

# Sacred Vice

Self-Worship Lifestyle Brand Development

**\$3.7M**  
Project Value

**6**  
Signature Scents

**4**  
Product Lines

**Complete**  
Infrastructure

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## BRAND CONCEPT

Complete lifestyle brand targeting confident women who embrace self-worship as a practice. Tagline: "Blessed. Obsessed. Undressed." Brand voice balances irreverent humor with genuine empowerment — witty, raunchy, and unapologetically feminine.

## PRODUCT DEVELOPMENT

- 6 signature candle scents with custom formulations and brand-voice packaging
- Intimate wellness product line with supplier sourcing and margin analysis
- Performance wear concepts with manufacturer identification
- Complete SKU catalog with pricing strategy and inventory planning

## SIGNATURE CANDLE COLLECTION

Each scent developed with specific fragrance oil recipes, brand-aligned naming, and packaging copy that reflects the Sacred Vice voice:

- Boss Witch Energy — Cashmere, Amber, Spiced Vanilla
- Soft But Deadly — Lavender, Sandalwood
- Feminine Warfare — Gunmetal, Rose Absolute
- Spiritual Rinse — Eucalyptus, White Tea

## INFRASTRUCTURE

Full Shopify e-commerce build, Atlanta-area supplier network, product photography direction, and launch strategy. Ready for market entry.

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*Brand development and strategy. Full business plan available upon request.*