

BRAND INSPIRATION

If you're in search of creative brands who are hitting it out of the park, then I'd like to introduce you to a few dozen companies which are fertile ground for inspiration. Look carefully at brands both inside and outside your product category, and take cues about how they execute on their brand promise.

Instead of looking exclusively at brands which share an aesthetic that resonates with you, explore new brands and see if you can ascertain, simply by looking at their websites:

1. What are they attempting to "own?"
2. Who are they striving to serve?

Scrutinize the language used on the websites, the story + details revealed via their "about" page, and the colors, fonts, + product photography which is created to communicate their core. What can you learn by watching these brands in action?

APOTHECARY

LAUREL WHOLE PLANT ORGANICS
JUNIPER RIDGE
TATA HARPER
STANDARD WAX
P.F. CANDLE CO.
MADAME SCODIOLI
S.W. BASICS
OSMIA ORGANICS

JEWELRY

FIGS & GINGER
BETSY & IYA
31 BITS
MARGARET ELIZABETH
THE BRAVE COLLECTION

PAPER + GIFT

RIFLE PAPER CO.
LILY & VAL
FREAKER USA
CONSTELLATION & CO.
EMILY LEY
MOGLEA
ONE CANOE TWO

HOUSEWARES

THE WOODEN PALATE
SUSAN CONNOR NYC
HONEYCOMB STUDIO
ROOMBLUSH
BYRD & BELLE

GOURMET

WONDERMADE
BITTERMILK
FAT TOAD FARM
JENI'S ICE CREAM
SUGARFINA

APPAREL + ACCESSORIES

FRESHLY PICKED
IMOGENE + WILLIE
THE SMALLEST TRIBE
HEART OF GOLD APPAREL
BLOCK SHOP
WILD FANG
DEAR KATE

What 5 brands resonated most deeply with you?

- 1.
- 2.
- 3.
- 4.
- 5.

Look again at those five brands. What commonalities do you see with regard to brand language, "about" page construction, product photography, etc?

