

# NorthernVirginia MAGAZINE



## Shop Talk: LATHER

**Destination:** Found in the Mosaic District, this bath and body boutique is the perfect addition to the up-and-coming shopping and dining destination.

**Atmosphere:** "The layout of the store is thoughtful to how shoppers will navigate through the environment," explains **Emilie Davidson Hoyt**, the brand's founder. The store is organized by product category and highlights the various natural ingredients used to create them. The wonderful scent you smell wafting throughout the store can be attributed to the handcrafted olive oil-based soaps available in over 15 varieties.

**Bread and Butter:** LATHER's products are made without artificial fragrances and colors with an emphasis on naturally sourced ingredients. **The Bamboo Lemongrass** line is especially popular; it even received the stamp of approval from **Oprah Winfrey** by making it onto the December 2014 list of **Oprah's Favorite Things in O, The Oprah Magazine**.

**Sweet Surprises:** Customers can create their own products at the custom blending bar using essential oils priced by the drop while simultaneously receiving an education on the aromatherapy benefits of each oil. Every special blend is kept on file for returning customers.

**Fiercest Fan:** "Shoppers who enjoy finding new, off-the-beaten path brands and who are conscientious about their purchases will love LATHER," says Hoyt. "People who care about what they put in their bodies also tend to care about what they put on their bodies."

**Blows to Budget:** There's something for every budget. Olive oil soaps are available for \$8, and face and body products range from \$14-\$32; advanced treatment products can run upwards of \$50. —Angela Bobo