

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

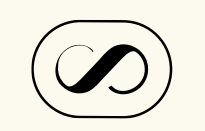
FASHION


REFINERY29

VOGUE

Los Angeles Times

PAPER®



**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



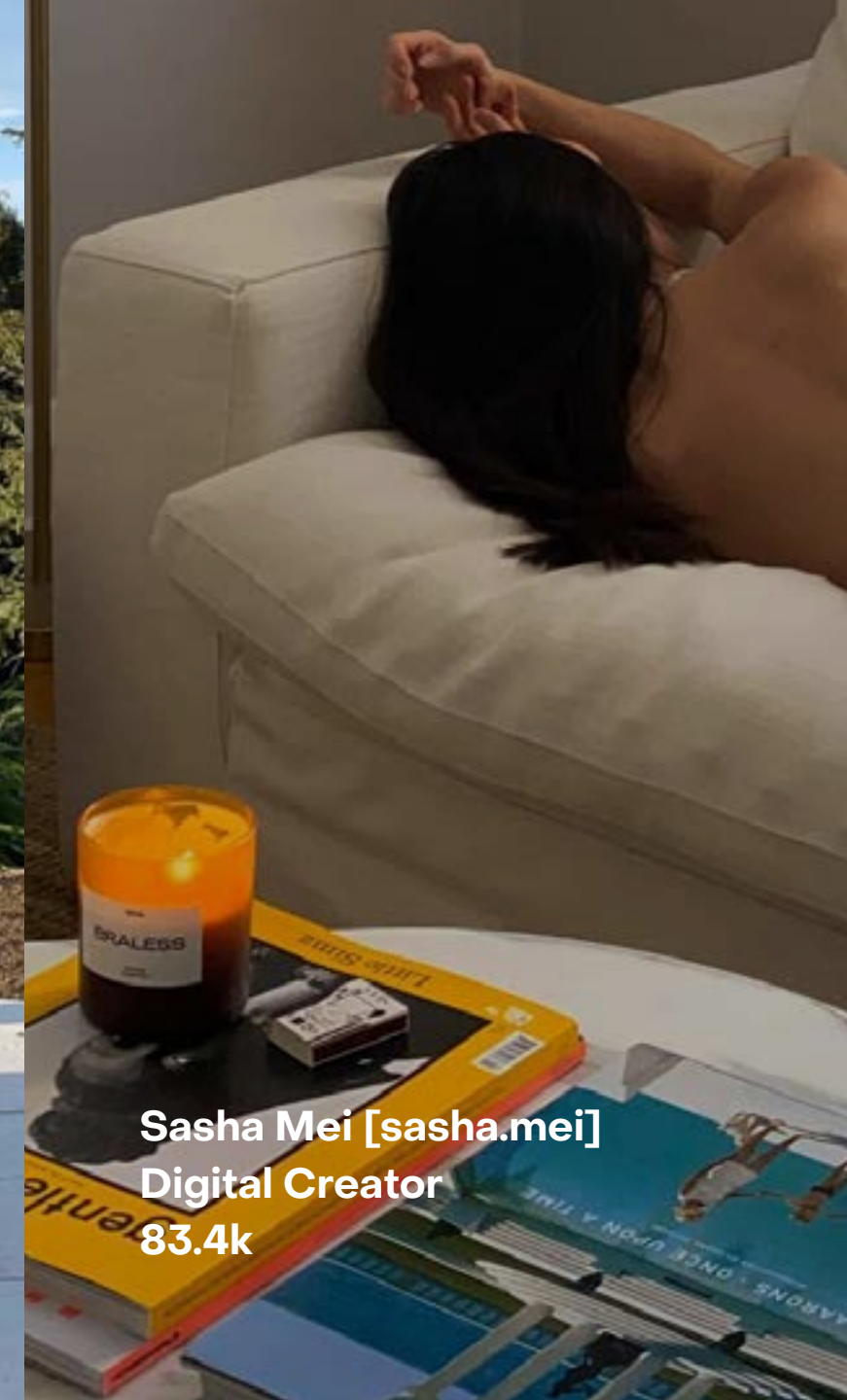
Sasha Exeter [@sashaexeter]
Digital Creator
154k



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





SIDIA

WIRED

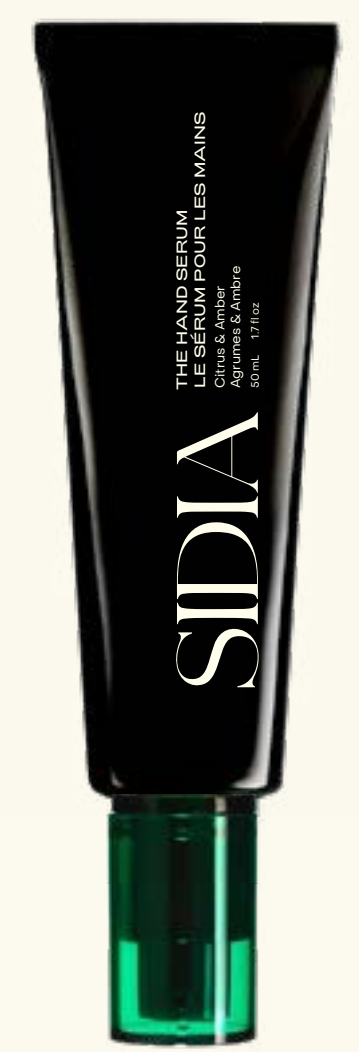
Wax Candle
Bougie de Cire

SIDIA

PLANT-BASED HAND CARE SYSTEM



Hand Exfoliant



Hand Serum



The Hand System Packaging

The Hand Exfoliant 280ml

Cleanse, Refresh, Prep
Bergamot + Vetiver

Treat your hands to a luxe gel-textured cleansing exfoliant that reveals healthier looking skin. Infused with perlite to soften, rambutan to smooth fine lines, and avocado oil to nourish and prep.

Sulfate-free, paraben-free, silicon-free, vegan, cruelty-free.
Component Made with PCR Materials.
Made in the USA.

Size: 280mL
Price: \$42 CAD / \$38 USD

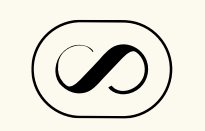
The Hand Serum 50ml

Hydrate, Smooth, Nourish
Citrus + Amber

Reward your hands with a fast-absorbing, lightweight serum that reveals revitalized skin. Hydrates and softens with cactus flower extract, avocado butter, shea butter, aloe vera, prickly pear.

Sulfate-free, paraben-free, silicon-free, vegan, cruelty-free.
Component Made with PCR Materials.
Made in the USA.

Size: 50mL
Price: \$38 CAD / \$34 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.



FIN



COME HOME TO YOURSELF.
SIDIA THE BRAND.COM

SIDIA INC 2022 © CONFIDENTIAL