

Welcome to Cosmic Chroma. With our chosen element of fire, and after many different ideas (one being a flamethrower) and research on products dealing with fire, we eventually landed on candles. Our candles in the beginning stages were different than what you see today. At first, we planned out a very earthy-toned direction and wanted to put packets of seeds within each order of our candles with a focus on fruit-scented candles. We also had an idea of making wax melts for a dorm-safe candle. In the end, the core ideas of sustainability, a customizable product, and a mood board filled with warm-toned orange/purples set in the backdrop of outer space with hints of retro-futurism motifs, Cosmic Chroma's mission was set in motion.

We believe in taking this simple household item that almost every person has in their home and focusing on making it a display of unique individuality. We want our candles to be for everyone at any stage of their life and for anyone regardless of gender. We realized that in a world full of choices, why not have a product exactly how you envision it? Our customers can choose and blend scents, choose and design how their wax will look, and choose from one of the unique flame colors we offer. We wanted to take creativity one step further and allow for the creation of their own custom label. We aim to create a personal connection between our customers and our product through an unforgettable candle-making experience on our website. Within our research, we found social media was the best way to target our multiple demographics and display our work on sites such as Instagram and TikTok for people to interact with. To do this, we came together and had fun creating real physical candles to use as props in videos for these social media sites. We each created unique advertisements and placed our candles in scenarios that we would see on our own personal feeds. We hope you enjoy our candles as much as we do.