

Minneapolis teen opens candle kiosk to raise funds for college

Kobi Co. is a minority-owned, woman-owned candle and wellness brand focused on self-care.



California, Los Angeles, Apr 20, 2021 ([IssueWire.com](https://www.issuewire.com)) - As a Sophomore, local high school student Kobi Gregory was so impressed by her tour of historically black colleges and universities (HBCUs) that she came home determined to raise the funds to attend again her Junior year in high school.

She didn't want to add an extra financial burden to her family, so she decided to get creative. As a young entrepreneur and a junior at DeLasalle High School, she worked to establish a wellness brand to craft candles by and for people who love self-care.

Now, the high school senior is celebrating landing her product on the shelves inside the historic Electric Fetus record store, located at 2000 S 4th Ave. With this new partnership, Kobi Co. has launched a new candle #PurpleRain sold exclusively at Electric Fetus until May 15th.

Through her small business, Kobi curates scented candles in small batches to create an assortment of luxury products with a personal touch. Each candle comes with its own Spotify playlist as a way to create a sense of zen. For me, candles are mood makers, like music. No matter the day you're having a song can be the reset button you need to switch the energy and set the vibe.

The goal is to emphasize the importance of self-care.

“So many women burn themselves out thinking they have to do it all while pursuing their dreams,” she said. “We have to be intentional about taking care of ourselves. I want to help people create an easy self-care routine by doing what makes them happy and being intentional about it.”

So far, her ideas are gaining traction. Gregory said her new business has been welcomed with open arms by her community. She has been interviewed by Minnesota Public Radio, Mpls. St.Paul Magazine, and The Jason Show on FOX 9.

She recently completed a rebranding project with a pro-bono project team from Target in partnership with the nonprofit initiative HandsOn Twin Cities.

She’s also preparing to open a kiosk at Ridgedale Center shopping mall (12401 Wayzata Blvd in Minnetonka) on Saturday, May 1. At the grand opening, Gregory will reveal a new seasonal summer scent and offer product deals throughout the day.

In addition to launching her kiosk, Kobi Co. will be at several local farmers’ markets this summer.

Looking ahead, the young black entrepreneur’s plan is to grow Kobi Co. to a level where she can hire and train young BIPOC women to work for her.

Gregory said she will continue to run the business while in college with the help of her mom, Tasha who provides endless encouragement and back-office support.

Learn more about Kobi Co. and shop online at <https://www.lovekobico.com> Follow the company on Instagram and Facebook at @lovekobico for information about local events and other updates.

Contact:

Kobi Gregory

hello@lovekobico.com

#

Media Contact

Kobi Gregory

hello@lovekobico.com

Source : Kobi Gregory

[See on IssueWire](#)