

PRESS RELEASE

Lit Moments Returns to High Point Market with an Elevated Fragrance Experience Designed for Modern Interiors

HIGH POINT, NC ... Lit Moments returns to High Point Market this Fall, inviting designers, retailers, and hospitality professionals to experience fragrance as an essential layer of interior design rather than simply a finishing accessory.

Located in **Booth M-8020 in the Suites at Market Square**, the North Carolina-based luxury home fragrance brand will unveil an immersive showroom that reflects its belief that scent has the power to shape how a space feels, not just how it smells.

Warm, residential styling, natural textures, sculptural displays, and thoughtfully layered fragrance collections create an environment where visitors are encouraged to slow down, explore, and experience scent as part of everyday living.

Rather than presenting products on shelves, Lit Moments has designed a space that demonstrates how fragrance complements interiors...bringing warmth, character, and atmosphere into the home.

A Curated Collection of Home Fragrance

Visitors will experience Lit Moments' growing collection of handcrafted home fragrance products, including:

- Signature Collection Candles
- Reed Diffusers
- Room Sprays
- Gentlemen's Collection
- Seasonal Holiday Collection
- Chakra Collection

Each collection reflects the company's commitment to clean ingredients, timeless design, and thoughtfully balanced fragrance compositions created to complement a variety of interior styles.

Custom Fragrance Development

Returning to High Point Market also marks the continued expansion of Lit Moments' custom fragrance development program.

Developed for interior designers, retailers, hospitality partners, and lifestyle brands, the program allows businesses to create exclusive signature fragrances tailored to their identity and customer experience.

Whether developing a signature scent for a retail collection, boutique hotel, residential community, or branded gifting program, Lit Moments partners with clients to create fragrances that become a meaningful extension of their brand.

Designed to Feel Like Home

Inspired by warm residential interiors, the showroom embraces quiet luxury through natural wood shelving, layered textiles, matte ceramics, organic greenery, and sculptural styling.

Every design choice supports the products without competing for attention, allowing fragrance to remain the focal point while illustrating how scent naturally belongs within thoughtfully designed spaces.

The experience reflects the company's philosophy that fragrance is not simply décor...it is part of the atmosphere that makes a space memorable.

Growing Through Craftsmanship

Founded in 2019, Lit Moments has earned recognition for creating handcrafted luxury candles and home fragrances that blend clean ingredients with intentional design.

Each product is poured in small batches using premium materials and carefully developed fragrance compositions designed to evoke warmth, nostalgia, comfort, and everyday luxury.

As a family-owned company, Lit Moments continues to grow through a commitment to craftsmanship, innovation, and meaningful relationships with designers, retailers, and brand partners seeking distinctive fragrance experiences.

Visit Lit Moments at High Point Market

Buyers, designers, retailers, and hospitality professionals are invited to visit **Booth M-8020 in the Suites at Market Square** during Fall High Point Market to explore the latest fragrance collections, discover new product introductions, and learn more about Lit Moments' expanding custom fragrance development services.

Leadership Team

Cassandra Bolden

CEO & Marketing

Jessica Ballentine

Product & Experience

Jazmine James

Operations & Quality Assurance

Jayla Schoff

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About Lit Moments

Lit Moments is a North Carolina-based luxury home fragrance company specializing in handcrafted candles, reed diffusers, room sprays, and custom fragrance development for interior designers, retailers, hospitality partners, and lifestyle brands. Every collection is thoughtfully designed to blend clean ingredients, timeless aesthetics, and memorable fragrance experiences that elevate everyday living.