

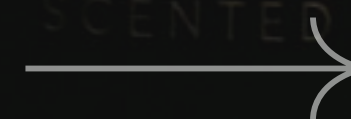


WICKED ERA

Candlelight for the emotionally fluent.

DIDN'T CRY
TODAY

SCENTED CANDLE



Creative Case Study by G. Piarulli

What hurts gets
bottled and
branded.

Brand Overview

Brand Name: Wicked Era

What it Sells: Emotionally charged candles that double as confessions, chaos, and catharsis.

Who It's For (Ideal Customer): Wicked Era speaks to emotionally volatile, yet blissfully self aware young women. From the 16-year-old reeling from her first heartbreak to the 25-year-old who's convinced she's in midlife crisis, Wicked Era is for the girls who just get it. The ones who cry in the car to Taylor Swift, screenshot poetry off of Pinterest, and find healing in the flicker of flames.

Brand Mission: Wicked Era brings the classic candle to an emotionally charged level.

Voice Pillars & Tone

Voice Pillar	Description	Example
Poetic	Using less to say more – words should hit like your favorite line from a breakup song.	“We know you texted that Aries your astrology app warned you about. “
Emotionally Self-Aware	We take what hurts and make it palatable. We name what others try to hide and make it smell expensive.	“ <i>DIDN'T CRY TODAY</i> smells like dragging yourself through the work day after a break up because you know there's a glass of wine waiting for you when you get home. “
Sensory-Driven	Everything we write is for the eyes and the nose. Our words linger like perfume on a sweatshirt you should've burned.	“The heart softens a little bit – like the moment you realize he wasn't good for you anyways – into scents of salted jasmine and the voicemail you never sent (and never will).

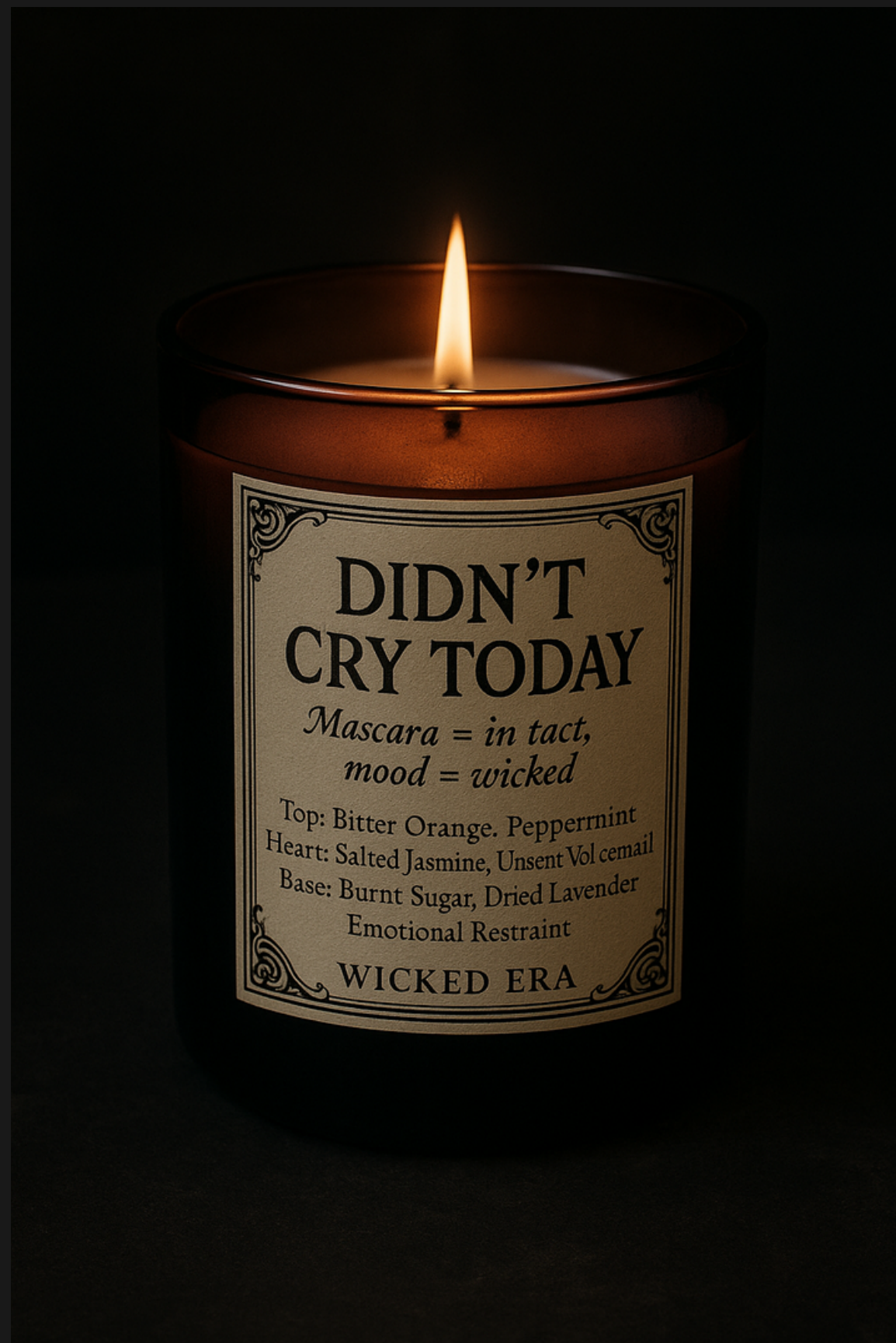
FORMAT	TONE OF COPY
Brand Identity Copy (homepage, about pages, tagline)	Poetic, confessional, and emotion-loaded. Invoke the feeling of letting someone read the diary that houses the skeletons in your closet.
Product & Packaging Copy (candle names, scent blurbs, labels & product descriptions)	Ominous but telling. Feels like an unpredictable thriller with plot twists and emotion invocation.
Social Media Copy (IG Captions, Reels, Tik Toks)	Flirty and seductive, draws in the girls with daddy issues who are looking for their next flame.
Marketing & Email Copy (launch emails, promos, banners)	Straight to the point. Feels like your best friend who texts you every time you're at the guy you told her you were over's house.
Campaign/Ad Copy (IG Ads, billboards, and digital campaigns)	Creme de la creme of sarcasm, wit, and drawing out the thoughts you never thought would resurface.

**Candlelight for the emotionally
fluent. Burn responsibly.**

Brand Tagline



Inside Box Flap Copy | Packaging Concept



Product Description: DIDN'T CRY TODAY

DIDN'T CRY TODAY smells like dragging yourself through the work day after a break up because you know there's a glass of wine waiting for you when you get home.

It smacks you in the face with bitter orange and sharp peppermint – like an array of confrontational candies. The heart softens a little bit – like the moment you realize he wasn't good for you anyways – into scents of salted jasmine and the voicemail you never sent (and never will). Base notes of burnt sugar, dried lavender, and emotional restraint linger in the air like a secret you're too tired to explain.

It speaks to the version of you that didn't let a stupid boy ruin your mascara and still booked the 5 a.m. hot pilates.

The smallest battle to win the war.

Subject: The Full Moon is Out – and So Is Full Moon Feelings.

Start charging your crystals. Text your ex. Light this candle.

It's not just a candle. It's an astral reset.

We know you texted that Aries your astrology app warned you about. Full Moon Feelings forgives you.

It opens with dewy fig and jasmine mist, tender and full of feelings you can't explain. As the flame settles, so do you. The heart blooms with plum wine and the memory of that text thread you rewrote seven times before finally landing on "Heyyy." At midnight, a soft musk rises, lingering like closure you weren't ready for.

Burn the feelings.

[SHOP FULL MOON FEELINGS]

- Wicked Era

Email Copy / Product Launch

CAMPAIGN - SMELLS LIKE A SPIRAL



Emotional Hook



Relatable Moment



Sensory Depth



CTA

The spiral you've been waiting for.
#didntcrytoday #smellslikeaspiral #wickedera

The Breakdown Bundle



Tagline:

When everything's falling apart it may as well smell good.

What's Included:

- Didn't Cry Today: Light when you feel like your emotional restraint deserves a gold medal.
- Bad Idea Energy: Light when you feel like it's time to text your ex.
- Full Moon Feelings: Light when you decide to look up your star sign compatibility (for the hundredth time)
- Failed Tinder Matches: Matte black matches, housed in a black velvet case. Because your last 3 situationships went up in flames — might as well reuse the spark.

Bundle Description:

Emotional restraint is a skill – not one you possess, but a skill nonetheless.

You swore this month would be different. You signed up for pilates, you journaled everyday (almost), and you bought the Wicked Era Breakdown Bundle.

Now, the only choice is to light the candle so that you don't send the text. Don't worry, Wicked Era is here for you, through every Full Moon Feeling, supporting all of the Bad Idea Energy, and celebrating when you Didn't Cry Today.

Shop the Breakdown Bundle – the candles that bring it all together for the girls who just get it.

The Outcome

Wicked Era became more than a fictional fragrance brand — it became a masterclass in emotionally intelligent storytelling. From voice development and brand positioning to product descriptions, campaign rollout, and visual direction, this project demonstrates how copy can carry a brand from spark to spiral.

The result is a portfolio piece that blends creative writing with strategic execution, anchored in a distinct voice that feels as curated as it is chaotic.

It's not just candles. It's catharsis, bottled.