



At 70, Jonine Scott Launches Luna Select Market to Make Everyday Living Easier



Los Angeles entrepreneur turns a personal journey of rebuilding into an online store featuring practical home, kitchen, comfort and smart-living products.

LOS ANGELES - Aug. 21, 2026 - [PRLog](#) -- Jonine Scott has officially launched Luna Select Market, an online shopping destination focused on practical products designed to make everyday living easier, more comfortable and more organized.

Scott began the business at age 70, turning a new chapter in her own life into an opportunity to build something meaningful.

After experiencing serious health challenges and working to rebuild her strength and independence, Scott began paying closer attention to the everyday products that can make life at home simpler. That experience became part of the inspiration behind Luna Select Market.

Rather than creating a store filled with unrelated merchandise, Scott developed Luna Select Market around useful products that address real everyday needs.

"Starting Luna Select Market at 70 has shown me that there is no expiration date on creating something new," said Scott. "I wanted to build a store around products that can help make everyday life a little easier, more comfortable and more organized."

Luna Select Market currently focuses on four primary shopping areas: Comfort & Relaxation, Kitchen Made Easier, Organize Your Space and Smart Home Finds.

The growing selection includes comfort-focused products, kitchen tools, household organization solutions and practical smart-home items selected with convenience and usefulness in mind.

Scott describes the philosophy behind the store as "Smart Finds for Easier Living."

Her personal journey has also shaped a larger message behind the business. Scott hopes her experience encourages other adults who may believe they are too old to learn something new, launch a business or begin another chapter in their lives.

"I know what it feels like to have life change and to have to start again," Scott said. "Luna Select Market represents a new beginning for me. I also hope my story reminds other people that starting over is possible at any age."

Luna Select Market serves customers online and offers a growing collection of products intended to bring greater comfort, convenience and functionality into everyday routines.

The store can be visited at:

<https://lunaselectmarket.com/> (https://lunaselectmarket.com/?utm_source=chatgpt.com)

ABOUT LUNA SELECT MARKET

Luna Select Market is a Los Angeles-based online retailer founded by Jonine Scott at age 70. The company curates practical products for home organization, kitchen convenience, comfort and relaxation, and smart everyday living. Its mission is centered on helping customers discover useful products that make everyday routines simpler and more comfortable.

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Source	Luna Select Market
City/Town	Los Angeles
State/Province	California
Country	United States
Industry	Home
Tags	Senior Entrepreneur
Link	https://prlog.org/13166091



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