



FOR IMMEDIATE RELEASE

January Media's Cozy Gilmore Girls-Inspired Autumn Collection: T-Shirts, Candles, Tote Bags, and More

Guildford, Surrey, UK – 25th September 2023 – Calling all Gilmore Girls enthusiasts and lovers of everything autumn! The January Media Shop, a growing female-run small business, has launched a cosy Gilmore Girls-themed collection that's perfect for rewatch season.

As many young people declare it officially “Gilmore Girls rewatch season” on TikTok and beyond, the January Media shop brings the charming essence of Stars Hollow to your home with a fan-made range designed to encapsulate the cosy, safe, and autumn aesthetic of this much loved TV show.

About January Media

The January Media shop is female run, based in Guildford, Surrey (UK) and makes t-shirts, tote bags, greetings cards, stickers, candles, scrunchies, badges and more all relating to your favourite TV shows, films and popular culture moments. All designs are exclusive to January Media which began in the COVID 19 pandemic selling scented candles that link fragrances to your favourite TV shows. Our Leslie Knope inspired candle (from Parks and Recreation), which had a Waffles & Maple Syrup fragrance, was our bestseller. We ship all around the UK and worldwide.

So why Gilmore Girls?

Gilmore Girls' overall appeal in Autumn has only grown in popularity this year. It is a trending topic across social media, offering a sense of warmth and nostalgia for young audiences during the autumn months. This pop culture classic also aligns with the Gen Z fascination for the 2000s and the Y2K aesthetic and promotes the beauty of female friendships.

Introducing 4 of our Gilmore Girls inspired products:

It's Starting To Feel Very Gilmore Girls Autumn Inspired Mug:



Our "It's Starting To Feel Very..." Gilmore Girls inspired mug has the signature elements of a Stars Hollow Autumn on including a Luke's takeaway coffee cup, a Doose's jar of honey, Rory's beloved pile of books, a crisp leaf from the main square and Rory's cosy cable knit sweater.

We designed our mug to bring some Autumn magic into your home that makes your coffees feel warm and cosy like you're living in Stars Hollow.

All our mugs are **11oz, ceramic, dishwasher and microwave safe.**

Each sip becomes a fun reminder of your favourite fictional world, injecting some joy into your day that starts with your morning coffee.

Link:

<https://shop.januarymedia.co.uk/products/its-starting-to-feel-very-gilmore-girls-autumn-inspired-mug-gilmore-girls-inspired-mug-autumn-in-stars-hollow-mug>

Hep Alien Rocks! Gilmore Girls Inspired Tote Bag:



Inspired by Rory Gilmore's best friend Lane Kim whose passion in life is her beloved rock band Help Alien. We have created this "Hep Alien Rocks!" design available on Tote Bags, T-Shirts and on one of our signature Candles.

It's bright purple like Lane's brilliant dyed hair (for half of an episode) and features a green alien rocking out to their tunes.

Our coloured tote bags are **10l capacity, 100% cotton, bright colours** and have a **67 cm handle length**.

Carrying one of our uniquely designed tote bags inspired by your favourite TV shows and popular culture moments is like wearing a badge of your passions and interests for the world to see.

Link:

<https://shop.januarymedia.co.uk/products/hep-alien-rocks-gilmore-girls-inspired-tote-bag-help-alien-tote-bag-lane-kim>

Team Jess Mariano T-Shirt:



For many Gilmore Girls fans, Rory and Jess are the favourite relationship of the series. Show that you are Team Jess with our Autumnal orange t-shirt - it is guaranteed to help spark conversations with other Gilmore Girls fans as you wear it!

We also offer this design as Team Logan and Team Dean on t-shirts, mugs and tote bags. A great way to show your allegiance with your favourite Gilmore Girls couple which is a huge discussion point within the fandom.

All our t-shirts are **100% cotton, midweight fabric, unisex fit** and have **inclusive sizing**.

Whether it's a gift for a fellow enthusiast or a collectible for yourself, our T-shirts bring a smile to every wearer and allow you to connect with other fans in public.

Link:

<https://shop.januarymedia.co.uk/products/team-jess-mariano-t-shirt-gilmore-girls-inspired-t-shirt-rory-gilmores-boyfriends>

First Day At Chilton (Oudh Wood and Dark Vanilla) - Gilmore Girls Inspired Candle:



We wanted to create a “First Day At Chilton” inspired scented candle with a fragrance that reflects Rory’s School and its long-standing reputation and her love of academia.

This candle really embodies Dark Academia with spicy top notes of Cardamom and Pink Pepper leading to a rich heart of Sandalwood, Leather and Oudh. The base layer is a powdery Musk with Tonka Bean and Vanilla.

All our candles are **100% vegan**, **highly scented** and made with **eco-friendly soy wax**. They are **345ml** and have a burntime of **60 hours**.

Our candles add an extra cosy dimension to your favourite show and will help you to fully immerse yourself in the world of your favourite characters as you watch.

Link:

<https://shop.januarymedia.co.uk/products/first-day-at-chilton-candle-oudh-wood-and-dark-vanilla-gilmore-girls-inspired-candle-rory-gilmore-chilton-candle>

With our collection, you can bring your favourite TV show into your home, elevate your re-watching experience and connect with like-minded fans.

Further Information:

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Shop website: shop.januarymedia.co.uk
Main website: januarymedia.co.uk

Social Media:

Instagram: [@thejanuarymediashop](https://www.instagram.com/thejanuarymediashop)
TikTok: [@thejanuarymedia](https://www.tiktok.com/@thejanuarymedia)

Shop the Collection:

Gilmore Girls inspired collection:
<https://shop.januarymedia.co.uk/collections/gilmore-girls>

Full Autumn Collection:
<https://shop.januarymedia.co.uk/collections/autumn>

Images sent in a separate folder within our original email.

Thank you, January Media Production
hello@januarymedia.co.uk