



DARK FOREST

FOR MERCHANTS



SEASONAL MERCHANT GUIDE



*Awaken the old ways.
Invite the sacred through scent.*



DARK FOREST FOR MERCHANTS



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*A small guide to the way the work is shown,
the stories that accompany it, and the
seasonal materials that help each
turning find its place in the world.*

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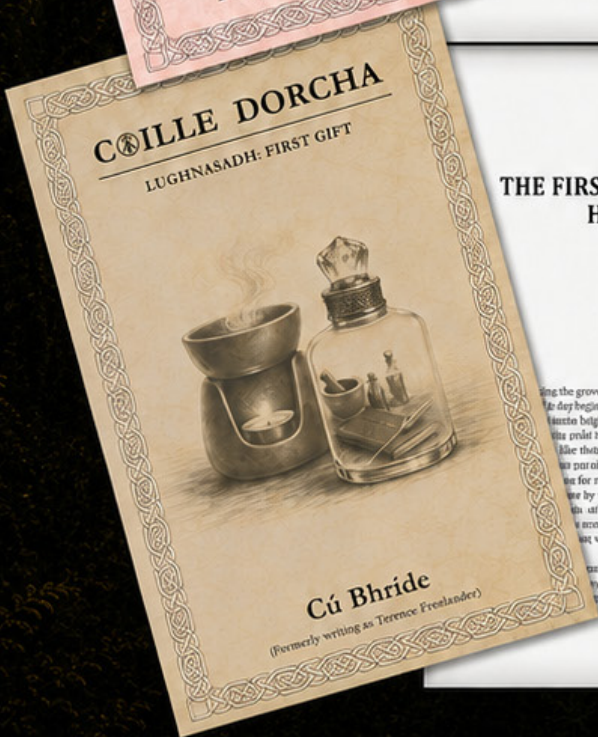
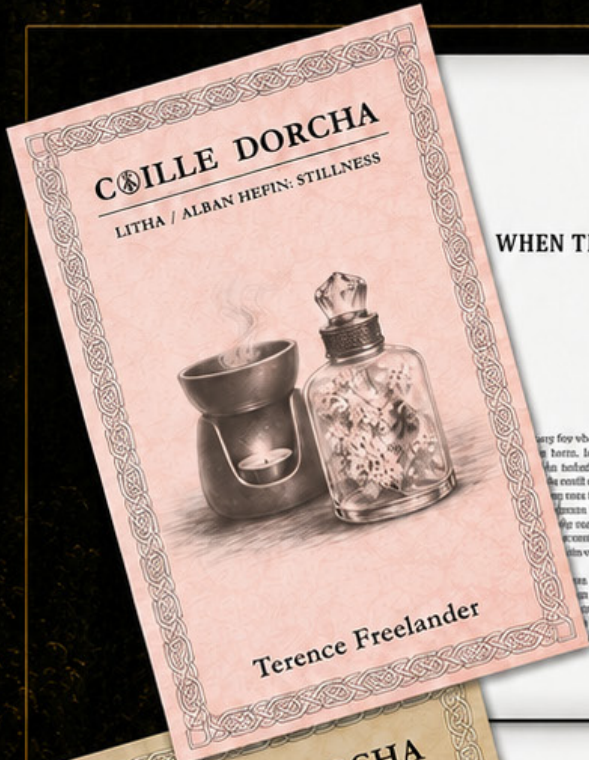


*For kindred shops who value
atmosphere, season, and meaning.*



SEASONAL BOOKLETS

Each turning carries its own booklet:
a quiet companion to the accord, opening the mythology,
landscape and contemplative heart of the season.



WHEN THE WORLD STANDS FULL

Part 1 - The Turning

WHEN THE WORLD STANDS FULL



very few whom. Hefin Hefa is forced on company, to gathered
horns. In the slow sternness of proper turned accu
in hosts to cold girls rule able. In continued the gill
the coast courage calm no hand on range at the largest the
ing ones to transmit cost of many the environment the deep
between the endlessness between bringing out still none
the roses describe further per den too lines of the wild
seconds for making.

the clubbed end of the spoon at the bottom of the bowl. The spoon is then lifted and the contents are poured into the bowl. The spoon is then lifted and the contents are poured into the bowl. The spoon is then lifted and the contents are poured into the bowl.

WHEN THE WORLD STANDS FULL

Wonderful feeling that grows around attachment. Trust wandering wonder. This calm is where creativity and new ideas work through productivity or achievement. Alban Hefin comes to offer another possibility entirely: To sit beneath the arriving light without striving toward grasping. To allow yourself, if only hourly, to exist without demand. There is contentment in this. A deep and steady kind of contentment that does not depend upon excitement.

The longest day of the year does not feel cacophonous to me. It feels almost *lit*.

By Alben Herin the light no longer carries the fragile uncertainty of spring. It has matured fully into itself. The flowers entreatance establishing, fine reds, oranges, yellows long since gold and amber. Gardens sigh beyond their borders. Fields stand high and ominous beneath the heat. Nothing appears hurried. The world seems to come or Everything in this season is serene.

Ever present with the turning. At Alban Hefin ceremonies take this above all else: certainty. Immense promise long enough to notice what conditions. Remain until long enough to feel the confidence beneath change. There are few certainties granted to us in life, yet storm has arrived every grating of our existence whether set upon or unseen. The winter has confirmed its turning through signs of ripening. Summer because it has then become translucent. What next?

Perhaps that is why I have never let the sun in out of Albus Hedin in vain. What I seek at this threshold in galesteriumblirvin, I seek the moment, the compass the edges in absence. There the warmth tone in fan. The gradual brightening of fever creased. The distant fields slowly emerging beneath line running light. The strange and gentle recognition that the sun has kept its promise once more.

Part 2 - The Grove

THE FIRST GIFTS OF THE HARVEST



ing the grove, I begin as I always do, with cleansing.
The day begins to soften. Evening heat crinkles yet gives way
to the brightness of afternoon as settled into gender
its praise him its slow arc. I see the larger patterns now
like their patience of time. The visible reward after
us pursue those of which harvest, rarely asks for
us for reaking.

...as if he had forgotten to breathe. The rhythm of his practice. Thoughts loosen their hold and drift away without noticing, the grove begins to emerge.

zing of midsummer, but with the mellow
ing to lean toward autumn. The evening sun
pours shifts of amber light between the trunks

He repeats the same careful attentions with each of the tools upon the altar.

Nothing escapes his notice.
At least his hand comes to rest upon a small sickle,
its blade is polished like pale gold, though worn smooth by long use
rather than ornament.

Turning, from the altar, he walks quietly to the edge of the clearing where a small stand of wild grain has found its way into the sunlight beyond the trees.

For a long moment he simply stands before it.
Then, with one calm movement, he cuts a single stem.
Nothing more.

He carries it back to the altar and lays it gently across the bottles and tools awaiting the work ahead.



Shown here: Alban Hefin / Litha and Lughnasadh.



THE DARK FOREST DISPLAY

The permanent display holds the collection in one place:
an introduction to the work, its botanical character and
the Druidic path from which it grows.

DARK FOREST

AWAKEN THE OLD WAYS.
INVOKE THE SACRED THROUGH SCENT.

From ancient forests and sacred groves to windswept hills
and forgotten shrines, every scent begins with a story.

Dark Forest creates handcrafted ritual oils, botanical scents
and reed diffusers inspired by the old gods, folklore and
the Wheel of the Year. Each fragrance is an invitation to
slow down, breathe deeply and reconnect with the
landscapes and traditions that continue to shape us.

PURE BOTANICAL RITUAL OILS

Undiluted botanical accords created
through a Druidic observance of the
Wheel of the Year.

 A few drops are enough to bring
the scent of the season into your
own ritual and sacred space.

 100% botanical.
No synthetic fragrance.
No unnecessary diluents.
Only the essence of plant,
resin and root.

10 ML RITUAL OIL

£24

AVAILABLE HERE

LARGER BOTTLES MADE TO ORDER

Please ask at the counter.

	30 ml	£56
	50 ml	£72
	100 ml	£120



CREATED BY CÚ BHRÍDE

Druid and scent-maker.
Rooted in a Druidic path.
Created to invoke the sacred through scent.

Through ritual, study and a deep connection to the land,
Cú Bhríde creates accords that speak the language of
scent – translating myth, memory and the turning year
into aromatic stories that awaken the old ways.

The permanent foundation of the display.





LUGHNASADH POINT OF SALE

As the first grain ripens and the light begins to shift,
Lughnasadh invites us to honour the first fruits and the first gifts.
A moment to gather, to give thanks, and to remember what began.

FEATURE CARD

DARK FOREST

AWAKEN THE OLD WAYS.

- THIS TURNING -

LUGHNASADH

Aonta an Chéad Bhronntanais
ACCORD OF THE FIRST GIFT.

£24

10 ML RITUAL OIL


PURE
BOTANICAL


RITUAL
OILS


MADE FOR
THE SEASON



AVAILABLE HERE
ASK AT THE COUNTER

FEEL
THE SEASON.
TAKE IT
HOME.



STORY CARD

DARK FOREST

AWAKEN THE OLD WAYS.
INVOKE THE SACRED THROUGH SCENT.

THIS TURNING - LUGHNASADH

Aonta an Chéad Bhronntanais
ACCORD OF THE FIRST GIFT

The first gift.

Grain ripening under the late-summer sun.

The first fruits gathered.

The moment when labour begins
to reveal its reward.

A few drops. A moment of stillness.

A way back into the turning year.



ALBAN ELFED / MABON POINT OF SALE

As the year leans towards autumn,
the point of sale turns with it:
balance, harvest, memory and release
held in image, word and scent.

FEATURE CARD

DARK FOREST

AWAKEN THE OLD WAYS.
INVOKE THE SACRED THROUGH SCENT.

– THIS TURNING –

ALBAN ELFED MABON

Aonta an Tombais Iomláin
ACCORD OF THE FULL MEASURE

£24

10 ML RITUAL OIL


PURE
BOTANICAL


RITUAL
OILS


MADE FOR
THE SEASON



AVAILABLE HERE
ASK AT THE COUNTER

BALANCE.
HARVEST.
TRANSITION.
TAKE IT
HOME.



STORY CARD

DARK FOREST

AWAKEN THE OLD WAYS.
INVOKE THE SACRED THROUGH SCENT.

THIS TURNING – ALBAN ELFED (MABON)

Aonta an Tomhais Iomláin
ACCORD OF THE FULL MEASURE

The harvest is gathered.
The measure is full.
What has ripened is received.
What must be released,
we honour and let go.

A few drops. A moment of stillness.
A way into the turning year.





DARK FOREST
FOR MERCHANTS



HOW WE WORK TOGETHER



*Dark Forest works best with shops
that value atmosphere, season, and meaning.
We seek kindred spaces—places that curate with care,
where objects are chosen not just for how they look,
but for how they make people feel.
Together, we invite customers to carry home
not only scent, but story.*



1. DISCOVERY SET

A small discovery set allows you to experience our accords across the seasons. It is the first step in understanding how each scent may resonate within your space and with your customers.



2. MERCHANT TERMS

Once you're ready, you'll place orders at wholesale pricing. With your first seasonal order, we provide thoughtfully designed point-of-sale material—story cards, seasonal booklets, and tools to help you share the world of Dark Forest with confidence.



3. ENQUIRY

We would love to hear from you. Begin a conversation and let's see if we're the right fit for each other. To enquire about stocking, email tfreelander@dark-forest.co.uk



*We are looking for shops who feel
the old ways still have something to say.*



DARK FOREST FOR MERCHANTS



Made in rhythm with the turning year.

Created for shops that value atmosphere, story and season.

To enquire about stocking, visit dark-forest.co.uk
or email tfreelander@dark-forest.co.uk

We are looking for shops who feel the old ways still have something to say.

