

Napa Fragrance Launches Clean Fine Fragrance for the Home, Inspired by Napa Valley

Napa Valley, California – **Napa Fragrance announces the launch of its luxury home fragrance brand**, dedicated to creating fine fragrance products for the home with a focus on **clean fragrance composition** and **refined, high-quality base ingredients**.

Cofounded by Jean-Charles Boisset and Ashley Pengilly, Napa Fragrance was created to bridge the worlds of fine fragrance, thoughtful formulation, and elevated design. The brand brings a perfumer's approach to home fragrance, treating scent with the same care, balance, and artistry traditionally reserved for personal fragrance.

Napa Fragrance home products are composed using fragrances formulated without parabens or phthalates, paired with premium base ingredients selected for their quality, performance, and luxurious feel. Each formulation is designed to perform beautifully while enhancing the experience of everyday rituals throughout the home.

Crafted in the United States, the Studio Series collection introduces a curated lineup of home fragrance essentials, including **100% soy and coconut candles, room sprays, hand soaps, and 100% beeswax taper and pillar candles**, with bar soaps, reed diffusers, and laundry detergent coming soon. Designed to seamlessly integrate into daily life, these products transform familiar moments into sensory experiences grounded in comfort, beauty, and intention.

Inspired by the landscapes and history of Napa Valley, the core fragrance collection is a guided journey throughout the 7 major regions; including Napa Valley, Napa, Yountville, Oakville, Rutherford, St Helena, and Calistoga. Every fragrance is a distinct expression of wine country. From the dewy morning gardens of Yountville to the robust Valley Oaks of Oakville, every scent captures a chapter of Napa's story, each one elevated, expressive, and thoughtfully designed for the home.

Napa Fragrance is guided by a long-term vision for sustainability and thoughtful design. Coming this Summer, the brand will introduce its **Sustainability Series**, featuring refillable, reusable, and modifiable vessels created to extend product life and reduce waste, further aligning luxury with responsibility.

"At Napa Fragrance, we wanted to create fine fragrance for the home that feels intentional, from the scent itself to the ingredients it's built on," says **co-founder Ashley Pengilly**. *"Our focus is on clean fragrance composition paired with luxurious bases, so each product feels refined, functional, and truly enjoyable to use."*

"Fine fragrance is like a beautiful wine. It awakens the senses and elevates every moment," says **co-founder Jean-Charles Boisset**. *"Napa Fragrance is a continuation of my journey with scent, approached in a fresh way, thoughtfully composed and designed for how we live today."*

In addition to its product offerings, **Napa Fragrance will host fragrance blending experiences in the downtown Napa studio**, inviting guests to explore scent as an art form and create custom fragrance oils for personalized home fragrance, deepening the connection between creativity, ritual, and place.

Napa Fragrance will open its downtown Napa location on February 7, with additional products, fragrance collections, and experiences launching throughout the year.

About Napa Fragrance

Napa Fragrance is a luxury home fragrance brand creating fine fragrance products for the home, with a focus on clean fragrance composition and luxurious base ingredients. Founded in Napa Valley, the brand uses fragrances formulated without parabens or phthalates, paired with premium bases selected for quality, performance, and refinement. Each collection is inspired by ritual, place, and the quiet beauty of Napa Valley living.

Napa Fragrance is located in downtown Napa at 1252 1st Street, Napa, CA 94559 under the Archer Hotel.

Our ecommerce shop will launch in March at napafragrance.com.