

MATTHEW M. PRICE

FRAGRANCE DESIGNER AND AUTHOR





I started composing fragrances because smell is the primary trigger for what we think and feel. I thought simply that if I could create fragrances that remind us of life's great memories, moments that have passed, and ones to come, it could create a sense of peace in the home and make people feel emotionally hugged.

Day-to-day, it can be difficult to make time for yourself, but wearing a fine fragrance or lighting a candle can make you feel like you are, and these are the moments we're trying to curate.

Ultimately, the world needs more peace. Though I can't buy peace for you, what I can do is help create products and publish perspectives that usher peace into your home, captivating your thought life. That's the premise behind our products, our luxury-driven memory experience, a motive that creates products with purpose in your home and everyday lifestyle.

Luxury isn't all ritz, it's refinement. That's what I want people to know. Self-care, how you think, and how you carry yourself matter. We articulate these motifs throughout products, relationships, and collaborations. Beauty isn't just a brand name or an aesthetic, but behavior and a personality — and yours can truly light up the world!

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