

SIDIA



WELCOME HOME TO SIDIA

Moving with purpose to help people create their personal oasis anywhere, we believe that adding just a touch of luxury or twist of story can make life's everyday interactions feel as good as we do when we feel at home – enriched.

We're a Toronto born and based brand inspired by the timeless feeling of comfort when at home, the beauty that surrounds us every day, and the multi generational legacy of the family matriarch.

That means everyday moments made luxurious with story and soul, so you can feel like home wherever you are.

SIDIA. Come home to yourself.



WWD

FASHION / FASHION FEATURES

Sidia's Erin Kleinberg on Growth, Mentorship and Matriarchs

"I personally think I have this passion and fire inside my belly that I'm just blessed with. Not everybody gets that, so I am really lucky," says the CEO and entrepreneur.



W MENU

BEAUTY NOTES

Erin Kleinberg on the Power of Cold Showers and Good Home Scents

The Sidia founder shares how her brand's new candles were inspired by her days raiding people's closets at Coveteur.



☰ **HYPEBAE**



SIDIA FORAYS INTO HOME CATEGORY WITH SCENTED CANDLES

Two home fragrances dubbed "Braless" and "Wired."

Clever



Sidia x EW.Pharmacy

January 27, 2021 - Earlier this month, Sidia, from Coveteur cofounder Erin Kleinberg, launched two candles designed to promote the ultimate chill vibes, whether you're soaking in the bath or practicing your daily meditation set. Affectionately named *Braless* and *Wired*, each candle contains a blend of vegetable and coconut wax infused with notes of spicy cashmere musk and Gualac wood (Braless) or an energetic mix of ash-spiced tobacco, tonka, and tea leaves (Wired). That's not all: This week, the brand also launches a collab with Tokyo-based *EW.Pharmacy*, who helped reimagine the empty candle pots as the perfect vessels for beautiful dried floral arrangements curated by floral artist Megumi Shinozaki.

ELLE

goop

FASHION



REFINERY29

VOGUE

Los Angeles Times

PAPER®



COMPLEX



The comfort-first lifestyle brand Sidia has joined forces with Tokyo-based florist EW Pharmacy to launch a dried floral and candle collaboration inspired by the scents and vessels of SIDIA's newly released candles, "Braless" and "Wired." SIDIA will sell their hand-poured candles with two corresponding dried flower arrangements curated by Megumi Shinozaki. Each flower was thoughtfully and individually selected as a counterpart to the candles' top, middle, and base notes. The arrangements are intended to serve as a visual representation of the scents and emotions of each candle. The collection is designed to enhance one's wellness practice at home. When the candle is finished, the vessel becomes a modern vase to showcase the florals for eternity, symbolizing eternal love and the beauty of its complexities and natural imperfections.

Forbes

'Coveteur' Cofounder Is Redefining Modern Luxury With Her Cozy Lifestyle Brand Sidia

Erin Kleinberg is a storyteller at heart.

So the fact that she is one of the original cofounders of the aspirational lifestyle site *Coveteur*, and cofounder and CEO of branding agency, *Métier Creative*, is perfectly on-brand for this serial entrepreneur who has always had her fingers on the pulse of the latest trends.



Kleinberg's most recent venture is also based on storytelling and it's her most personal one to date.

[Sidia](#) is a direct-to-consumer modern-day heritage fashion brand, featuring a collection of caftans and matching sets. But forget whatever preconceived notions you have about caftans:

GLOSSY



Founded by Erin Kleinberg, a co-founder of *The Coveteur*, Sidia makes loungewear and bathroom accouterments meant to celebrate creature comforts. Two just-launched candles dubbed "Wired" and "Braless" (\$58 each) mark the brand's first launches outside of apparel. The fragrance notes in each were designed to be "functional," providing "scent therapy." For example, the cedarwood in "Braless" is said to "enhance concentration and reduce hyperactivity," while the lemon in "Wired" is meant to "fight exhaustion, awaken and revive." To celebrate the launch, Sidia teamed with Tokyo-based florist EW Pharmacy to create a dried-floral bouquet to pair with each scent — the perfect way to reuse an empty vessel.

Very good light

SIDIA's new candles are curing my seasonal depression



SIDIA's latest launch is taking a step into beauty and wellness with two candles named '[Braless](#)' and '[Wired](#)'. Both designed to reduce anxiety and invoke memory through smell, Erin recalls taking samples with her everywhere. For eight months she wanted to ensure that each evoked the emotional connection she was striving for in every person she showed.

The scents

Both [Braless](#) and [Wired](#) are 8 oz. candles that have about a 50-hour burn time. Made with a soy coconut wax blend and a 100% cotton wick, you can trust that these candles burn with the purest intentions in mind for your health. They're non-toxic, paraben, sulphate, phthalate and mineral oil free. Also vegan + cruelty free.

While both scents have been designed to light while meditating and to take in a specific moment they have very different scent and nostalgia evoking profiles. Think of [Wired](#) as slow sipping your morning cup of coffee while you birdwatch and warm wind is coming and going. It's a grounding scent that lets you take space before your day begins. I picture myself sitting by a lake and enjoying moments of calm as I bum it. The notes I find most prominent are tobacco and eucalyptus.

VOGUE

Reinventing the Caftan in the Age of Quarantine

MYDOMAINE

These Sexy Candles Were Made to Turn Up The Heat



goop

MY MORNING ROUTINE

A Serial Entrepreneur Starts the Day with Cuddling and a Beautiful Scent

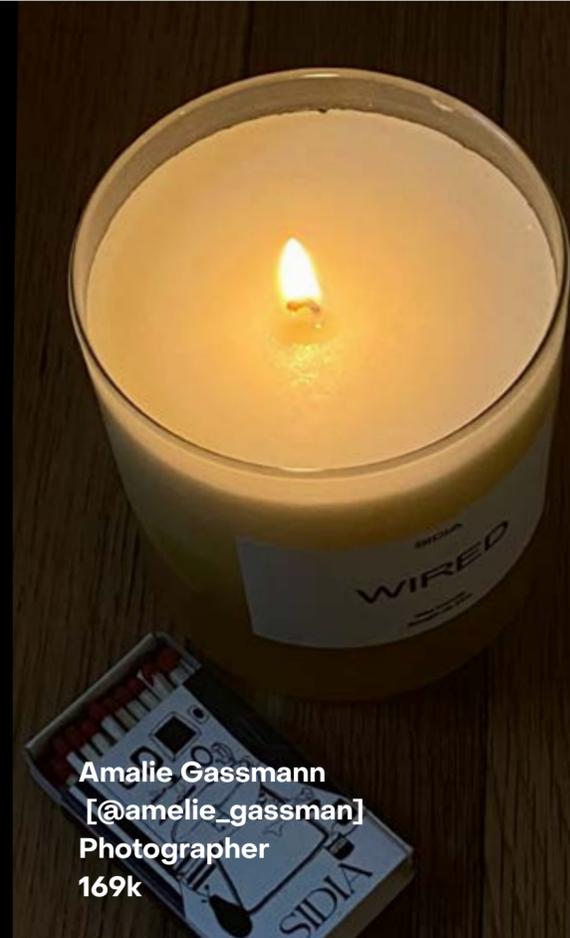


I step into my soft, luxe SIDIA caftan as I get out of the shower. For skin care, I wear my plush SIDIA Cloud Nine headband—the soft velour grips my head, but it's easy on those pesky postpartum baby hairs (it looks chic, too). I splash cold water on my face first and then cleanse, exfoliate, and apply serum and moisturizer.

**OUR NETWORK
IS VAST; TO
US IT'S NOT
INFLUENCER
MARKETING,
IT'S FRIENDS-
OF-THE-HOUSE.**

SIDIATHEBRAND

Product Pipeline 2022



Amalie Gassmann
[@amelie_gassman]
Photographer
169k



Nitsan Raiter [@nitsanraiter]
Digital Creator
335k



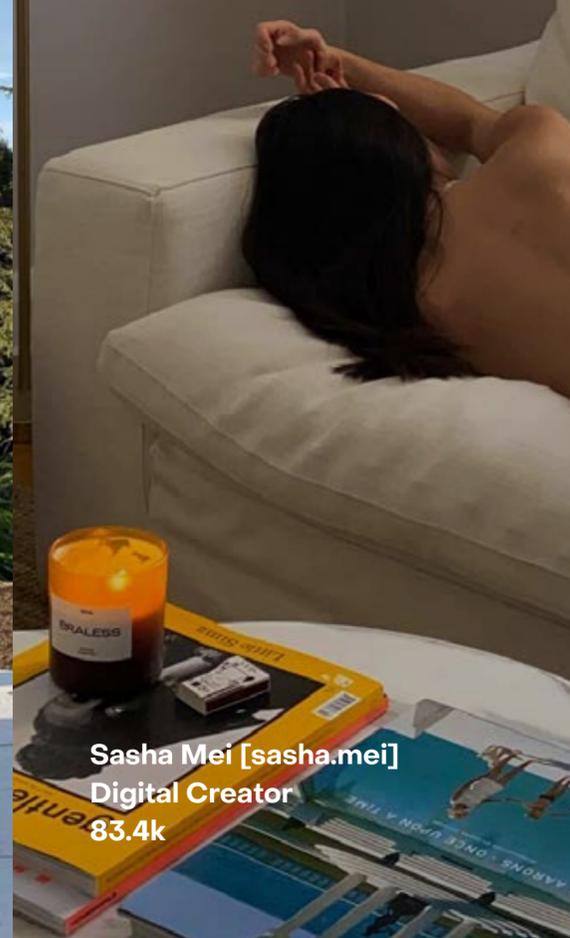
Sasha Exeter [@sashaexeter]
Digital Creator
154k



Kristen Crawley
[@kristennoelcrawley]
Founder of KNC Beauty
440k



Gabrielle Union [@gabunion]
Actress
19.9M



Sasha Mei [sasha.mei]
Digital Creator
83.4k



Erica Choi [@eggcanvas]
Founder of Super Egg
382k



Ruby Benson [@ragxsruby]
Creative
53.4k

COME HOME TO YOURSELF



PRODUCT OFFERING 2022



MEET THE CANDLES

Honoring the duality of our brand’s namesake matriarch, SIDIA, our hand-poured duo of candles reignite the many sides of self that women tap into each day.

Our candles are non-toxic: We are free of parabens, sulphates, phthalates, vegan + cruelty-free.

Sidia fragrance oils are blends of the highest quality fragrance from our French perfume house partners.



BRALESS

Front of Packaging

Meet **BRALESS**, a different kind of support—minus all the wires. Your sense of smell is the strongest tie to memory, light it up at the end of a long day for your go to reminder to unhook your stressors and surrender to the ultimate unwind. Smoldering spices & warm woody undertones set the mood in this comforting ode to personal liberation.

BRALESS contains the plant based essential oils of Virginia Cedar wood, Cumin, Guaiac wood and Indonesian Patchouli.

Top notes: Soft Spices, Bamboo, Hay, Leafy, Clove, Coconut Cream

Middle Notes: Cedar, Thyme Blossom, Amber, Rose, Violet

Base Notes: Guaiac Wood, Patchouli, Sandalwood, Cashmere Musks, Oakmoss, Leather

Wax: Coconut Soy Blend Wax with a Lead-Free Cotton Wick

Burn Time: Estimated 50 hour

Weight: 240g / 8oz

Price: \$65 CAD / \$58 USD



WIRED

Back of Packaging

It’s 8 AM, you wake up to the wafting smell of fresh coffee, crack open a window to invite hints of the crisp morning air. Enter **WIRED**, purity and grit collide in this playfully energetic fusion of ash-spiced tobacco, tonka, sandalwood, tea leaves and rose petal. The final energy boost that kick starts your day.

WIRED contains the plant based essential oils of Eucalyptus, Ginger, California Lemons, Spearmint and Natural Tobacco Absolute.

Top Notes: Citrus Peel, Ginger, Cool Mint, Bergamot

Middle Notes: Eucalyptus, Tea Leaves, Rose Petals, Matcha

Base Notes: Tobacco, Sandalwood, Tonka

Wax: Coconut Soy Blend Wax with a Lead-Free Cotton Wick

Burn Time: Estimated 50 hour

Weight: 240g / 8oz

Price: \$65 CAD / \$58 USD



CLOUD NINE HEADBAND

Feet on the ground, head in the clouds... Meet the SIDIA headband, aka your gateway to daily daydreams and quiet moments with self. Pillow-soft to the touch, this generous bamboo velour comes with plenty of stretch to keep things in place (and off your face) during beauty routines, or simply while lounging around.



Style Name: Cloud Nine Headband

Fabric: 40% Bamboo Rayon / 40% Cotton / 20% Polyester

Available In 3 Colours: Nimbus Grey, Cumulus White, Storm

Retail Price: \$58 CAD / \$55 USD

Sizing: O/S

Product Features:

- Composed of a Bamboo blend: A renewable, quickly-regenerating resource that uses less water, and is anti-bacterial & wrinkle resistant
- The fabric comes from an OEKO-TEX certified dyeing Mill
- Plush Bamboo velour that stays soft wash after wash
- A comfortable fit that's just tight enough, without tugging on baby hair
- Made in small batches in Toronto, Canada
- Packaged in a reusable box, made with FSC-certified materials and is fully recyclable





THE TOWEL WRAP

Step out of the shower and into your SIDIA Towel Wrap, made from our luxurious Bamboo Terry with gold embroidery for a touch of luxe. The velcro closure and elastic band ensure a snug fit, while keeping your hands free for more important things. And what's more? We added pockets.

Style Name: SIDIA Towel Wrap

Fabric: 90% Bamboo Rayon / 10% Polyester.

Available In 2 Colours: Black, White

Retail Price: \$92 CAD / \$88 USD

Sizing: O/S

Product Features:

- Composed of a the softest Bamboo Terry blend: A renewable, quickly-regenerating resource that uses less water, and is anti-bacterial & wrinkle resistant
- Made in small batches in Toronto, Canada
- The fabric comes from an OEKO-TEX certified dyeing Mill
- Comes pre-washed and never pills, maintaining its quality wash after wash
- Velcro and elastic closure ensures a secure and adjustable fit, suitable for most body types
- Includes a large front pocket with embroidered insignia, for ease and convenience



SIDIA COMMITMENTS



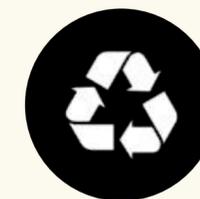
Cruelty Free

SIDIA is Leaping Bunny Certified, our personal care products are free of animal testing at all stages of product development.



Vegan

Our personal care products are vegan and contain no animal ingredients or by-products. Our candle wax blend is plant-based and derived from environmentally friendly, renewable resources, and produces a non-toxic, clean burn.



Recyclable

The majority of our outer packaging is made from FSC certified materials and can easily be disassembled and recycled.



Hand-Poured

Each candle is non-toxic, and free of parabens, sulphates, phthalates and mineral oils. Hand poured in the USA, using a lead-free 100% cotton wick.



1% For the Planet

SIDIA is a proud member of 1% for the Planet, meaning 1% of our annual sales annually are donated directly to approved environmental nonprofits.



Women-Owned

SIDIA is a proudly woman owned and founded business. Our workplace culture is inclusive and committed to supporting both career & individual growth.



Non-Toxic

The majority of our apparel is composed of OEKO-TEX certified material, using low-impact fibre reactive dyes, free from heavy metals, chemical mordants, and AZOs.



Environmentally Conscious

Working with suppliers and factory partners where excess materials and fabric wastes are re-purposed, reused, recycled, or donated to local charities and businesses.



SIDIA

FIN



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SIDIA THE BRAND.COM

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