



PRESS RELEASE  
Home Spa Collection

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**LONG VERSION**

**Mon Dada launches a unique 'Home Spa Collection' together with Sarah De Bie: the ultimate sensation in natural and luxurious hand and skin care.**

**Waregem, Aug. 11, 2025** - Belgian lifestyle brand **Mon Dada**, known for its unique concrete candles and creations, is taking a new and ambitious step in its development. After the great success of its iconic, handmade candles, **Mon Dada** continues to expand its world of warmth and aesthetics. This time with their new **Home Spa Collection** that transforms self-care into a luxurious experience for the home. Sarah De Bie (co-shareholder and wife of professional cyclist Wout Van Aert) co-founded this luxury product.

**Mon Dada's** hand care products are made in Italy with **aloe vera and olive oil**, carefully formulated for a gentle, nourishing effect. Like the candles, the Home Spa products are available in the recognizable Mon Dada fragrances - which you can combine for one harmonious scent story or mix surprisingly. The packaging is presented in elegant, refillable **glass bottles** that fit perfectly into any interior: a treat for the eye as well as for the skin.

In addition to the hand care line, the collection also expands to include **interior perfumes, spa candles, soap blocks and refill packs**.

This expansion is a logical evolution for the brand, which has been backed by investors **Sarah De Bie, Wout Van Aert and Bruno Descamps** since 2023. The new products exude the same philosophy that Mon Dada has stood for for five years: **design - authenticity - fragrance**.

**Pauline D'Haenens - Lady Boss** and founder of Mon Dada, used her creative vision to create a logical continuation of her beloved candle collection.

"We wanted to extend the feel of our candles to an everyday experience and we knew for some time that a Spa line would fit perfectly with Mon Dada. But we didn't want to compromise. Only a high-quality natural formula was considered. That took time, but the result is worth it. The products are not only caring and long-lasting, they also carry our iconic scents that have been loved by our customers for years," says Pauline.

**Sarah De Bie:** "It's safe to say that Mon Dada has become a bit of my 'dada'. The energy and enthusiasm of this young team are contagious. Pauline involved me in the development of this new line. I share their passion for pure, beautiful products. These really are products that make you happy and they already fit into our interior," says Sarah.

Mon Dada is not only popular in Belgium, but is also successful in more than 40 countries worldwide. From their headquarters in **Waregem**, the Mon Dada Bosses team continues to ambitiously build for the future.

"We are a growing company, and that doesn't happen by itself," says Pauline. "But thanks to the support of our shareholders Bruno, Sarah and Wout, we feel supported and encouraged every day."

Discover the **Home Spa Collection** at **Maison & Objet**, through our **distribution points** and **online**: [www.mondadacollections.com](http://www.mondadacollections.com) .

More information: [www.mondadacollections.com](http://www.mondadacollections.com)

*Available fragrances: Down to Earth - Desire Sky - Black Sea - Fire me Up.*

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## SHORT VERSION

**Mon Dada launches a unique 'Home Spa Collection' together with Sarah De Bie: the ultimate sensation in natural and luxurious hand and skin care.**

**Waregem, August 11, 2025** – The Belgian lifestyle brand **Mon Dada**, known for its handmade concrete candles, launches an ambitious expansion: the **Home Spa Collection**. This new line elevates self-care to a luxurious level and was co-developed by **Sarah De Bie**, co-shareholder and wife of cyclist Wout Van Aert.

The **hand care products**, made in Italy with **aloe vera and olive oil**, are available in the iconic **Mon Dada fragrances**. They come in elegant, refillable glass bottles – stylish and skin-friendly. The collection also includes **interior perfumes, spa candles, soap blocks and refill packs**.

The expansion fits perfectly with Mon Dada's philosophy: **design, authenticity and fragrance**. Founder **Pauline D'Haenens** translated her love for candles into a daily wellness experience: "We wanted no compromise, only natural formulas of top quality."

**Sarah De Bie** adds: "Mon Dada has become a bit of my passion. The team's enthusiasm is contagious. The Mon Dada products truly make you happy."

Mon Dada is active in more than **40 countries** and continues to grow from their headquarters in **Waregem**, supported by shareholders **Bruno Descamps, Sarah and Wout**.

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## IMAGES

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