

spotlight



Natural
LIGHT

PHOTOGRAPHY
BONNIE FOX

THE PLACE: Fifteen years ago, Jenn Ageeb grew concerned about candles made from ingredients that may cause cancer. Jenn loved the scent and ambience created by lit candles, but wanted a product that was safe to burn. And so began a journey that has led to the opening and success of the **Serendipity Soy Candle Factory** in Collingwood. Serendipity candles are all-natural, cruelty-free, vegan, non-GMO, kosher, irritant-free and Canadian.



THE STYLE: This large space is filled with hundreds of candles, interspersed with local crafts that embrace the same all-natural philosophy of the business. The subdued neutral and natural space uses live-edge wood slices and cubical shelving to display pure candles. Keeping it simple allows the candles to light the way.

THE WARES: Jenn uses 100 per cent pure soy and a blend of natural fragrances and essential oils to make her candles. It's hard to pick just one for your home. There are over 100 scents, custom blends and plenty of sizes and containers. Although unlikely, if you can't find what you want, you can have a scent created just for you. These candles are affordable and burn much slower than potentially toxic paraffin candles.



WHAT'S HOT: Planning a wedding, anniversary or other special occasion and need a party favour? Personalize a Serendipity candle with a picture or special label. For birthday parties or for a group of crafty friends, Jenn also runs candle-making classes that show how to make a candle from start to burn. Classes run daily.

WHERE: 20 Balsam St., Unit 14, Collingwood | 705.443.8621
serendipitycandlefactory.com **OH**