

New Black-Owned Brand, Ella & Iris Home Creates Caribbean-Inspired Home Fragrances and Decor

Ella & Iris Home's founder brings inclusivity into the household essentials space and celebrates the importance of infusing cultural elements in you living spaces



Fairburn , Georgia Oct 14, 2022 ([Issuewire.com](https://www.issuewire.com)) - This fall Ella & Iris Home relaunched as a household essential and home decor brand with a line of reed diffusers and room sprays inspired by Caribbean culture and the founder's grandmothers. The product launches with the company's signature Iris fragrance and its popular Clean House citrus blend. Ella & Iris Home products are sold online at

www.ellaandiris.com and from an Amazon storefront. The company's founder, Felicia Johnson, plans on rolling out more custom fragrances in the near future as well as adding other complimentary products to the line. Ella & Iris Home offers luxury home fragrance products for any environment.

The brand first launched in 2020 as a small marketplace for beauty, health, and wellness products. While selling these products at several Atlanta-area pop-up events, the founder tested her own handmade room sprays and diffusers. After receiving several compliments on her unique blends along with several sales, Johnson spent the last year re-branding and retooling the business into a home fragrance and home decor brand. Named after the founder's Grandmothers, Ella & Iris Home has re-launched with a new look and feel that more closely aligns with the company's mission "to provide quality and thoughtful household essential products inspired by Caribbean culture and pride in family and heritage".

Despite there being over 18 Million Afro Caribbeans in the world according to PeopleGroups.org, they do not often see their culture reflected in the brands that are part of their households. Says Johnson, "It's important for all people to see themselves and their culture reflected in product imagery and the influence of their culture celebrated in a way that is beautiful, elegant, bright and inspires pride, especially in the products that are used to enhance your living spaces. Ella & Iris Home is looking to provide that for so many communities that have been previously neglected."

Your Organization

Ella & Iris Home is an online household essentials and aromatherapy brand that offers Caribbean-inspired aromatic décor and products to freshen, inspire, and beautify your living, working, and traveling spaces with fragrance oil diffusers, room sprays, scent sachets, and powder fresheners for carpets and rugs. Founded in Georgia, the company has been part of the Amazon Black Business Accelerator, Visa Bridge for Billions, and Fed-Ex E-commerce Learning Lab and is a Supplier Gateway, a minority-certified supplier.

Online Store: www.ellaandiris.com

Instagram: <https://www.instagram.com/ellaandiris>

Twitter: <https://twitter.com/ellaandiris>

Pinterest: <https://www.pinterest.com/ellaandiris>

Facebook: <https://www.facebook.com/shopellaandiris>

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Source : Ella & Iris Home

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