



NEWSLETTER

Summer 2025

A Season of
Growth, Connection
& New Chapters



Dear Friends,

It's hard to believe we're already in the heart of summer. Our last newsletter went out in December, so it's safe to say this update is long overdue, and there's plenty to catch up on.

Over the past few months, Nera has grown in exciting ways, and it means a lot to have you along for the journey. From new launches to our first stockists and a special milestone on the horizon, I'm excited to share what we've been working on and give you a little glimpse of what's coming next.

Spreading the Word...

Since our last newsletter, Nera has been featured in several wonderful publications across Scotland and I truly appreciate each of them for helping share our story.

It started back in January, with a feature in the Press & Journal and Evening Express, and continued with a piece in Ayrshire Magazine, followed by coverage in The Bellman in Stonehaven, and most recently, the John O'Groats Journal & Caithness Courier.



Each article has played a part in helping Nera reach new people, not just as a candle brand, but as a project with purpose. These pieces have touched on the deeper meaning behind Nera: a story of recovery, resilience, and using creativity to spark connection and awareness.

It's been really moving to see our message resonate, and I want to thank you, whether you've read the articles, shared them, or simply supported the brand in your own quiet way, for being a part of this growing journey.



Nera Has Landed in Stores!

One of the most exciting milestones since our last newsletter is that Nera is now officially stocked in shops, a real step forward for the brand and something I've dreamed of since the beginning.

Our very first stockist was the beautiful Kiln Store in Thurso. Nestled in the far north of Scotland, this creative lifestyle shop is filled with carefully curated pieces that celebrate quality, simplicity, and Scottish craftsmanship. To be stocked here and to become part of the fabric of such a thoughtful independent space means a great deal. Kiln Store also marks our first-ever retail presence in the Highlands, which makes it all the more special.



Soon after, Urban Bay in Stonehaven became our second stockist, and our very first in the North East. This one is particularly close to my heart. I was born and raised in Aberdeen, and it's also the place where my struggle with addiction first took hold. To now return to this part of the country - not in darkness, but with something meaningful, creative, and healing to share, feels incredibly full circle.



Both of these shops are run by passionate, community-driven people who believe in what Nera stands for. I'm so proud to be stocked in spaces that reflect our values, and I'm deeply grateful to the teams behind Kiln Store and Urban Bay for welcoming Nera in.

As well as being a big step forward for this small brand, having Nera in shops also gives you the chance to experience the scents in person before choosing your favourite, something that's always been a little harder to offer online.

If you're local to either area, or planning a summer trip, I'd love for you to stop in and support them. Every bit of this journey has been built with your support, and it's what continues to carry it forward.



If you run a shop, boutique, salon, or small business and feel Nera might be a good fit for your space, I'd love to chat. Just drop me a message at: neraluxurycandles@gmail.com and I can send you our Wholesale Partner Guide with all the details.



In Case You Missed It...

Candle Refills & Monthly Subscriptions

Earlier this year, we launched something we'd been planning for a while - candle refills and a monthly refill subscription service. Many of you have already jumped on board, and your support and feedback so far has been really encouraging.

The idea behind the refill range is simple: to make it easier and more affordable to keep enjoying your favourite Nera scents, while reducing waste at the same time. If you already have one of our glass vessels, you can now refill it again and again.



For those who love to always have a fresh candle on the go, the monthly subscription delivers a refill straight to your door each month - and £1 from every monthly payment goes towards our annual donation to addiction charities.

If this is something you've been meaning to try, or you're just hearing about it now, you can find everything in the Eco-friendly Refills category on the website.



Sound & Scent

Recently, I've started blending two of my passions, music and candles, to create something a little different for Nera.

I've started creating short videos that pair the soft glow of our candles with instrumental acoustic guitar covers of classic songs, including pieces that reflect themes of recovery, resilience, and healing. It's been a meaningful way to combine scent and sound, offering something calming and reflective to pause with, even just for a moment.

You can find these videos across our social media platforms: Facebook, Instagram, TikTok, and LinkedIn - with more to come soon.

One Year of Nera – Giving Back

In a few months time, at the end of October, it will be one year since Nera Luxury Candles launched, and it's amazing to reflect on how far we've come.

What began as a personal project rooted in recovery has grown into something meaningful, thanks to your support, kindness, and encouragement along the way.

To mark this milestone, we'll be making our first annual donation to an addiction charity. A portion of profits from every candle, and £1 from each monthly subscription, has been set aside throughout the year to help make this possible.

We have a few charities in mind, but we'd love to hear your suggestions too, especially if there's one close to your heart. Just reply to this email or message us on social media.



Something New is Coming This Summer...

Although the longest day has passed, there's still plenty of summer left, and we've been quietly working on a new addition to the Nera range that we're really excited about.

It brings the same comforting scent experience you know from our candles, but in a smaller, more flexible form, ideal for travel, daily use, or simply enjoying your favourite Nera fragrance in a new way.

It's not quite ready yet, but we'll be sharing more very soon.

Thank You For Reading!

Thank you, as always, for being part of the Nera journey. Whether you've bought a candle, shared a post, stocked us in your shop, or simply followed along, your support means the world. This past 9 months have been full of growth, learning, and connection, and we're excited to see where the next chapter takes us.

With gratitude,
Ross
Founder, Nera Luxury Candles

