



THE PENGUIN COLLECTION



PERSONALISATION

Young adults want the freedom to be creative with the products they buy and how they express themselves.

64% of 12-19 year olds say they like experimenting with different looks and styles (Mintel, 2019*).

RESOLUTION

Our Penguin Collection creates an opportunity for creative expression, individuality and customisation.

Being able to pick and choose your preferred products based on scent, colour and/or pattern gives consumers purchasing power.

AESTHETICS

Booktok is changing the way this generation reads. The insight here is that the aesthetics of these products needs to reflect the creative nature of Gen Z.

During a time where self-image and its relationship with social media is at its peak, the aesthetics of a book are just as important as its reading experience.

RESOLUTION

The annotation tabs provide a variety of colour palettes to suit consumers tastes or match their favourite book cover.

The Penguin Collection provides a chance to match the products to the unique aesthetics of a reader's tastes, or to their favourite books.

EXPERIENCE

Gen Z would undoubtedly benefit from offline experiences that give them a reason to enjoy time away from devices. Roughly two thirds of young adults want to reduce the time they spend on social media (Mintel, 2021*).

Readers enjoy being immersed in their worlds of stories, prioritising ambiance to enhance their reading experience.

RESOLUTION

The Penguin Collection considers how scents can acclimatise the reader into their new realm, and transport them into the vast array of fictional universes Penguin has to offer.

We've created a more immersive experience, tailored to their reading preferences.

SUSTAINABILITY

Gen Z are reconsidering the brands that they support, 63% agree that buying from ethical brands is a good way of helping to improve the world we live in (Mintel, 2022*).

Young people are searching for and need brands that offer belief, involvement & action.

RESOLUTION

The Penguin Collection puts the planet first. Using predominantly recycled materials means our packaging is reusable & sustainable.

Our candles are made from locally sourced soy wax – a plant based wax that does not pollute the air when burning.

INTRODUCING

THE PENGUIN COLLECTION

The Penguin Collection is an assortment of themed products which we've created to enhance our readers' experience. These include: an Unread Book Bank, a boxed candle, and a set of annotation tabs.

We invite our readers to pick an unread book, light a candle, and tab their thoughts.

What's more exciting is that we've categorised each themed collection into five genres: Fantasy (Toadstools & Taverns), Mystery (Winds & Whispers), Sci-fi (Stars and Sand Dunes), Romance (Flowers & Forever), and Horror (Knives & Old Keys).



THE UNREAD BOOK BANK

Fill your jar with the names of all the books on your to-read list. Whenever you're in the mood to start something new, just pick a name from the jar. The Unread Book Bank is a fun and easy way to shake up your reading list.

Say goodbye to boring decision-making, and hello to your next great read.



CANDLE

Tailored to your preferred genre, these Penguin candles are designed to enhance your reading experience with carefully crafted scents.

Let the warm glow and the crackling wick be the perfect companion as you explore your latest book.



ANNOTATION TABS

Curate your reading experience with Penguin's Annotation Tabs.

Pick your favourite palette. Add your thoughts. Mark a meaningful page. Fill your world of reading with colour.

COLOURS

Ode to a juicy fig, this rich colour combination reminds us of the twists and turns of a good mystery novel.



PATTERNS

Like a leaf blowing in the wind, there's a sense of uncertainty in the rhythmic pattern of this collection.



Delve into the captivating world of whispered clues & wind-blown secrets with the warm & enticing scent of fig & sandalwood.

Ignite your curiosity as you explore the latest book that's keeping you on the edge of your seat.

COLOURS

Together, pink and red create a powerful combination that represents both the intensity and tenderness of romantic love.

PATTERNS

A charming motif of love and affection, petalled hearts and strawberry seed kisses pair up into a pattern that is effortlessly sweet.



Indulge in an elegant pairing of delicate roses & passionate strawberry cream that'll transport you to your own heaven on earth.

The meet-cute on your pages is brought to life by the soft glow of this candle, as you are swept away to an intimate world of everlasting love.

COLOURS

Something sinister may be lurking in the shadows of this colour palette, where the darkness of death meets the unknown.

PATTERNS

A sharp and jagged pattern creates a foreboding tension, reminiscent of the horrors you are about to read.



Set the tone for a spine-chilling read with an unsettling dim light & haunting uncertainty.

Combining the dark & ominous sea with the smoky essence of burnt sage will awaken your senses & prepare you for fear and unease.

COLOURS

Connected to the worlds associated to the fantasy genre, the natural colours used evoke a sense of adventure and discovery.

PATTERNS

Just like a toadstool, every imperfect shape has its own quirk.



Transport yourself to a wonderful world of adventure with a scent that will enchant you with its mesmerising blend of oak & rosemary.

Let the warm glow of this magical candle be the perfect companion for a journey of discovery, where mythical creatures, hidden taverns, & mystical landscapes await.

COLOURS

Stars & Sand dunes, blues and yellows, it's always the most unlikely pairs that tell the most riveting stories.

PATTERNS

Amongst endless galaxies, new worlds are being discovered, there's always a common thread that maps the constellations.



Let the energising scent of bergamot & the warmth of cloves accompany you as you embark on a journey to new worlds.

Strike a match & immerse yourself in another dimension, through the cosmos, or uncovering the secrets of the universe.



Books

Stationery & Accessories

House & Home

Gift Card



Search...



The Penguin Collection



BOOK BANK

Stars & Sand Dunes

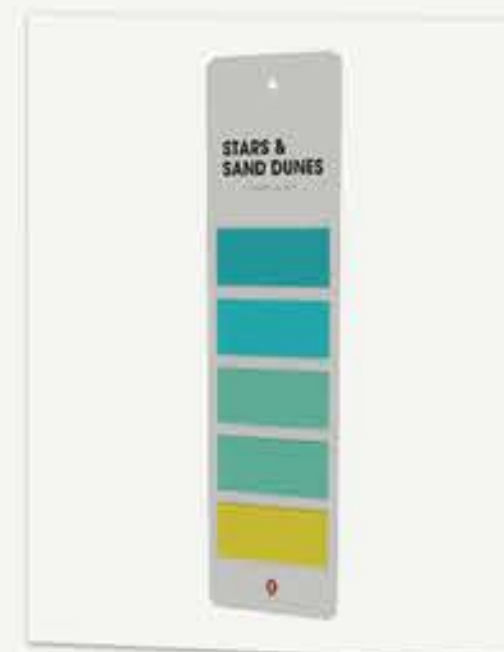
£9.00



COLLECTION

Winds & Whispers

£27.00



ANNOTATION TABS

Taverns & Toadstools

£3.00



CANDLE

Flowers & Forever

£15.00

[+ More Penguin Collection](#)

THE FULL
COLLECTION

