



LEFT Designers Guild home fragrances RIGHT Shannon Baker BELOW, LEFT TO RIGHT The Geodesis home-fragrance catalogue; La Compagnie De Provence Marseille liquid soap in glass dispensers and shower gel tubes BOTTOM, LEFT TO RIGHT Geodesis' ambiance reed diffuser delicately scents a room; Designers Guild home fragrances



Scentimental Journey

Malaika Byng takes a look at Fuego, the company fuelling the fashion for luxury home fragrances in South Africa



'A DINNER PARTY is not complete without a designer scented candle flickering in the background,' says Shannon Baker. Since founding Fuego in 2001 – importers of luxury home and body fragrances to South Africa – the Jo'burg-born entrepreneur has made a career out of this philosophy, propelling the trend for such products in the country with her delicious array of designer brands.

Baker's passion for all things scented began in London. 'I fell in love with the gorgeous designer home fragrances and I wanted to make them available to South Africans,' she says. Having spotted the gap in the market, she leapt in head first and now supplies a stellar list of clients including Cécile & Boyd's, Lim and Loads of Living.

She continues to travel extensively throughout Europe in search of products with their own unique signature. Fuego now represents four high-end brands, namely La Compagnie De Provence Marseille, Geodesis, Lothantique and Designers Guild Home Fragrances, and is soon to bring UK-based favourite Nougat to our shores. So, thanks to Fuego, there's no excuse for your home not to smell every bit as good as it looks.

Fuego ☎ 011 902 5349