

COSMETIC WRITING SAMPLES

MY APPROACH TO COSMETIC WRITING

Cosmetics in *THE FINALS* aren't just visuals, they're **an extension of worldbuilding, brand identity, and tone.**

Whether it's a lore-driven character item, a sponsor-voiced product, or a playful wordplay skin, each piece is written to **reinforce the game's personality** and give players something memorable to equip.

The samples below show how I adapt voice, humor, and narrative depth depending on the cosmetic's purpose.

CHARACTER & IDENTITY COSMETICS



Character Name:

Ursa

Character Description:

Born from MultiCo's Early-Talent Program, Ursa dominated the arenas for years, turning every match at every Grand Major into a spectacle.



Charm Name:

Certified Talent

Charm Description:

Issued to the graduates of the Early-Talent Program. Most originals were destroyed after the initiative was shut down.

HUMOR & WORDPLAY COSMETICS



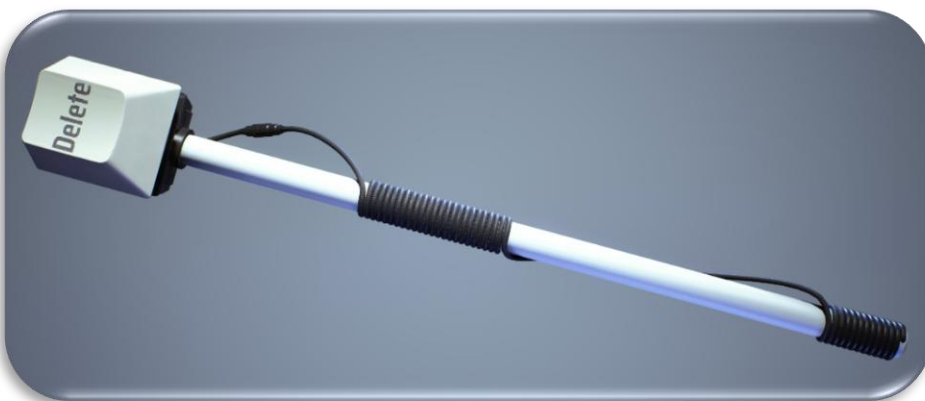
Weapon Skin Name: Prickly Attitude

Description: Your opponents are in for a thorny surprise.



Sledgehammer Skin Name: Broth Bruiser

Description: For contestants who plan to dish out eliminations in the arena.



Sledgehammer Skin Name: Ctrl+Alt+Demolish

Description: Reboot the arena with extreme prejudice.

SPONSOR & WORLD VOICE COSMETICS



Charm Name:

Quemby's Bowtie

Charm Description:

For HOLTOW CEO Quemby Rutile, a perfect bow tie is like a perfectly written insurance policy. Always elegant. Always to your advantage.



Grenade Skin Name:

Radiant Protection

Grenade Skin Description:

Give your opponents a brilliant reason to invest in HOLTOW Sun Insurance.