



PRESS KIT · 2026 · ZÜRICH

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DETAIL

INTRODUCING A NEW CATEGORY

Wellness you can wear.

The *functional necklace*. Wellness on the go.

Lockett Wellness turns a gold locket into a discreet, wearable
aroma diffuser: fine jewellery outside, a curated blend inside.

THE BRAND

Lockett Wellness. Where jewellery meets functional fragrance. Wellness you can wear. Founder-led by twin sisters Anouk and Charlotte. Jewellery designed and wellness blends curated in Switzerland.

RANGE & PRICE

Necklaces CHF/€69 · wellnessblends CHF/€19 · bundles from CHF/€99. The launch range: **two lockets** (ØG, Heart), **two chains** (fine, chunky), **three wellness blends**.

THE CATEGORY

Functional jewellery and wearable aromatherapy. A new category.

AVAILABILITY

Direct-to-consumer across selected European countries: CH, DE, NL, BE, FR, IT, AT.

WHY EDITORS ARE COVERING IT

- 🌿 **The first brand in the category.** No one else pairs elegant, everyday fine jewellery with a functional fragrance element inside it.
- 🌿 **Wellness on the go.** Not a candle or a spa appointment, but a ritual you wear into your meeting, your commute, and your social commitment.
- 🌿 **An anchor for the breath.** A visible, tactile cue at the collarbone that reminds you to slow down and take one deliberate breath.
- 🌿 **A category on the rise.** The global functional-fragrance market, valued at **USD 14.5bn in 2025**, is forecast to reach **USD 24.6bn by 2034**, growing 6.5% a year (Verified Market Reports, 2026).
- 🌿 **A thoughtful gift.** Elegance and wellbeing in one product: an easy, meaningful present for the women in your life, and a natural fit for gift guides and 'editor's pick'.



THE FOUNDERS

Anouk & Charlotte

Lockett Wellness began with a frustration we knew well: between demanding corporate jobs, wellness always felt like one more thing to schedule, and the in-between moments went untended. Travelling through Asia, we discovered that functional fragrances are woven into everyday life there, a simple, portable way to shift your mood toward calm, focus, or energy anytime. It made us

wonder why this wasn't part of daily life back home. So we created our own answer: a line of luxury necklaces that hold aroma "pearls" infused with essential-oil blends. It's wellness on the go for busy women, a beautiful piece of jewellery that helps you breathe, re-centre, and keep shining, anywhere.

PRESS CONTACT

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FOR EDITORS

Review samples, high-resolution imagery and founder interviews on request. Product loans for shoots and gift-guide submissions welcome.



FOUR NECKLACES

Two lockets and two chains that mix and match freely, **four necklaces in all**. Build the piece that's yours, then swap it with your mood or your outfit.

- 🌿 **Stainless steel**, 18k gold plated
- 🌿 **Hypoallergenic**, kind to sensitive skin
- 🌿 **Water- and sweat-resistant**
- 🌿 **Discreet side vents** release scent from the aroma-infused pad inside as you move through your day

THREE WELLNESS BLENDS

Three moods, curated in Switzerland

Tiny aroma pearls that slip inside your Lockett. One aroma pearl lasts up to three days. No skin irritation as the oils don't touch the skin.

- 🌿 **CALM** **Zero Stress:** lavender, orange & clove
- 🌿 **CLARITY** **Focus:** orange & eucalyptus
- 🌿 **ASSURANCE** **Confidence:** cypress, ylang-ylang & mandarin



THE SCIENCE OF SCENT AND A SINGLE BREATH

Scent is the fastest route to how you feel.

Smell is the only sense with a direct connection to the limbic system; the emotional and memory center of our brain. Because scent signals bypass the rational brain, a single inhalation has the power to change your mood within seconds. It's the fastest way to experience instant calm, focus, or renewed energy.

OUR PRODUCTS

Two lockets. Three moods.

FOUR NECKLACES COMBINATIONS

Two lockets, two chains, mixed and matched freely



The ØG
FINE CHAIN



The ØG
CHUNKY CHAIN



The Heart
FINE CHAIN



The Heart
CHUNKY CHAIN

THREE WELLNESS BLENDS · 30 AROMA PEARLS PER POUCH

Aroma pearls · One aroma pearl lasts up to three days.



● CALM

Zerø Stress

Lavender, orange & clove oil

"When my necklace is the only one that can tell me to calm down."



● CLARITY

Føcus

Orange & eucalyptus oil

"When you need to get sh*t done."



● ASSURANCE

Cønfidence

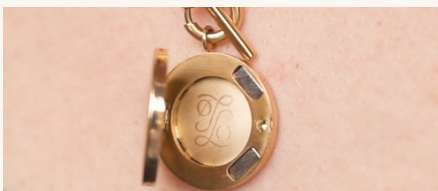
Cypress, ylang-ylang & mandarin oil

"When confidence doesn't only come with age."

We hand-blended the formulas in Switzerland using only the highest-quality ingredients, carefully selected for the science behind their aromatic properties, to give your mood a natural boost.

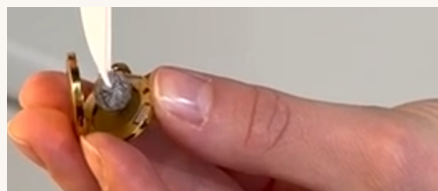
HOW IT WORKS · A DAILY RITUAL

Three seconds to set up · up to three days of aroma



01 Open the locket

Magnetic clasp on the side ensures easy opening and closing of the locket.



02 Drop in a pearl

Choose the mood you need that day.



03 Breathe in the aroma throughout the day

Soft diffusion through the openings.

Løckett Wellness is a lifestyle and sensory product, not a medical device. No therapeutic, diagnostic or curative claims are made. References to published research describe the aromatic compounds we blend with, not the product itself.