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Workshops

Shop

Meredith Tucker: Singing a 'Sweet Anthem'

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by Brittany Taylor

"These are not your mama's eau de toilettes," warns Sweet Anthem's website. The handmade perfume company is certainly not mainstream department store or the Hollywood glam, vintage glass bottle type. No, this is a boutique for the real woman, the conscious woman, the woman of today.

Owner and designer Meredith Tucker is a twenty-something Seattlite with a penchant for perfumes, discovered just three years ago during a series of obsessions with independent perfumeries. Web developer and graphic designer by day, Tucker is quite happily a boutique perfumer by night, "pouring over concoctions and dreaming up new chords to strike." The largely self-taught entrepreneur creates perfumes "based upon women that Meredith admire; be they fictional, famous, or just some of her close friends. You may recognize some of them. Others you might not. Regardless, they are each deserved of a fragrance of their own. Why must such prestige be reserved for supermodels and celebrities?" asks sweetanthem.com.

Each vial and bottle of perfume contains an 80 to 85% concentration of perfume oil, far higher than commercial brands which clock in at around 10 to 20%, and use locally-procured ingredients. The perfume oils are diluted mainly in jojoba, evening primrose, of pomegranate oil, creating a "luxurious texture, a long-lasting fragrance, and a skin-safe perfume experience." All Sweet Anthem perfumes are free from harmful and wasteful chemicals and are made entirely by hand in a cruelty-free and 'green-as-possible' studio.

Sweetanthem.com offers nearly a dozen different perfumes, each offering unique scents lovingly developed by their creator. Try Ayn, a mix of blackberry, hollyberry, and rosemary, for "deep, philosophical discussions," or Dina, with its cinnamon, dragon's blood, and ginger that offers up enough spice and warmth to melt even the chilliest winter afternoon. Purchase sample sizes or bottles through sweetanthem.com or etsy.com. Keep Sweet Anthem on your radar-- new scents are launching on December 16th!



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