

AURJA, New York-based Fragrance House Completes the Manifest Collection

AURJA completes its Manifest Collection, eight fine-fragrance candles in sculptural ceramic vessels designed for intentional living.

NEW YORK, NY, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- AURJA, the New York-based fine fragrance house, announced the completion of its groundbreaking Manifest Collection, eight candles poured in hand-shaped ceramic vessels, each crafted for intentional living. The fine fragrances are developed with a heritage perfume house in France, using globally sourced high-quality ingredients. Contained within the all-natural wax of every candle is a whisper paper, a message invisible at first light that surfaces only after roughly ninety minutes of burning. Each candle is poured into a hand-shaped ceramic vessel, its silhouette specific to AURJA and unlike anything else on a shelf. When the wax is gone, the vessel remains, meant to hold something else next: matches, jewelry, a plant, whatever comes after the burn.

"You light it because of what you want the next hour to become," said Hazel Thakkar Lall, co-founder of Aurja. "The wax holds up its end of that."

"We spent time in Grasse before we created a single candle," said Naresh Lall, co-founder of Aurja. "The whisper paper came out of that time. A message you cannot read until the flame has burned long enough to earn it."

Thakkar Lall co-founded Aurja with her partner, Naresh Lall. The two met at Georgetown Law and practiced corporate law before trading contracts for fine fragrance.

The Manifest Collection comprises eight candles. Aum, in deep navy, is built on cardamom, hinoki, and wild moss. Chakra, in sage green, is a blend of yuzu, orange blossom, and santal. Lila, in golden yellow, layers bergamot, ginger, and vetiver. Shakti, in deep burgundy, is grounded in saffron, tobacco, and patchouli. Satvik, in calm peach, is built on brown sugar, whipped vanilla, and creamy musk. Kriya, in blush pink, layers raspberry, rose, and amber. Bodhi, in neutral green, opens on green pineapple with magnolia and cedarwood. Prana, in coastal blue, moves top to base through lavender, salted fig, and eucalyptus.

The whisper paper is embedded directly into the wax and hidden from view. It surfaces only once the candle has burned down far enough to melt through to it. The room fills first, and the note arrives later, creating two separate moments in the same object, the second one arriving

only for whoever stayed.

AURJA calls its approach to the eight candles a scent wardrobe: a set of fragrances chosen the way an outfit is chosen, for what a moment calls for. The launch will be supported by content built around the whisper paper reveal, the Grasse sourcing, and founder-led storytelling, alongside creator partnerships and a calendar of in-person, scent-based activations.

AURJA's Manifest Collection is available now at aurjacollective.com and on Amazon, with select retail and interior-design partnerships rolling out through the end of the year.

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