

PRESS RELEASE

Paris, 25 September 2026

TEST (not a real brand) - Luma Candles opens first pop-up store in Paris

Luma Candles is launching its first pop-up store in Paris, a test run set to take place from December 1 to December 15, 2026. This handmade candle brand offers a unique experience where visitors can pour their own mini candles while exploring scents inspired by various Paris neighborhoods.

Luma Candles specializes in hand-poured beeswax candles available in 12 distinctive scents designed for design lovers seeking sustainable gifting options. Founded by a former perfumer, the brand focuses on clean-burning candles free from paraffin, catering to conscious consumers who value sustainability and craftsmanship. The brand's transition from a kitchen start-up to a pop-up shop underscores its growth and the demand for eco-friendly products.

The choice of The Marais for the pop-up location stems from its reputation as a hub for design-minded locals and tourists. This two-week initiative allows Luma to gauge interest in the Paris market before committing to a permanent storefront. Customers can experience a hands-on approach to candle-making, further enhancing their connection to the brand and its values.

"Paris has always inspired our scents, so opening our first pop-up here feels like coming home," says Test Founder, Founder of Luma Candles.

This pop-up event is expected to draw around 1,500 visitors, offering a selection of 40 products tailored to the tastes of both locals and tourists. The team, consisting of three passionate individuals, is eager to share their sustainable mission and engage with customers in a meaningful way.

Notes to editor

- Pop-up duration: December 1 - December 15, 2026
- Address: 75001 Paris
- Opening hours: Tuesday to Sunday, 11:00 - 19:00
- Interviews with the founder available
- Press visits possible before opening

About: Luma Candles creates handcrafted beeswax candles that celebrate sustainability and design. The brand aims to offer a unique, sensory experience through its candles and in-store candle-pouring.

Issued by Pop This Shop — Pop This Shop matched TEST (not a real brand) - Luma Candles opens first pop-up store in Paris with the right retail space in Paris and is issuing this release to help give the concept a launch boost. For press enquiries about Pop This Shop or its pop-up tenants, contact pers@pophisshop.com.

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