

LUMEN



Press Release :

LUMEN: A New Visual Identity to Enhance the Olfactory Experience

Charleville-Mézières, le 13-01-2024 – – **LUMEN**, an ethical and eco-responsible Home Fragrance brand, is proud to announce the complete revamp of its visual identity and product design. This transformation reflects the brand's commitment to staying close to its customers while upholding its environmental and social values.

A New Positioning: Ethical Home Fragrance Maison

Since its creation, LUMEN has stood out for offering products that respect both health and the environment, handcrafted in France in the Ardennes region. This rebranding reinforces the brand's mission to deliver **responsible creations**, accessible and visually refined, that enhance the daily lives of its customers.

A Design that Embodies Elegance and Simplicity

As part of this evolution, LUMEN's products now feature a sleek, contemporary design. The aim is to offer creations that seamlessly blend into any interior while reflecting the brand's core values.

A Consistent Focus on Ethics and Responsibility

While the appearance of the products has changed, LUMEN remains unwavering in its dedication to quality. All products continue to be crafted with premium, non-toxic ingredients and packaged using sustainable materials.

Julien Guillaume, Founder of LUMEN, states:

"This rebranding is more than just a new look; it's a reaffirmation of our values and our dedication to creating products that resonate with our customers. We've crafted an identity that mirrors who we are and our ongoing commitment to them and the planet."

A Key Step in LUMEN's Journey

With this new identity, LUMEN solidifies its position as a leader in responsible home fragrances, catering to individuals and professionals seeking premium, ethical solutions for their interiors.

Explore LUMEN's reimagined collections and discover the perfect blend of elegance and sustainability:

www.bougies-lumen.fr

Contact presse :

MAIZIÈRE Jade
Responsable Communication
03 10 93 09 50
presse@bougies-lumen.fr

20 Avenue Charles de Gaulle
08000 Charleville-Mézières

www.bougies-lumen.fr