the champagne, the cake. The first time it was put into production, I came down to see it being poured into candles and absolutely hated it! I hope that Troy wasn't offended by that crazy concoction.

944: Are there any exciting new avenues you look forward to exploring with your brand of candles?

TA: Maybe opening a store... I'm a repressed shopkeeper.

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