



NEWLY CERTIFIED: AINA KARI

We are delighted to announce Aina Kari has earned our world-renowned Butterfly Mark certification.

Born between Milan and Venice, Aina Kari is a hymn to timeless Italian crafting – combining home fragrance and high-design to create scented candles and decorative works of art that enhance and celebrate the places we live.

Striking a balance between art and ethics, they started working with Positive Luxury in 2021, and have now been awarded the Butterfly Mark for incorporating measurable ESG practices into their every day operations. Just some of the ways they put this into action:

Circular Economy – sourcing discarded stone from the Crevola Quarry means they don't increase extraction rates

Sustainable Suppliers – they prioritise material traceability, selecting suppliers that can trace back to source

Efficient Packaging Design – their plastic-free candle boxes are 100% recycled, using carbon neutral paper

"Aina Kari is an inspirational example of the balance between design, craftsmanship and sustainability at its best. When you buy an Aina Kari candle you are buying beauty without guilt." – Diana Verde Nieto, Co-Founder Positive Luxury