

THE SNUGGLE **IS REAL**

**FROM COZY SCARVES TO SPICY FRAGRANCES,
HERE'S HOW TO WARM UP YOUR CUSTOMERS.**

by TORI HOPPER

Winter is here, and snuggling up on the couch has never been more appealing. But before consumers take to curling up at home, they need the right essentials to defeat the winter blues. A bath with relaxing salts can make a winter couch session the cherry on top of a snug night in. The tastiest chocolate bar is perfect for the movie buff, while warm-scented candles and restful essential oils secure even the pickiest of bookworms.

If going out is absolutely necessary, a wrap and a scarf with delicate creams and dark browns provide a fashionable look. Having the right collection of warm-scented candles, spicy bath and body, cozy apparel and tasty treats can help your customers defeat that cold seasonal depression.

For the in-store atmosphere, retailers can make consumers feel at home by offering a cozy “touch, taste and test night” for those who dare to brave the colder weather. Looking to extend this trend past winter? Display your same cozy, warm scents as a Rainy Night In.