



SMALL BATCH



TRIPLE SCENTED



## PRESS KIT

SOY CANDLE

### Linnea's Lights Bio

Linnea's Lights has been cultivated from a deep family lineage, upon a foundation of ecologically friendly, handcrafted, entrepreneurial spirit. Lynn Manley and her daughter Laura Cler remain firmly rooted in the spirit of their Midwestern upbringing. Lynn was a full-time, working mother, so Laura forged her young & most impressionable years at her grandparent's multi-generational house in Indiana. Laura's grandmother, great-grandmothers, and close family members all helped raise her and instill in her the values of family, tradition, and craftsmanship. As a child, Laura and the other children spent their days in exploration, craft, & playtime, and assisted in the garden & kitchen whenever necessary. Lynn & Laura's intrinsic appreciation of nature's bounty & handcrafts has been shaped by the generations of strong and nurturing women in their family.

While they always remained Midwesterners at heart, the family moved around the country. The moves allowed new business opportunities for Lynn, where she held a variety of positions within corporate structures and small businesses. Laura spent the first part of her career working in buying/purchasing and inventory planning for private label merchandise with domestic and international partners. She refined her experiences under the guidance of Levi Strauss & Co., and became responsible for the growth and management of key strategic partnerships within several channels of LS&Co. Laura's work with Levi Strauss & Co. taught her to appreciate the value of heritage as represented through quality, integrity and social consciousness, all of which would serve as essential principles in the Linnea's Lights brand.

Throughout her life, Lynn maintained a passion for fragrances & luxury items, and was inspired to create her own line of candles as a hobby. Often disappointed in the high price of luxury items, she knew she could create a superior product of better value. Lynn & her husband Danny Manley began selling her handcrafted candles at local craft fairs and markets in Indiana, and soon the couple had propelled their candle-making hobby into a small, freestanding company - Linnea's Lights had been conceived. After Danny's passing, Laura partnered with her mother, and, with the additional help of close family and friends, Linnea's Lights launched as the luxury brand that it is today.

The dynamic mother/daughter team kept the name "Linnea's Lights," which is in tribute to their Swedish family lineage. The Swedish name, Linnea, from which the name "Lynn" originated, has been in their family for five generations, and is a nod to the national flower of Sweden. Though they are passionate travelers, Lynn & Laura remain proudly Midwestern, an identity that helps maintain the family atmosphere, and is essential to the spirit of Linnea's Lights. Today, Lynn oversees the production & quality of the business, while Laura leads the company in strategic planning, marketing, sales. Together, they dictate the overall direction of the company and continue to forge a legacy for future generations.

Linnea's Lights candles combine natural soy wax, lead-free cotton candle wicks, pure essences and fine fragrances to create clean burning, perfectly scented and highly aromatic candles. Each candle is triple scented so the subtle fragrance keeps throughout the entire burn. All of Linnea's Lights natural soy candles are meticulously hand-poured in small batches and tested for quality assurance. Every step of the process involves the use of human hands, and each candle is packaged and designed locally in Indiana with recycled or recyclable material. Lynn and Laura's resourceful outlook towards nature remains an integral & important part of their business, and Linnea's Lights will forever be an environmentally mindful company.