

BOOJEE: SCENTED CANDLES & VESSELS PART 2

2 YEARS LATER

Two years after the brand's successful search for investors, together they have set their mission: Sustainable Indulgence. With a focus on providing high-quality, affordable scented candle refills paired with reusable ceramic vessels, the brand has solidified its identity and product line.

As part of this next phase, they commissioned me to create 3D models and realistic 3D visuals for their website, social media, and marketing materials. The vessels, now made from handmade ceramics in various colors, reflect the brand's commitment to sustainability and quality.

My responsibility was to capture the essence of the original investor's pitch visuals - where glass vessels were featured - and adapt them to the new ceramic designs. We revisited the original art direction to ensure that the updated visuals maintained a connection to the brand's roots while showcasing the evolved product line.

The final deliverables highlighted the ceramic vessels' craftsmanship and the innovative refill system. These visuals not only align with the brand's ethos of reducing waste and offering fair pricing but also continue the visual narrative established during the brand's early stages, reinforcing their commitment to sustainable indulgence.

[Website](#)





The first, raw versions of the 3D models

Modeling Details and Precision

During the modeling phase, attention to detail was paramount to accurately represent the brand’s final products. The most crucial aspects included:



Logo Integration: The brand’s logo was beveled into the ceramic vessels, requiring precise modeling to ensure the logo appeared seamlessly integrated and realistic on the curved surfaces.

Ceramic Material Realism: To achieve a lifelike appearance, details of the ceramic material are essential; subtle imperfections, variations in texture, and the nuanced finish that gives the vessels their handmade, artisanal look.

Vessel Edges and Thickness: Special attention was given to the rims and edges at the top and bottom of the vessels. The thickness of the vessels was modeled with accuracy, reflecting the durability and quality of the ceramics while ensuring they appeared true to life.

Size Accuracy: Ensuring the correct proportions and dimensions of the vessels was critical, especially when considering their use in marketing and product visualization.

Refill Cup Details: The refill cups, designed to resemble paper soda cups with a transparent lid, were carefully modeled to capture their distinctive look. The exact shape of the lid was replicated, along with the placement of the logo, scent information, and other texts like ingredients, maintaining brand consistency and clarity.



These detailed modeling efforts ensured that the final 3D visuals were not only visually appealing but also accurate representations of the brand's innovative and thoughtfully designed products.





The brand's journey from concept to final product through two key visuals.

Evolution in Product & Visuals: Then & Now

The visual on the left is from two years ago, during the startup phase. It features the original 3D models with a glass vessel, reflecting the initial design concept and color scheme that helped define the brand's early identity.



The visual on the right represents the brand's current evolution, using the finalized 3D models of the products. Here, the vessel is now crafted in its final ceramic form with one of the finalized colors. The visual also incorporates the new aesthetic, updated lighting settings, and realistic materials, aligning with the brand's refined message and sustainable mission.



Dynamic View: New Models in Focus

This page features a new visual that revisits the previous concept with the updated models. The image provides a comprehensive view of the vessels from multiple angles, capturing the dynamic presentation of the final products.



Detailed View: The visual showcases the intricate details of the beveled ceramic finishes, highlighting the logo integration and texture.

Edges and Rims: Attention is given to the edges and rims of the vessels, including the subtle differences in thickness and the refined finishes at the bottom.

Interior and Exterior: The image also reveals the inside of the vessels, providing a complete perspective on the craftsmanship and quality of the ceramic material.



Website Visuals: Varied Perspectives

This page displays four distinct visuals, showcasing different aspects of the product line.

- Each visual features vessels in various colors, highlighting the range and customization options available.
- The visuals incorporate different refill scents, demonstrating how each one complements the corresponding vessel and adding to the product's appeal.
- Different camera angles are used to provide diverse perspectives of the vessels, emphasizing their design features and enhancing the visual storytelling.

These varied visuals are designed to captivate viewers, offering a comprehensive look at the product range and helping to convey the brand's aesthetic and sensory experience.



These side-by-side visuals highlight the brand's transformation and the sophisticated direction that their product line has taken.