

STATE OF MIND

MAISON DE PARFUMS ET DE THÉS PARFUMÉS

PRESS KIT



HISTORY

Born in 2017 in France, STATE OF MIND, is an atypical brand, original and innovative. It offers a new approach to niche industry, a unique olfactory experience that begins with the exceptional scented teas bestowed on body fragrances, scented candles and home fragrances.

CONCEPT

Its founder, Catherine Laskine-Balandina, brought together professionals from different fields to create a range of products and a retail environment called OLAFACTORY TEA ROOM - Tea and Perfumes Salon. Top-quality perfumed tea blends, Grand Crus tea perfectly matching perfumes, were worked by a tea sommelier Olivier Scala in collaboration with a talented perfumer Karine Dubreuil, author of the legendary perfumes for Guerlain, Lanvin, Gucci, Artisan Parfumeur, Lalique, L'Occitane and others.



WHERE TO FIND?

Welcoming its clients in the Olfactory Tea Room in Versailles since June 2020, the brand continues its international development and offers to purchase on its e-commerce website www.stateofmind.fr. You can find addresses of the Retail shops on the website.



PACKAGING

A versatile object brings together the 4 universes - The tea box. Lacquered like a Chinese box on the outside and inside, it is made in one piece, does not leak, it is resistant to heat, corrosion and has a double lid. This collector's item can contain a food product, or a precious bottle of perfume, or the candle, thanks to its presentation in scented wax cubes and 2 wicks, or a diffuser which use the double lid.



COLLECTIONS

Each state of mind is declined in 5 universes: Teas, Perfumes, Candles, Diffusers, Silk Scarves. The current range consists of 12 States of Mind with surprising names such as: Modern Nomad, Sense of Humor, Spontaneous Generosity, Secret of Success, Aesthetic Turbulence and Butterfly Mind. The brand already has a complete assortment for a shop and aims its development through the franchise of the Olfactory Tea Room.

