

## BRAND INSPIRATION

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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?

