

Business Owners of Francis and Meyer Candle Co. Find The Bright Side During The COVID -19 Pandemic

By Aliyah Marko-Omene

Business owners Danielle Kathleen and Amanda Black were two of many individuals looking to stay creative during lockdown.

Although COVID-19 has been strenuous on numerous small businesses, Francis and Meyer Candle Co. has flourished since its start in early 2021.

Before the pandemic, Danielle and Amanda were newlyweds living in uptown Toronto with their 13-year-old wiener dog Harley.

They have always cared deeply about their home and have used candles, incense, and plants to make their home a sanctuary.

The couple were in the middle of lockdown when they began to struggle with their mental health.

"We decided to consciously choose to immerse ourselves in positive choices, and leaning into our creativity was one of them," Danielle says.

The candle business was created in the hopes of bringing light into the community for individuals who were faced with similar challenges throughout the pandemic. The Francis and Meyer owners say their products are made for anyone who wants to buy products with an intention.

"Our products have stories behind them and an intention for their creation. Our products are geared towards people that care about supporting renewable resources - such as soy wax," Danielle says.

Francis and Meyer Candle Co. features candles that each have different crystals laid in their wax to align with one of the chakras and correspond with healing elements.

The couple encourages the use of crystals and believes that each crystal used in their products brings healing properties to its owner and has significance to the story behind the candle.

Danielle is the company's artist and manages all forms of social media, company branding, and product photography.

She believes the company has been a way to reach a broad audience to spread a message of awareness to the community.

"We curate the scents, themes, and designs based on the core root message that we are passionate about," she says.

Amanda works exclusively on communications, managing vendor relationships, packaging, custom events, and wholesale orders.

"Everyone has their own story and has resonated with our candles and crystals in their own way. Because our candles either inspire, empower, or raise awareness to a cause - our customers relate immensely," she says.

Danielle and Amanda have seen significant support from the community and are working on expanding their company long-term.

The couple says they set out to make short-term achievable goals every day for their business.

"Our long-term goals involve taking our business to the next level, possibly owning a factory where we can pour a large amount of candles. We would also love to have storefronts where customers can experience Francis and Meyer in person," Danielle says.

Francis and Meyer Candle Co. can now be found in pop-up shops throughout Toronto that will take place over the following weeks.