

FOR IMMEDIATE RELEASE

STIIICKS Replaces Fake Wellness With Real Wellmess

This Scandinavian incense brand brings your mess to the surface and invites your friends and followers to sit in the chaos with you.

STOCKHOLM, SWEDEN — STIIICKS is a Scandinavian incense brand for the unhinged, challenging a category that has long been defined by spiritual perfection. The brand moves away from the traditional "Zen" narrative to place scent inside the moments people actually live: dating disasters, emotional chaos, delusional fantasies and the awkward social mess that modern life keeps serving up.

Founded by designer and perfumer Tobias Svenlöv, STIIICKS is built around the concept of 'situational gifting' between friends. Each box is named after a familiar modern scenario, like GHOSTED or BAD DATE, using the product as both the gift and the message. The result is a brand that flips traditional incense on its head where quiet solitude turns into a loud social state of reflection.

"We didn't want to make another product for people to escape reality," says Svenlöv. "We are here to lift up the things we need to talk about, work on and make sure that our friends can hold us accountable when we ourselves refuse to do so. In a fun and loving way of course. With a little burn to make the message land where it should."

The debut collection includes four distinct scents: GHOSTED (Creamy Oud), BAD DATE (Cacao Berry), SINGLE AF (Milky Espresso) and STICKY (Sakura Mochi). While the branding is for the hot mess express, the craft is of the highest quality. Each stick is handmade in Japan and produces soft, pleasant smoke. The fragrances are rooted in contemporary perfumery instead of traditional scents found in nature.

In a world that tricks people into comfortable escapism, STIIICKS offers a self-aware reality check as the antidote. There is no fantasy world where nothing is your fault. There is only the mess you created, accepted or got dragged into and that honest conversation with yourself that needs to happen. Preferably online to all your followers.

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STIIICKS is available at www.stiicks.co

For media inquiries, sample requests or interviews, contact:

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Reviews

Home: <https://stiiicks.co/> (scroll page to read comments and see UGC videos)

Product: <https://stiiicks.co/product/bundle-kit> (click on "Comments" to read all reviews)

Brand

STIIICKS is a Scandinavian incense brand founded in 2026 by designer and perfumer Tobias Svenlöv. The company creates incense sticks designed for friend gifting built around relatable everyday situations. This isn't about looking good and performing perfection. It's about the chaos, drama and spilling that tea loudly.

About: <https://stiiicks.co/about>

Incense: <https://stiiicks.co/incense-sticks>

Gifting Problem

Gifting is hard, it creates anxiety and most efforts turn for the worse.

- 1 in 3 friendships are damaged by a bad gift
- 88% of people struggle to find the right gift
- 72% have felt disappointed by a gift they received

STIIICKS turns the fear of gifting it wrong into the fun of gifting it right.

Situational Gifting

Most brands are suited for general formal celebrations like birthdays or holidays. STIIICKS live for the everyday moments. We call this *Situational Gifting*. The 'just because' gestures that respond to real life social dynamics as they happen. A gift for a Tuesday night situation, not just a once a year milestone.

Wellness vs. Wellmess

While traditional incense is built for a peace of mind, STIIICKS is built to bring up the chaos to the surface. That means drama, heartbreak, regrets and all sorts of emotional rollercoaster moments instead of holding it in. *Our products are mirrors of reflection.*

Wellness is yoga, meditation, green, nature, calm and can be considered the perfect state to be in. But it also comes with fake performance. It's staged for social media. Not fully lived. Wellmess is about what feels good for each individual person. Eat pizza and watch Netflix instead of going to yoga class. It's about living an authentic life for yourself.

Product Concept

STIIICKS is designed to be handed over exactly as it is. No wrapping paper required. The box communicates the context instantly, creating a moment of laughter and recognition between friends and the people around witnessing the gesture. Then it gets shared online with a story time.

- **GHOSTED** – When you can't figure out if they are busy or dead.
- **BAD DATE** – When splitting the bill wasn't even the worst part.
- **SINGLE AF** – For the ones who are best left alone.
- **STICKY** – When you stayed so long it became their problem.

Specifications

- 15 sticks per box
- 25 minute burn time per stick

Scent Profiles

- GHOSTED – Creamy Oud
- BAD DATE – Cacao Berry
- SINGLE AF – Milky Espresso
- STICKY – Sakura Mochi

Founder

Tobias Svenlöv, Born in Gothenburg 1986 – Based in Stockholm

An award-winning designer and perfumer with over two decades of experience in art direction and creative strategy, Tobias is redefining how contemporary culture engages with fragrance. Through STIIICKS, he has transformed his lifelong passion for scent into a cultural platform that repositions incense as a tool for honest conversation rather than emotional escapism, challenging a category dominated by traditional wellness narratives.

Svenlöv's approach draws from his diverse background in design, copywriting and community building to create products that reflect modern life's actual complexity. His work in the art and design world informs a philosophy of radical transparency: helping people see the world from multiple perspectives and remain open to uncomfortable truths.

Portfolio: <https://imnotwordy.co/>

Key Facts

Founded: January 2026

Founder: Tobias Svenlöv

Origin: Stockholm, Sweden

Funding: Self-funded

Category: Situational gifting / fragrance / incense

Products: 4 SKUs

Manufacturing: Handmade in Japan (Producer = Top Secret)

Retail price: 249 SEK / \$29 / £24 / €25

Advisors: Victoria Stoyanova (Google, Meta) / Stephen Gyasi (MAIA Universe, BLK DNM)

Spelling

STIIICKS should be written in all caps with three I's.

Tagline

STIIICKS – For sticky situations.

Media Assets & Press Coverage

Press Kit: <https://stiiicks.co/press-kit>

Sample Requests

Available for editors and gift guide placements upon request.

Media Contact

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