

# The Starry Night

A case study in narrative, restraint, and  
meaning

Some projects begin with a brief.

This one began with a *feeling*.

A quiet sense that something was missing — not in the product, but in the world around it.

A world that had grown louder, faster, more transactional. Where everything was optimized, promoted, discounted, explained.

And almost nothing was allowed to remain mysterious.

Naked Root didn't need another campaign.

It needed a pause.

A moment of hush.

A reminder that beauty doesn't always announce itself — and that the things we value most often arrive wrapped, unnamed, and half-hidden.

When I began working with Naked Root in July 2024, the brand was fragile. Monthly revenue hovered below \$30k.

Economic feasibility was a real concern.

But paradoxically, that fragility created clarity. There was no room for noise. No appetite for gimmicks.

If something was going to be made, it had to *matter*.

# The Starry Night

...documents the final crescendo of a 12-month transformation I authored for the brand — from discount-led survival to emotionally anchored growth.

It didn't start as a product.

Not as an email campaign.

But as a question:

**What would it look like to build something people *feel* before they understand it?**

# Authorship Before Execution

I approached *The Starry Night* as an act of authorship — not execution.

Before a single email was written, before a color was finalized, before a landing page existed, the system had to be clear. Not tactically. *Philosophically*.

This would not be a discount.

It would not compete with existing products.

It would not chase urgency.

And it would not explain itself to everyone.

Instead, *The Starry Night* would live outside the usual rules.

A **non-color**, deliberately designed not to cannibalize the chromatic line I had previously conceived and built with Naked Root.

A **gift**, never for sale.

Unlocked through participation, not persuasion.

Positioned as a collectible, not an item.

In other words: a gesture.

Something closer to art than commerce.

Closer to *memory than merchandise*.

# End-to-End Ownership

This work was not modular.

I ideated the concept, authored the narrative system, designed the gifting logic, named the piece, defined its emotional register, and **carried it through every layer of execution.**

That included:

- **ideating/developing the non-color itself,**
- **iterating directly with the manufacturer** on shimmer density and metal flake composition to evoke starlight without spectacle,
- **art-directing all imagery** and visual cadence,
- **crafting the landing page** and campaign takeover,
- **orchestrating the email arc,**
- and **designing the physical unboxing ritual** — from foil to cards to the moment of discovery.

Nothing was outsourced conceptually.

Nothing was decorative.

Every decision served the same question:

***Does this preserve meaning, or dilute it?***

# Coherence as a Requirement

From the beginning, the work demanded coherence across every touchpoint.

**Email** could not behave one way while the product behaved another.

**The landing page** could not shout if the story whispered.

**The physical object** could not feel cheap if the narrative asked for reverence.

So everything — everything — was held in the same *emotional register*.

The pacing.

The language.

The imagery.

The materials.

Even the way the planter would be wrapped and unwrapped in someone's hands.

This was never about writing *“good emails.”*

It was about designing an experience that unfolded over time — **the way a piece of music does.**

Release.

Silence.

And return.

# The First Signal

The first emails didn't sell anything.

They couldn't.

They existed to do something far more delicate:  
**to re-teach the audience how to pay attention.**

To notice texture. Light. Hush.

The *feeling* that something is coming —  
before you know what it is.

One subscriber replied after the very first teaser:

***"TAKE MY MONEY. I don't know what it is,  
I just know I want it."***

That response mattered more than any metric.

Because it confirmed the premise.

Meaning still works.

Restraint still works.

And when story, product, timing, and trust align, **revenue follows as a consequence** — not a demand.

# The Arc in Context

*The Starry Night* became the third and final chapter in a larger narrative arc I authored for Naked Root end-to-end, following *Velvet Red* and *Lavender Haze*.

Together, these campaigns retrained the audience — away from urgency and price, toward **anticipation, feeling, and belonging**.

The result was not a spike.

It was a shift: within 12 months, Naked Root moved from the edge of collapse to sustained months around \$200k in revenue — without returning to discount-led growth.

But this case study is not about charts.

It's about **how that kind of growth becomes possible**.

What follows is *The Starry Night* in full — not as a campaign, but as a *system of meaning* expressed across email, design, product, and ritual.

Read it slowly — It was made that way.

**Section II —**

**The System Before the Emails**

Before there were emails, there was a system.

Not a funnel.

Not a calendar.

*A system of meaning.*

By this point, Naked Root was completing a transition I had been orchestrating for months — away from functional, discount-driven behavior toward something more meaningful and much more powerful:  
**emotional equity.**

Two earlier limited-edition campaigns I authored — *Velvet Red* and *Lavender Haze* — had already done the quiet work of retraining attention.

The audience now expected restraint.

Feeling. Narrative continuity.

*The Starry Night* would not introduce a new behavior.

It would test whether the new one could hold.

That distinction matters.

You don't introduce a gift-only, not-for-sale object into a market trained on urgency unless trust already exists.

And you don't ask people to feel something unless you've earned the right to *slow them down*.

So the work here was not to invent desire.

It was to **protect it**.

# A Non-Color, by Design

The first constraint was chromatic.

At the time, Naked Root was preparing the Clearly Colorful line — a collection I conceived to reframe planters not as utilities, but as **emotional worlds defined by color, mood, and memory.**

That system needed space.

*The Starry Night* therefore could not be a color.

It had to live elsewhere.

Not bright.

Not trend-driven.

Not expressive in the usual sense.

Instead, it would be a non-color — closer to night than hue. A vessel for reflection rather than display.

This single decision dictated everything that followed: material choice, shimmer density, surface texture, and **how light would behave when the object was held.**

The planter wasn't meant to stand out on a shelf.

It was meant to reveal itself slowly — *the way night does.*

# Gifting Instead of Discounting

The second constraint was economic.

Naked Root had survived on discounts. They worked, until they didn't. Each promotion trained customers to wait, to expect less, to treat the product as interchangeable.

The brand needed a different form of generosity.

So *The Starry Night* was never priced.

It would be **gifted**.

Customers crossing the \$125 threshold received not one, but two versions — the 5" and the 8" planter — while those below received the smaller one alone.

This distinction was never advertised.

It was discovered.

The logic wasn't transactional.

It was *symbolic*.

Belonging replaced incentive.

Participation replaced persuasion.

And the absence of a price preserved dignity — for both, brand and customer.

# Naming as Cultural Compression

The name came last — and carried the most weight.

The Starry Night is not a reference meant to impress.

It's a reference meant to *resonate*.

The idea arrived quietly, while I was reading a book on the origin stories of expressionist paintings — the kind of work **that doesn't document reality, but translates it.**

That was the register this project needed to live in.

Not decoration.

Not cleverness.

*Recognition.*

Van Gogh didn't paint what he saw. He painted what he *felt*  
— longing, ache, hope held inside silence.

His The Starry Night endures not because it's beautiful,  
but because it's honest about what it means **to be  
human in the dark.**

That single phrase compressed art history, emotional  
psychology, and cultural memory into something that  
didn't need explanation.

Those who felt it would understand.

Those who didn't weren't meant to.

That selectivity was intentional.

Once the system was clear, execution became translation. The emails would whisper because the product whispered. The landing page would breathe because the story required space.

*For readers who want to see this coherence expressed as a single, continuous surface, the original campaign landing page [can be discovered here](#).*

The physical experience would slow the hands because the narrative slowed the mind.

Even the unboxing was authored as part of the story: foil, cards placed inside the planter, the moment of discovery before the object fully revealed itself.

Taste. Touch. Weight. Pause. Nothing was ornamental.

Each detail reinforced the same message from a different angle:

This matters.

Take your time.

You're allowed to *feel something* here.

Only then did the emails begin — not as content, but as the first visible surface of something already alive beneath.

# Chapter One — The First Teaser

The first email was not meant to convert.

That wasn't restraint.

It was necessity.

You don't ask people to buy before you've reminded them how to feel. And you don't introduce a rare object by naming it too early.

So the first message arrived quietly.

Without a product.

Without a CTA button.

Without any instructions.

Just a tone shift.

A close-up photograph of a hand with silver nail polish and a ring, unwrapping a crinkled, reflective silver foil object. The background is a blurred forest scene with green foliage and a tree trunk on the left. The text 'Some Beauty You Feel Before You See It.' is overlaid in white serif font across the center of the image.

Some Beauty You  
Feel Before You See It.

## Email #1 — Sent July 4, 2025

*Hero line: Some Beauty You Feel Before You See It.*

The image showed a hand unwrapping something not yet visible. Foil catching light. Texture before form.

A moment suspended between knowing and not knowing.

The logo and footer were still familiar. No takeover yet.  
No signal that something "special" was happening.

*Only a feeling.*

And then the copy:

Susan,

We weren't sure we'd share this yet.

It's not a launch.

Not a drop.

Not a moment to shop.

**But something's been stirring...**

...and maybe you've felt it, too.

Yesterday, I got my nails done.

Not for a photoshoot. Not for a party.

Just to match something we've been working on quietly.

**Something small. And rare.**

Unlike anything we've done before.

We've been wrapping it in stardust.

Testing textures. **Holding it in the light.**

**Letting it sit until it felt just right.**

There's no product to show you yet —  
but there's a feeling we wanted to share...

...the hush before something beautiful  
arrives.

**The shimmer before the name.**

Because not everything needs a banner.  
Not everything needs a reason.

Some beauty just...

**...calls to you.**

It's almost ready.

And when it comes, **it won't be for  
everyone.**

Just for the ones who still notice the quiet  
things.

With love,

Lisa

Founder, Naked Root

**P.S.**

There's nothing you need to do.

Just pay attention. We'll leave a sign.

There was nothing to click.

Nothing to buy.

Nothing to do.

And yet, the email generated revenue.

Not because it asked.

But because it changed the temperature of the room.

### Performance:

- **Open rate:** 46.16%
- **Revenue generated:** \$3,047.97
- **Average order value:** \$108.86

What mattered more than the numbers was what happened outside the dashboard.

Shortly after the send, the owner shared an email reply from a subscriber on my Slack channel:



**Lisa Catalano**

**@Jochen Baum** Lol, lol here's your first response from the email...TAKE MY MONEY! I don't know what it is I just know I want it lol

That message didn't reflect excitement.

It reflected recognition.

Someone had felt seen — not sold to.

This first teaser re-established silence as a value, reframed attention as participation, and signaled that Naked Root was no longer rushing.

Only after attention had been restored did it make sense to introduce movement.

The sky would change next.

*For those who want to experience this email exactly as it arrived — paced, designed, and art-directed — the original mobile layout [can be viewed here](#).*

# Chapter Two — The Sky Changed Today

If the first teaser reintroduced silence, the second introduced movement.

Not motion in the usual sense.

No reveal.

No explanation.

Just the sense that something had shifted.

This email did one thing differently:

It allowed the future to appear.



# The Sky Changed Today.

## Email #2 — Sent July 8, 2025

Hero line: *The Sky Changed Today.*

The hero image showed a horizon, not an object.

The planter barely present — just the rim, half-hidden, as if it had always been there.

Not fully.

Not clearly.

Just enough to let the mind complete the picture.

The copy:

Susan,

We've been quiet.

Not by accident.

But because some beauty  
grows best in silence.

**Now, something is waking.**

You won't see it in stores.

You won't find it in your cart (yet).

But if you're the kind  
who feels the air shift...

**...you'll know it when it comes.**

No countdowns.

No early access.

Just a hush...

...before something beautiful arrives.

**We'll share more on Thursday.**

For now, just listen  
for the quiet shift —

**the one you feel  
before you understand it.**

With love,  
Lisa & Frank  
Founders, Naked Root

**P.S.**

When it arrives, it won't shout.  
It will move like starlight.  
Quiet. A shooting star.

This time, a date appeared.

Not framed as urgency.

Not framed as anticipation.

Just a marker in time.

Several things shifted quietly:

- **The logo transitioned** into the campaign version.
- **Language introduced motion** without pressure.
- **The product appeared** only as a fragment.
- **Attention was invited** — not rewarded.

There was still no offer.

And yet, momentum increased.

**Performance:**

- **Open rate:** 46.88%
- **Revenue generated:** \$3,124.19
- **Average order value:** \$135.83

People weren't buying *The Starry Night* yet.

They were buying into the sense that something rare was forming — and that Naked Root was willing to protect it from noise.

This chapter bridged sensation into anticipation without collapsing the mystery.

Only then did it make sense to name the thing that had been forming all along.

*For readers who want to experience this moment as it unfolded in the inbox, the original layout [can be viewed here](#).*

**Chapter Three —**

**A Gift for Those Who Still Look Up**

By the time the third email arrived, the audience was ready.

Not ready to buy.

Ready to receive.

That distinction mattered.

What appeared next wasn't positioned as a product entering the catalog — but as something stepping out of the quiet.

A photograph of a small, dark grey, textured ceramic pot with a sunburst-shaped cutout on its side. The pot sits on a rustic wooden table. A green plant with large, heart-shaped leaves grows out of the pot. The background is a soft-focus outdoor setting with green foliage and a tree trunk.

# A Gift For Those Who Still Look Up.

## Email #3 — Sent July 10, 2025

Hero line: *A Gift For Those Who Still Look Up.*

This was the first moment the object revealed itself fully.

Sitting there, shimmering in the light like a diamond, or a relic, or something precious you've just been handed.

Wood. Texture. Weight.

The visual takeover was complete now.

Starry background.

Starry CTA button.

Starry footer.

And then the name was revealed:

Susan,

It's here.

Not for sale.

Not for everyone.

And not what you're expecting.

We named it

**The Starry Night.**

Not for the stars...

**...but for the wish they carry.**

For the hush.

The wonder.

The feeling you thought you'd forgotten.

**This isn't a planter.**

It's the memory that finds you.

Or the one you didn't know you kept.

A gift.

Wrapped in silence.

**Given without a price tag.**

We built something rare.

Something sacred.

Something still.

And now...

**...we want you to step inside it.**

**Enter the Night**

With love,

Lisa & Frank

Founders, Naked Root

Nothing here argued value.

Value was assumed.

Nothing explained function.

Nothing justified price.

Because there was no price.

This email didn't ask for belief.

It extended an invitation.

By framing *The Starry Night* as a gift — never for sale — the usual power dynamic inverted.

Participation became the currency.

**Performance:**

- **Open rate:** 40.49%
- **Click rate:** 4.49%
- **Revenue generated:** \$9,702.59
- **Average order value:** \$122.82

This email transformed anticipation into action — without breaking the spell.

From here on, the work was no longer about introduction.

It was about depth.

*For those who want to step inside the designed version of this reveal, the original layout [can be viewed here](#).*

# Chapter Four — It Holds More Than Light

After the reveal, most brands rush to reassure.

They explain.

They justify.

They confirm that the desire was "worth it."

This campaign slowed down.

If *The Starry Night* was going to ask for reverence, it had to show where that reverence came from.



# It Holds More Than Light

## Email #4 — Sent July 17, 2025

Hero line: *It Holds More Than Light.*

The image echoed the previous closing moment — the planter held in a hand, lifted toward light — but the mood shifted.

This wasn't about wonder anymore.  
It was about care.

Susan,

Before it was a gift,  
before it had a name,

**The Starry Night was a dream.**

Not a sketch.

Not a sample.

**Just a feeling we couldn't shake.**

It began, as these things do,  
with a question:

What would it take to make something  
that felt...

***...eternal?***

We talked about color.

About wonder.

About the kind of night that holds your  
gaze **just a little longer than it should.**

Weeks passed.

Lisa drove to meet Kevin...

**...our quiet magician of form and fire.**

They sat in his office, passing samples  
back and forth under a single light.

Three shades.

One shimmer.

And a hundred tiny decisions **that no one will ever notice.**

But you will feel them.

The first time we held it in our hands,  
it wasn't just beautiful -  
***it was right.***

Still, we tested. Waited. Adjusted.

**We watched it cool on factory tables**  
next to stacks of dreams we almost gave  
up on.

We watched real hands shape them...

**...not only machines.**

Mothers. Sons. Friends.

And when it was ready,  
**we didn't ship it in bulk.**

We wrapped it, one by one.

With care.

With notes.

With the kind of **love that doesn't announce itself.**

Because this planter isn't a product.

**It's a promise.**

That care still matters.

That silence can still say something.

That beauty - real beauty - still takes  
time.

You weren't there.

**But you were the reason we made it.**

The Starry Night exists

because people like you...

**...still look up.**

**Enter the Night**

With love,

Lisa & Frank

Founders, Naked Root

**P.S.**

If you already received one,  
hold it a little longer tonight...

**...It holds more than light.**

This wasn't a manufacturing story meant to impress.

It was a permission structure.

The planter became anchored in human hands, in time, in attention.

Perceived value stabilized — not through scarcity, but through care.

**Performance:**

- **Open rate:** 44.99%
- **Click rate:** 1.70%
- **Revenue generated:** \$6,834.71
- **Average order value:** \$117.84

The campaign didn't spike and collapse.

It breathed.

From here, the story didn't need explanation.

It needed space.

*For readers curious to experience the full visual cadence of this chapter, the original layout [can be viewed here](#).*

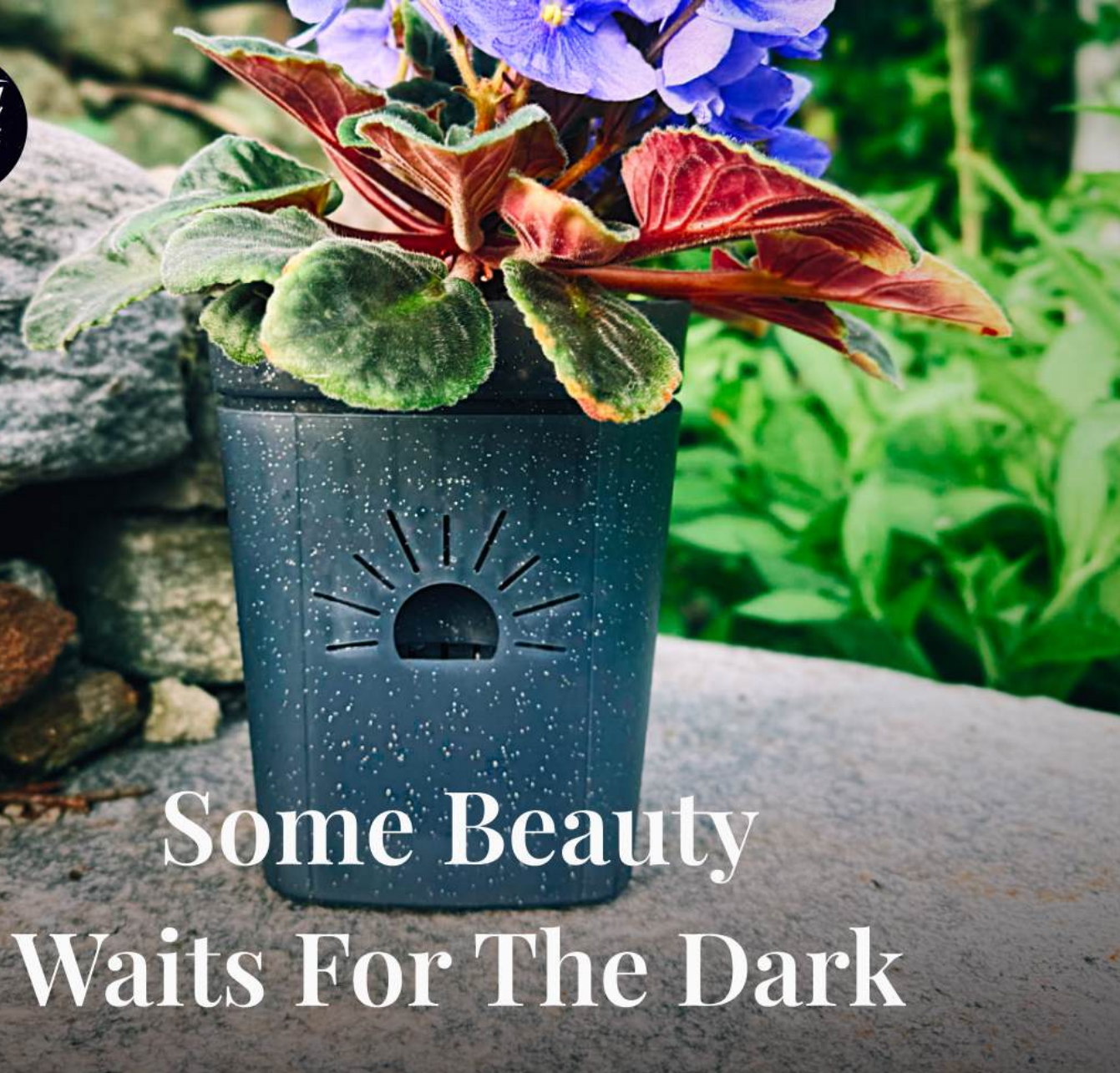
**Chapter Five —  
Some Beauty Waits for the Dark**

After craft comes patience.

After revelation comes withdrawal.

This chapter didn't advance the story.

It widened it.



# Some Beauty Waits For The Dark

**Email #5 — Sent July 24, 2025**

Hero line: *Some Beauty Waits for the Dark.*

Stone.

Wood.

Living plants.

The planter no longer needed elevation.

It belonged to the world now.

Susan,

They say the garden sleeps at night.

It doesn't.

It listens.

It waits for a **different kind of light.**

For hush instead of hurry.

For silver instead of gold.

For the kind of beauty  
that doesn't **raise its voice  
to be noticed.**

That's when it begins.

The Queen of the Night  
saves her perfume for a single breath of  
darkness...

...a bloom so fleeting  
you could **miss it between footsteps.**

The Moonflower opens slowly,  
as if remembering something sacred.

A pale, **soft mirror for the stars.**

And the Evening Primrose  
flickers open like a small fire,  
**in the garden's dark sea.**

They don't bloom for photos.

Or applause.

Or proof.

They bloom for the moon.

For the moths.

For themselves.

And maybe that's what **The Starry Night**  
**was always meant to hold:**

Not a plant.

But a silence.

A secret.

A little world that doesn't open  
until the **rest of the world closes.**

The dark didn't forget you.

It's been waiting.

So have we.



**Enter the Night**

With love,

Lisa & Frank

Founders, Naked Root

By linking The Starry Night to nocturnal botanicals — plants that bloom unseen — the campaign rooted itself in a truth older than marketing:

Some beauty exists without witnesses.

Pressure lifted.

From buying.

From owning.

From proving.

#### **Performance:**

- **Open rate:** 45.51%
- **Click rate:** 1.61%
- **Revenue generated:** \$5,122.04
- **Average order value:** \$121.95

No spike.

No drop.

Just continuity.

Meaning was now secure.

*For those who want to experience how this chapter lived visually, the original layout [can be viewed here](#).*

**Chapter Six —  
The Painting That  
Taught Us to Feel Color**

This was the closing movement.

Not a crescendo.

A settling.

Everything that needed to be felt already had been.

This chapter simply placed it in time.

The background of the top half of the page is a reproduction of the painting "The Starry Night" by J.M.W. Van Gogh. It features a swirling, turbulent blue sky filled with bright, glowing yellow stars and a large, luminous yellow moon. In the foreground, a dark, silhouetted cypress tree stands on the left, and a small village with a church spire is visible in the distance under the night sky.

# The Painting That Taught Us To Feel Color

## Email #6 — Sent July 31, 2025

Hero line: *The Painting That Taught Us to Feel Color.*

For the first time, the reference stepped fully into view.

Van Gogh's *The Starry Night* opened the email — not as decoration, but as lineage.

The footer closed with his self-portrait.

Eyes forward. Unflinching.

Susan,

He didn't paint what he saw.

He painted what he *felt*.

That's what made *The Starry Night* so radical.

It wasn't the stars.

It was the longing. The ache.

**The hope buried in silence.**

Van Gogh once wrote that color "expresses something in itself."

He believed blue could hold sorrow.

That yellow could carry the memory of joy.

**That a sky could shimmer with feeling...**

...even in the dark.

*The Starry Night* wasn't made to be pretty.

**It was made to be felt.**

And maybe that's why it's followed us across time — why a single painting still speaks to millions, decades after the man who made it left this world.

We didn't set out to make a planter.  
We wanted to create a container **for something impossible to express.**

A shimmer you notice when the world feels too much. **A whisper that reminds you to look up,** even now.

That's why we named it *The Starry Night*.

We know.

The world is loud.

**Everyone wants something from you.**

Another sale. Another drop

But this isn't a sale.

It never was.

We made this as a gift...

...for those who still **find meaning in quiet things.**

And yes, we offer it freely, with orders.

But it's not *for* the order.

It's for the ones

who still feel the night.

You don't have to "get" it.

You just have to **feel something when you see it.**

If you do...

...maybe it's for you.

## Enter the Night

With love,

Lisa & Frank

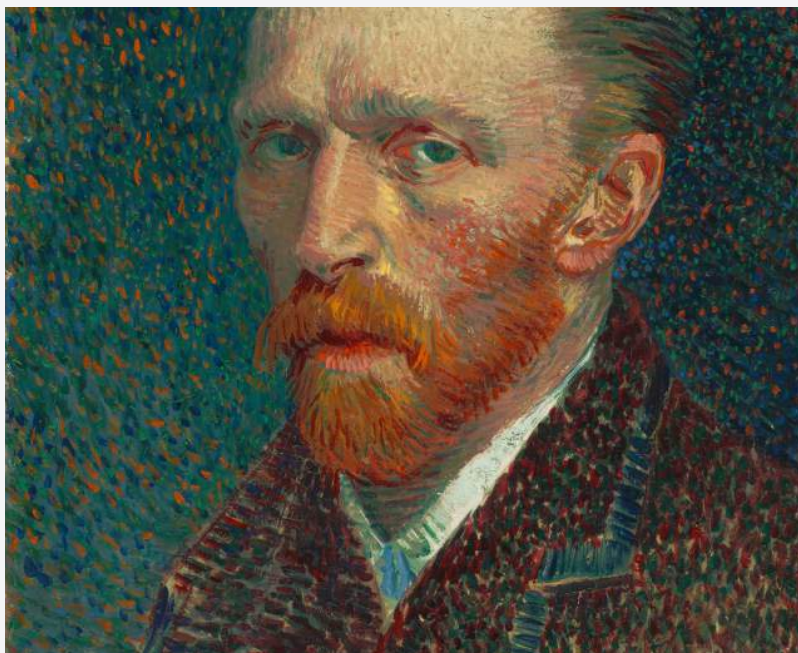
Founders, Naked Root

**P.S.**

Vincent never lived to see how deeply his  
night would move the world.

But somehow...

...you're holding it in your hands.



This email didn't ask for action.

It offered context.

The campaign closed without urgency, without countdowns, without collapse.

**Performance:**

- **Open rate:** 46.34%
- **Click rate:** 1.33%
- **Revenue generated:** \$4,935.87
- **Average order value:** \$117.52

Attention held to the end.

Because nothing was being demanded.

*For those who want to experience the final email exactly as it was designed and received, the original layout [can be viewed here](#).*

# What Remained After the Campaign Ended

By the time the final email was sent, *The Starry Night* had done more than generate revenue. It had:

- validated a **permanent shift away** from discount-driven growth,
- proven that **restraint could scale**,
- reinforced gifting as a **lever for perceived value**,
- and served as the final cornerstone in a complete brand transformation that I orchestrated and that took Naked Root from near-collapse to **sustained months around \$200k** in revenue.

But more importantly, it left behind something harder to measure.

Trust.

Memory.

A shared language.

The kind that doesn't expire when a campaign ends.

# Why This Matters

This way of working scales because it's not dependent on tactics.

It depends on judgment.

When narrative, product, psychology, and execution are authored as a single system, every future touchpoint inherits the meaning that came before it.

Email becomes quieter — and more powerful.

Products become harder to replace.

Growth becomes additive, not extractive.

*The Starry Night* was not a campaign.

It was proof that meaning — when protected — compounds.

# What Followed

**\$32,225.71**

Directly attributable campaign email revenue during  
*The Starry Night* window

**+\$71,000**

Total attributable cross-channel campaign revenue

**2.46x**

Revenue vs the brand's previous best-performing  
drop

**4 emails**

Set new all-time brand performance records

**Zero**

Discount slashing

**Zero**

Urgency framing

**Never**

For sale

**+232%**

Above benchmark email conversion rate

Naked Root: **0.219%**

Category average (Home & Garden, Klaviyo): **0.0941%**

**+385%**

Brand vs category outlook

Expected YoY growth: **-24.80% to +8.14%**

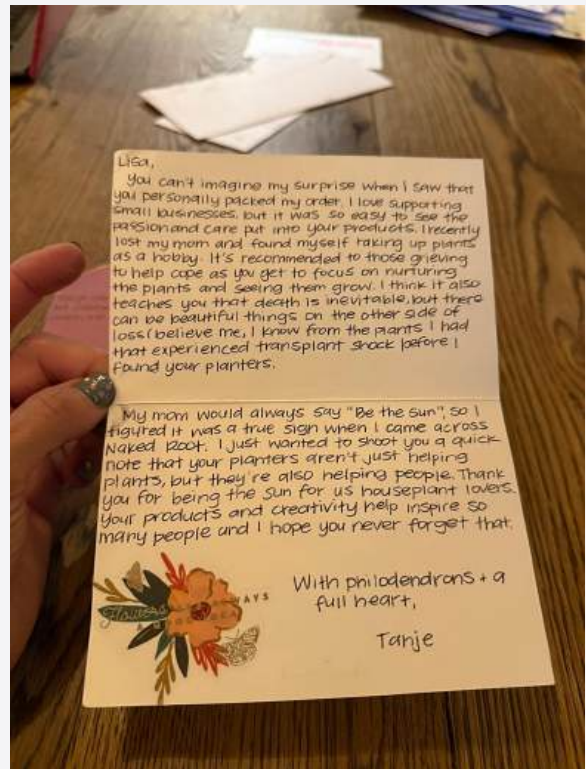
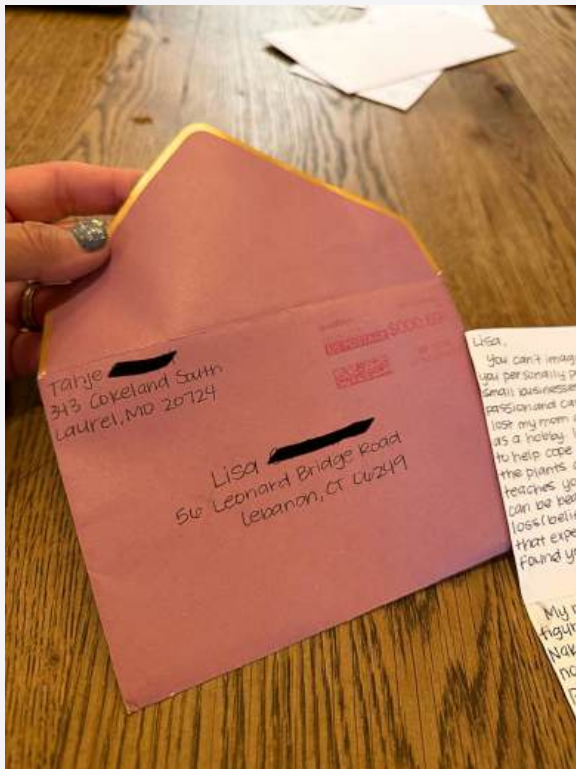
Naked Root projection: **+384.74%**

*What the numbers don't capture is the deeper outcome this work was authored to create:*

The elevation of Naked Root from a product brand into a cultural signal — where a single, uncompromised object, carrying art history, restraint, and ritual, quietly reset the value of everything it touched.

# Some things only work when you're willing to protect them.

This work demonstrates what margin-respecting growth looks like when meaning is governed as a system rather than exploited as a tactic — and why most organizations abandon it long before its value compounds.



*Handwritten letter received by Naked Root on July 14, 2025 — ten days into The Starry Night campaign. Shared privately by the founder after arriving by mail.*

// Lisa,

You can't imagine my surprise when I saw that you personally packed my order. I love supporting small businesses, but it was so easy to see the passion and care put into your products. I recently lost my mom and found myself taking up plants as a hobby. It's recommended to those grieving to help cope as you get to focus on nurturing the plants and seeing them grow. I think it also teaches you that death is inevitable, but there can be beautiful things on the other side of loss (believe me, I know from the plants I had that experienced transplant shock before I found your planters).

My mom would always say “Be the sun”, so I figured it was a true sign when I came across Naked Root. I just wanted to shoot you a quick note that your planters aren’t just helping plants, but they’re also helping people. Thank you for being the sun for us houseplant lovers. Your products and creativity help inspire so many people and I hope you never forget that.

With philodendrons + a full heart,

Tanje

What matters here is not that this letter feels personal.

It’s **why** it does.

The experience that led to this response was not handcrafted order by order. It was authored once — as a system. The foil, the cards, the candy placed inside the planter, the pacing of the reveal, the language used across touchpoints — all designed to create the *perception* of intimacy without relying on manual labor at scale.

What was felt as “Lisa personally packing my order” was the coherence of a narrative, carried consistently across the customer journey. The creativity she thanks is not an isolated moment — it’s the cumulative result of a holistic authorship process that transformed the brand’s voice, rituals, and emotional gravity.

# What People Asked For — Without Being Asked

The metrics capture performance.

They don't capture pressure.

They don't show what followed in the days after — when customers who had already ordered asked for more. When requests for permanence appeared without prompting.

When the object stopped behaving like a campaign and began functioning as a reference point.

No feedback was requested.

No review flow was triggered.

No social proof was solicited.

What emerged did so on its own — in public comments and replies — using language that mirrored the narrative rather than reacting to a product.

This is what demand looks like when it's created by coherence instead of persuasion.



**Jennifer Watson**

Ordered!! Sparkles and Transparency



[Ver traducción](#)



💎 Fan destacado

**Dezi Ducote**

You bless me so much with your emails!!  
I've been waiting to add this one to my  
collection! Squeee!!

[Ver traducción](#)



**ceeladyjanerun**

I was totally not expecting to receive the  
4 inch Starry Night planter with my  
order! SO excited to have it (and thank  
you for the candy as well! 😊)!



1



**you\_grow\_girl90**





botanicaloptimist



Okay 🙌🙌 I love the clear, but I NEED this starry night color now 😊 all about the glitter ✨👉✨



lisettedrans



Obsessed, I can't wait to get mine! Would love to be able to order more though 😍



mandies\_planties



This is definitely my favorite!!! Love this edition!!! 🍋🍋🍋 will be placing an order!! 🧡🌱



alyb011



My favorite so far! ❤️🔥



nikki.ulrich.7



My favorite so far too!!! I need one!!



amburritto



Girllll im obsessed! 🔥

Responder Ver traducción



linettesplantproject



In love!!!! Obsessed with your new design Lisa! These are so incredibly beautiful!





plantingwithz



Omg that color is gorgeous 🥰



terracottacoco



Love a glitter moment 🧡🧡🧡



robynlc5678



Love the planter and the silver dragon!!  
Perfect plant for that pot



plants\_and\_puters



So cool! They're really pretty and the  
plants look great in them 🌌



plants\_n\_two\_pups

Oh heck it's glittery so I gotta have it! lol  
😂 these are so so cute!



msantonuk



Oh, these are so pretty!!



**Diana Helena**

LOVE! 🥰 make the clear in sparkly too!

Ver traducción



**lillie\_87**



Are these still in stock?! They're so adorable!!!



1



**Misty Coates**

I have been trying to snag one of these for awhile now. I have and I have 17 of the colored nakedroot planters. Time to order some more!! Woohoo

[Ver traducción](#)



**Kristine Betz**

I just ordered and repotted my plants. I WISH I had these ones. ✨️✨️✨️✨️

[Ver traducción](#)



**Shana Joshua Beyer**

Well crap, I just ordered recently. That pot looks beautiful!

[Ver traducción](#)



**tamaya.poznik**



Just when I thought I had enough planters... here comes my third order this week!



1



camlikescats



I would love to order a whole starter kit in this color!! 🌈👁️

❤️  
10



j.alexjandro



We need a full set collection!!! ASAP 🥰🥰🥰🥰

❤️  
2



ig.savannah\_



Would love to be able to get a full set of this color 🥰🥲

❤️  
1



gottahaveplants



Awww pls have the entire set on this color 🥲🥲🥲❤️

❤️  
1



vudu.mama.juju

I want a whole set though 🥲🥲

❤️  
1



kcoopsfursure

Will we be getting these as a full set 🙄🙄  
pwetty pwetty please

❤️



heynessa1



NO WAYYYY. I neeeded this.

Responder Ver traducción

❤️  
1



localhorsethief



I hope you make starry night a standard option!!! I would love to put every plant I own into one!



3



**Marta Webster**

That definitely looks like a color to keep in the permanent line of colors.

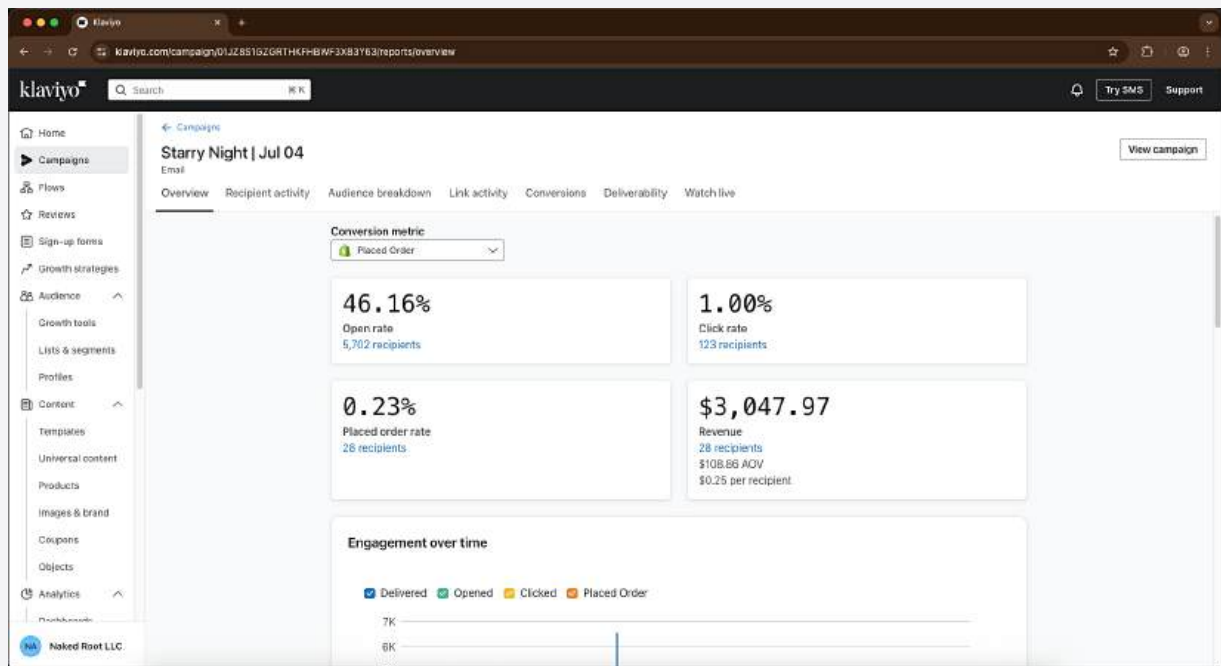


Tenor

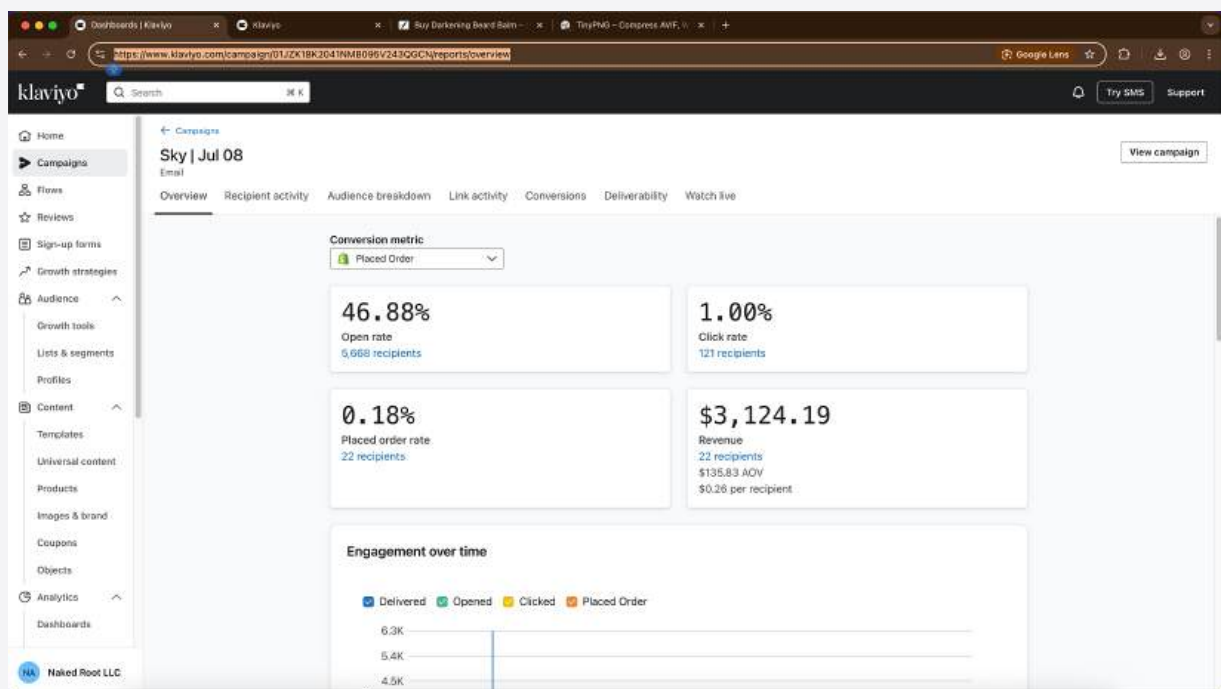


# Appendix — Email Revenue Growth (Klaviyo)

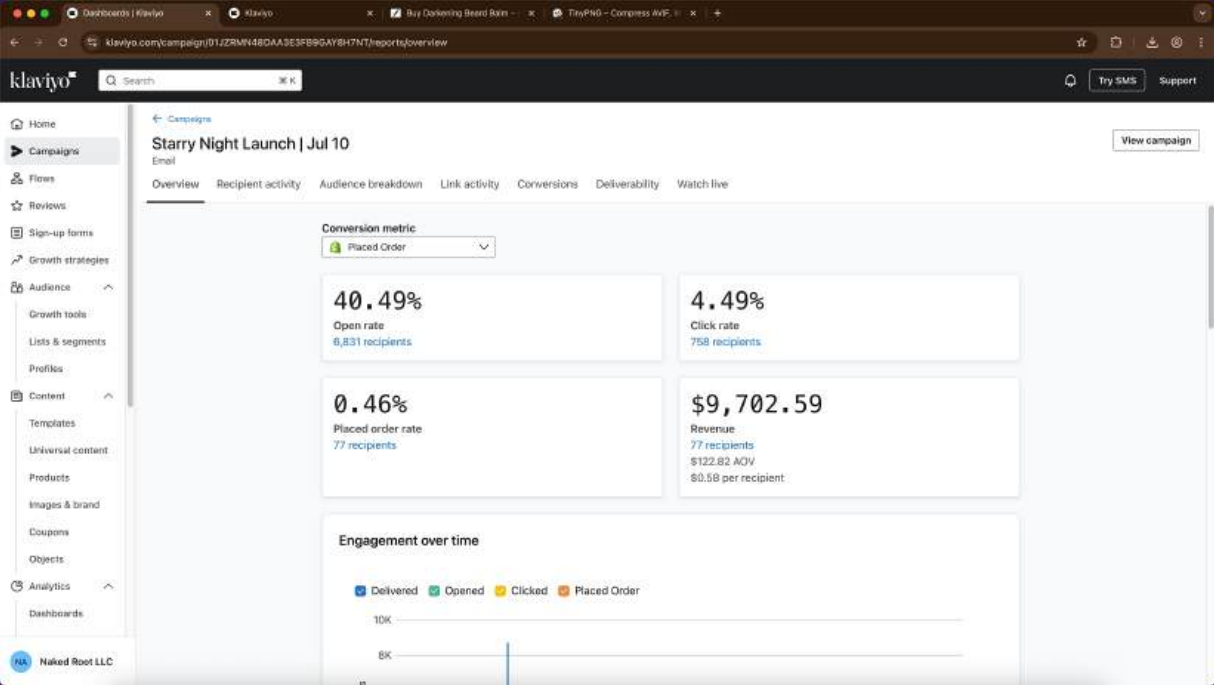
## Email #1 — July 4, 2025



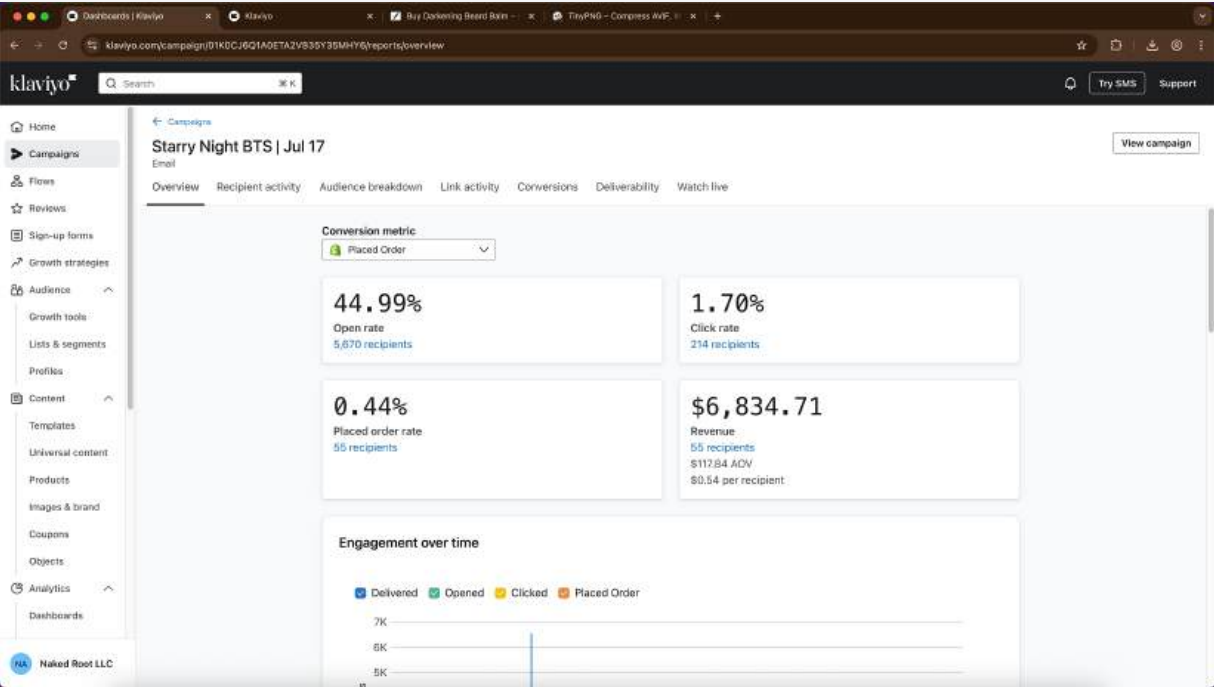
## Email #2 — July 8, 2025



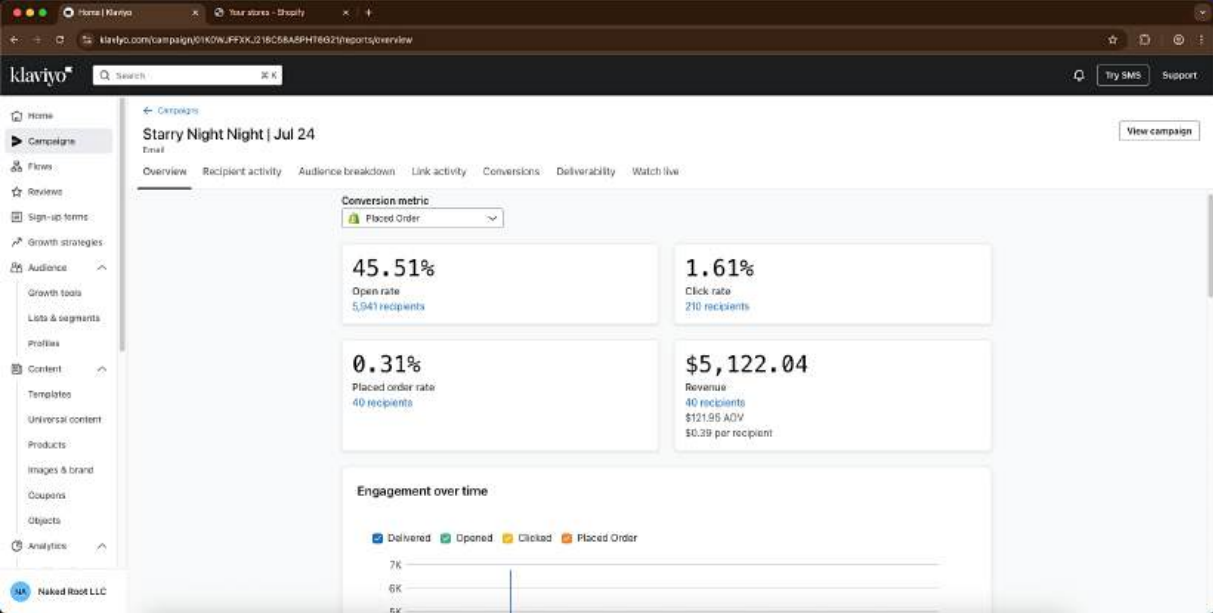
# Email #3 — July 10, 2025



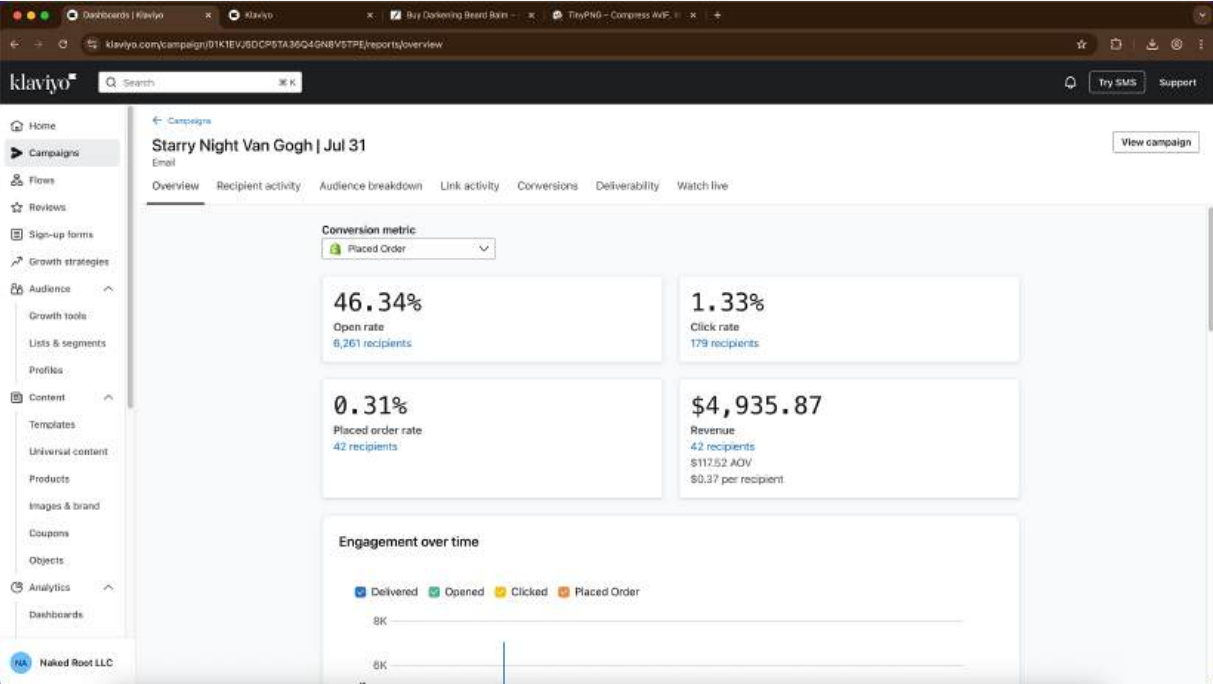
# Email #4 — July 17, 2025

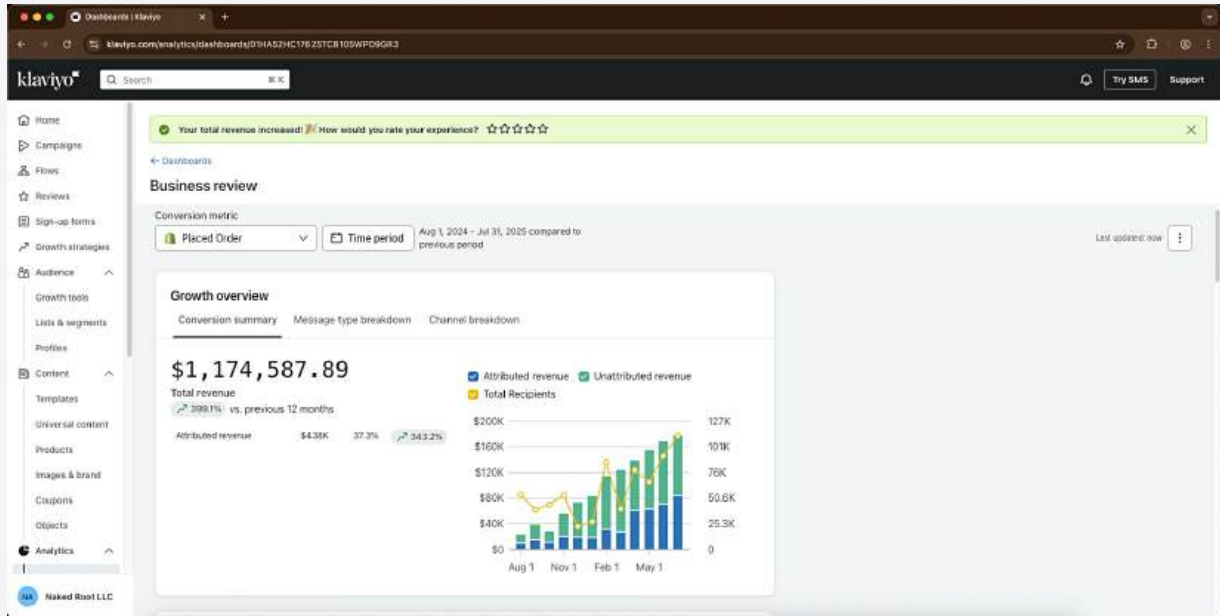


# Email #5 — July 24, 2025



# Email #6 — July 31, 2025





*July 2024–July 2025.*

*Email revenue scaled from approximately \$10k/month to \$84,981 in July 2025 — without discounting, urgency framing, or volume-led tactics.*