

ALEX ISLEY

Why Love Jones Candle and Alex
Isley Are a Perfect Fit



Freres Branchiaux
Love Jones Candle Collection



Alex Isley
singer-songwriter and producer

ABOUT

Freres Branchiaux Love Jones Candle Collection



Freres Branchiaux is a Black owned artisanal candle company based in Washington, DC created and managed by 3 brothers, Collin (14), Ryan (12), and Austin Gill (9). In October 2017, the young Gill brothers wanted more allowance to purchase video games. Mama and Dad Gill told them that they had maxed out their toy allowance and to either “get a job or start a business” if they wanted more money. They decided to start a business.





FRERES BRANCHIAUX LOVE JONES CANDLE COLLECTION

SLOGAN

Whether it's your favorite movie, feeling, or state of mind; this candle aims to ease your mind, calm your senses, and remind you of the essence of love.



WHY PARTNER WITH ALEX ISLEY

Alex Isley's music and image align well with the goals of the Freres Branchiaux Love Jones Candle Collection to create a sensory and emotional experience.



MEET ALEX ISLEY

soulful lyricist

Alex Isley is an emerging singer-songwriter whose ethereal voice and soulful melodies have captured the hearts of music enthusiasts around the world. With a blend of R&B, neo-soul, and jazz influences, Alex Isley's music transcends genre boundaries, creating a unique sonic experience that resonates deeply with listeners. Her artistry is characterized by soulful lyricism, heartfelt storytelling, and an authentic connection with her audience, making her a rising star in the contemporary music scene.

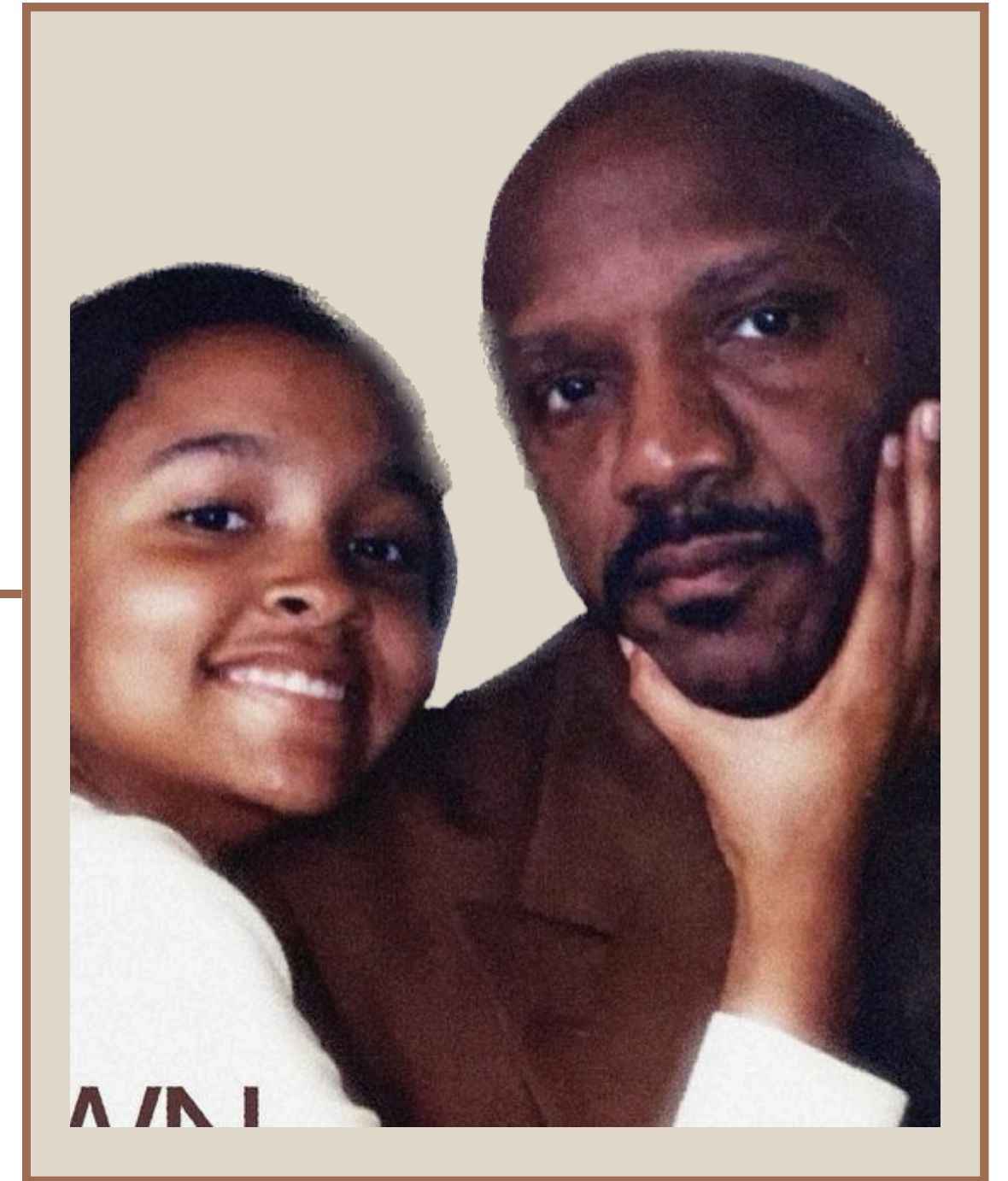
ALEX ISLEY

musical background

Alex Isley is a talented artist known for her captivating voice, soulful R&B music, and a unique blend of contemporary and classic influences.

Early Life and Music Roots:

- Alex Isley was born into a family deeply rooted in music. She is the daughter of renowned guitarist Ernie Isley of the legendary Isley Brothers, which exposed her to music from an early age.



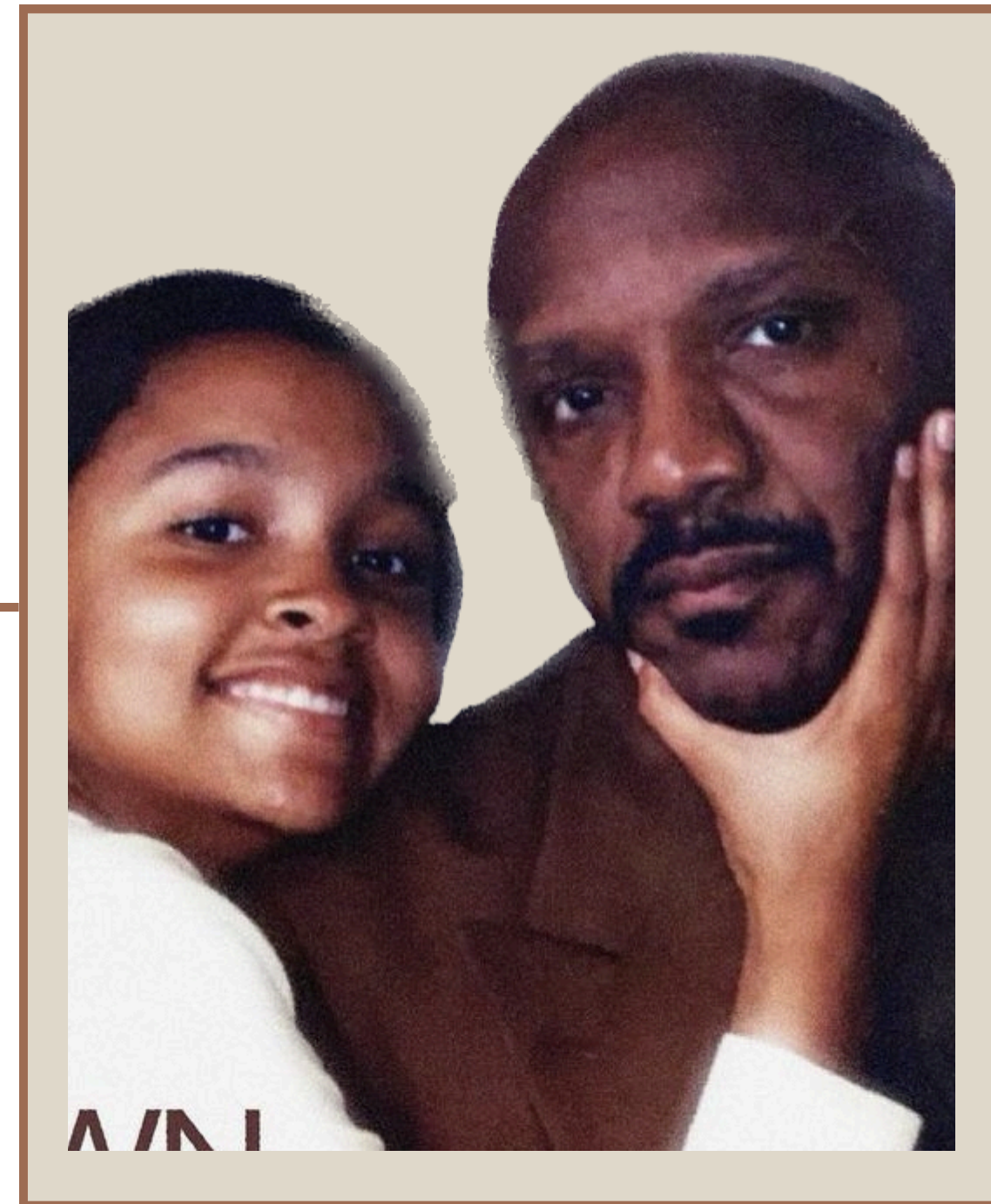
ALEX ISLEY

musical background

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Musical Education:

- Alex Isley honed her musical skills through formal education, attending the Los Angeles County High School for the Arts and later graduating from the Berklee College of Music. Her education enriched her understanding of music theory and composition.



ALEX ISLEY

musical background

Emergence as a Solo Artist:

- **She embarked on her solo music career and released her debut EP, "The Love/Art Memoirs," in 2012. The EP garnered critical acclaim for her silky smooth vocals and introspective lyrics.**



ALEX ISLEY

musical background

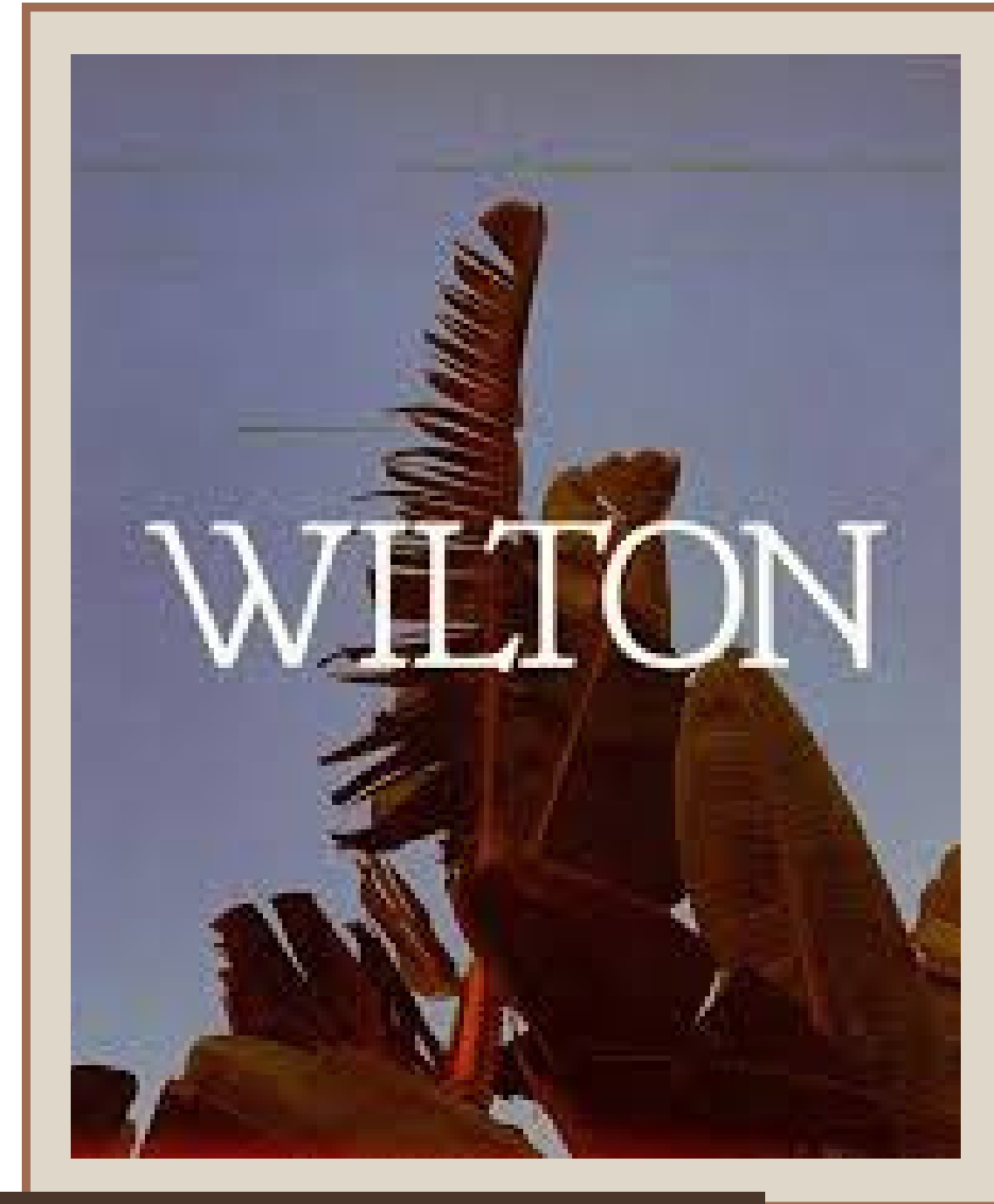
Influence and Style:

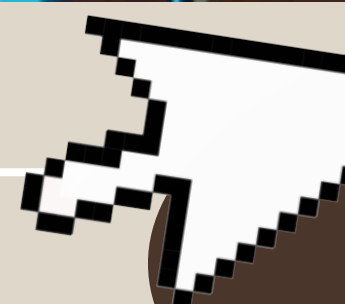
- **Alex Isley's music draws inspiration from a variety of genres, including soul, jazz, and R&B. Her style is characterized by soulful melodies and heartfelt storytelling.**



NOTABLE DISCOGRAPHY

- Throughout her career, she has released a series of well-received singles and EPs, including "Luxury" (2015), "Wilton" (2016), and "Marigold" (2022), all of which showcase her growth as an artist and her versatility.





RECENT VIDEO



AUDIENCE REACH

ALEX ISLEY

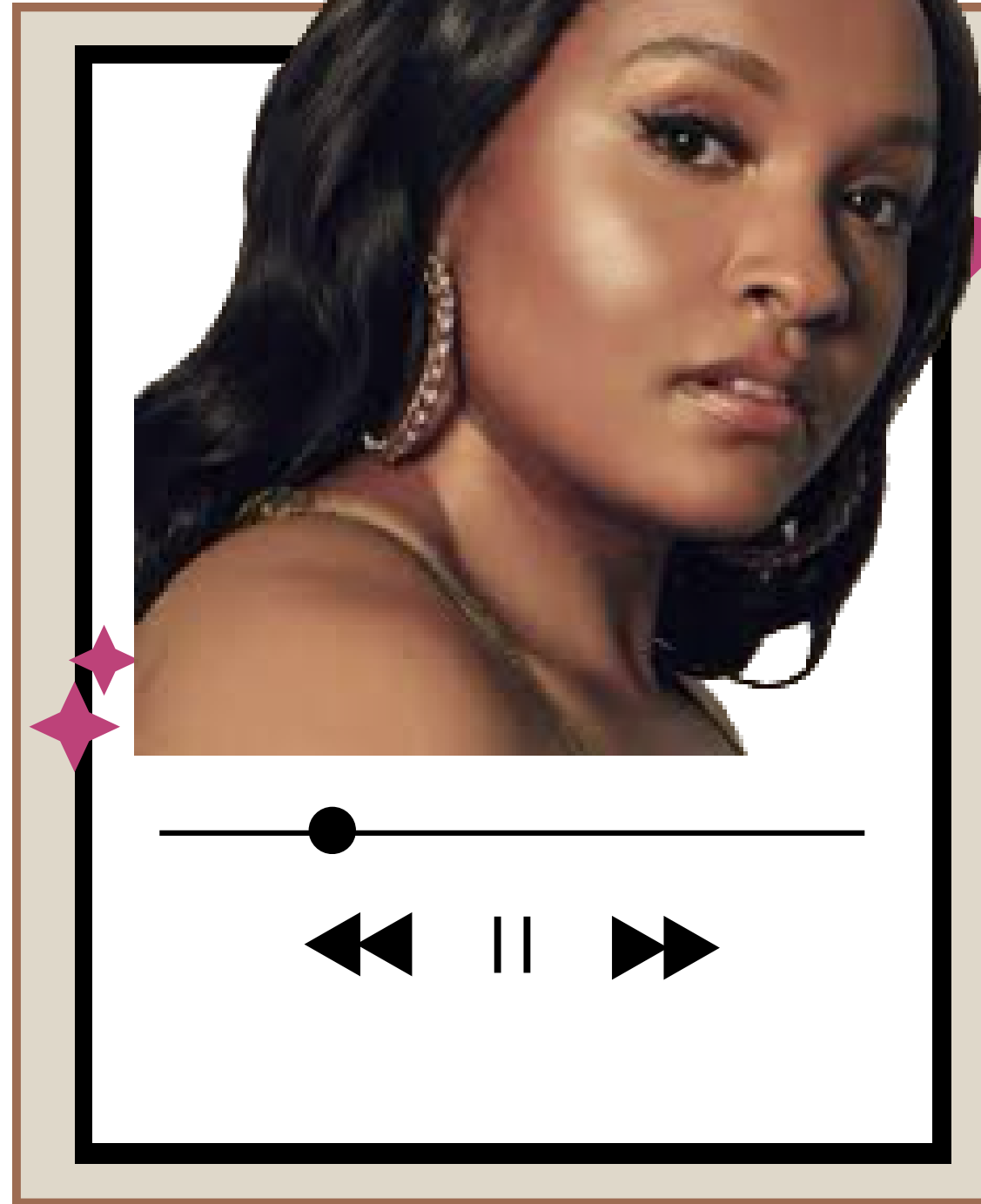
Social Media Presence:

- Instagram: Over 80,000 followers
- Twitter: Over 25,000 followers
- Facebook: Over 50,000 followers

AUDIENCE REACH

Streaming Statistics (on platforms like Spotify, Apple Music, etc.):

- Monthly Listeners: Tens of thousands to hundreds of thousands (varies over time)
- Total Streams: Millions of streams across all platforms
- Popular Tracks: Some tracks with millions of plays





WHY ALEX ISLEY FOR LOVE JONES

Sensory Experience: Alex Isley's music often evokes a sense of warmth, tranquility, and sensuality. These qualities align well with the atmosphere that candles aim to create – a cozy and intimate ambiance.





WHY ALEX ISLEY FOR LOVE JONES

Emotional Connection: Her soulful and melodious voice can create a strong emotional connection with listeners. This aligns with the emotional responses that specific scents from candles can trigger, enhancing the overall experience.





WHY ALEX ISLEY FOR LOVE JONES

Target Audience: Alex Isley's music appeals to a wide audience, from young adults to older individuals. This diverse appeal matches the broad demographic of potential candle customers.





WHY ALEX ISLEY FOR LOVE JONES

Promotional Opportunities:
Partnering with an artist like Alex Isley could lead to collaborative marketing and promotional opportunities, such as exclusive music releases with candle purchases or limited edition candle collections inspired by her music.

