



Smells Like Spells celebrates its 8th anniversary and introduces a new exclusive collection of scented candles.

Renowned fragrance house "Smells Like Spells," known for crafting handmade scented candles, incense, essential oil blends, and home fragrances, unveils its latest scented candle collection, "Incantations". The launch also marks the eighth anniversary of the fragrance house. The new scented candle collection, created in collaboration with one of Lithuania's most prominent graphic artists, considered a pioneer in silk-screen printing in the country, Mikalojus Povilas Vilutis. The collection of luxury scented candles has already received significant acclaim and ovations at international exhibitions.

"We created this scented candle collection inspired by incantations from various corners of the world. After assembling a substantial collection of enchantment texts, we entrusted their interpretation to one of Lithuania's foremost graphic artists, the pioneer of silk-screen printing in Lithuania, Mikalojus Povilas Vilutis. In crafting the scented candle collection, our aim was not only to create unique aromas reflecting the magical traditions of various world regions but also to produce distinctive works of art that would perpetually adorn our most significant spaces," said one of the founders of "Smells Like Spells," Marius Bartkevičius.

The latest candle collection, "Incantations," is poured into porcelain vessels adorned with original artwork created specifically for "Smells Like Spells" by Mikalojus Povilas Vilutis. His graphics, resembling an unstoppable kaleidoscope of magical symbols, captivate with their mysticism, contemporary baroque elegance, and the unmistakable style recognized in Lithuania and around the world.

"We should not try to explain enchantments. Enchantments are mysteries in themselves," says the National Culture and Art Prize of Lithuania laureate M. P. Vilutis.

Each handmade scented candle porcelain vessel is marked with a unique authenticity number, indicating the artwork's number, print quantity in the edition, and the edition's number itself. Only 200 units of each uniquely designed candle vessel are available in the first edition, making each "Smells Like Spells" "Incantations" scented candle a distinctive piece of art with collector's value.

"Mikalojus Vilutis is one of the most original Lithuanian graphic artists, a living classic, and a laureate of the National Culture and Arts Prize. He is also the pioneer of silk-screen printing in Lithuania. The embellishment of the porcelain candle vessels in the 'Smells Like Spells' 'Incantations' collection features graphics created using the silk-screen printing technique, whose symbolism is based on the ethnographic heritage of world nations - ancient incantations

and enchantments. This marks M. Vilutis's first collaboration in creating functional design objects, where the artist's idea, symbolism, and the object's purpose are seamlessly combined," commented independent art critic Algė Gudaitytė on the new collection.

For all the candles, "Smells Like Spells" uses natural materials such as natural soy wax and cotton wicks. The name of the latest scented candle collection, "Incantations," derives from the Latin word "Incantare," meaning "to bewitch, enchant, captivate, charm," forming the basis for the word "enchant," whose deep linguistic roots reach into Indo-European languages. Each enchantment is like a magical formula that can be whispered, sung, or chanted. Folklore researchers from various countries have long tried to determine whether enchantments and prayers belong to the same or two different folklore genres. This question has mainly been discussed by focusing on comparing enchantments and prayers dedicated to ancient religious deities. Although the texts of enchantments worldwide may vary greatly, all enchantments share a common structure and form, by which enchantments can be distinguished from other folklore texts. Since the goal of almost all such texts is to restore the disrupted order of the world, sometimes the logic of incantations may seem illogical. However, here, we encounter a different logic – the logic of the magical world.

"The magical aromas of this scented candle collection are created based on ancient customs and traditions, believing that each plant, scent, and aroma has its magical purpose. It's like a witch's recipe, where each plant and its scent play a significant aromatherapeutic and magical role, and the main fragrance notes complement each other with aromatherapeutic properties to create the typical fragrance pyramid of high perfumery, where each scent finds its niche and harmoniously blends with other aromas," described one of the founders of "Smells Like Spells," Vilius Malinauskas, in explaining the creation of fragrance recipes.

The exceptional packaging for the scented candles was designed by one of the most renowned packaging design studios in Lithuania, "Étiquette."

Established eight years ago, the fragrance house "Smells Like Spells" has successfully distributed the scents of its home fragrances, incense, essential oils, and scented candles through over 100 partners worldwide, appearing on store shelves and in customers' homes from the United States to Japan. In January 2024, "Smells Like Spells" became the sole Lithuanian fragrance house to present its collections at the prestigious Maison&Objet exhibition in Paris.

Mikalojus Povilas Vilutis (b. 1944) – Vilnius, Lithuanian graphic artist, painter. In 1962–63, he studied at the Vilnius Pedagogical Institute. He graduated from the Lithuanian Art Institute in 1970, worked there from 1970 to 1977, and taught from 1989 to 2007 (from 1990 at Vilnius Art Academy); professor (2006). In 1970, he studied silk-screen printing at the Kiev Experimental Polygraphic Institute. Since 1971, he has participated in exhibitions in Lithuania and abroad (Estonia, Japan, Poland, Latvia, Germany); the most important solo exhibitions in Vilnius (1984, 1994, 1995, 2002, 2004, 2006, 2007, 2010 – with N. Vilitienė, 2013, 2014, 2019), Magdeburg (1985), Stralsund (1998), Panevėžys (2009), Berlin (2013), Videniškiai (with N. Vilitienė, 2019). M. P. Vilutis's works are in the collections of the Lithuanian National Art Museum, the National M. K. Čiurlionis Art Museum, Vilnius University Graphic Cabinet, and

the MO Museum in Vilnius. Awards: Main Prize of the Tallinn Print Triennial (1983), Lithuanian National Prize (2004), Gold Badge of the Lithuanian Artists' Union (2014).

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