

SAMUEL HEATH

for a life less ordinary

Samuel Heath launches 'The Four Graces Campaign'

Samuel Heath, has launched an exciting new advertising campaign taking inspiration from timeless couture fashion. Capturing the purity of water, 'The Four Graces' features beautiful images of women emerging from artistic creations of water splashes where the water and women become one.

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The idea was to create striking, timeless images that would not only capture the essence of the Samuel Heath brand and the quality of its products. The imagery has a story to tell, which represents a synergy with Samuel Heath, the purity of the materials the company use, the timeless beauty of their ranges as well as the innovative design and creation of its products.

Beginning with the water, focusing on its purity and how this reflects the pure and flawless brass that all of Samuel Heath products start their life as. Then just as each product is meticulously crafted, we began to craft and create forms and shapes with water to form the images."

Adding a new twist to the mythological tale of the Greek goddesses, 'The Three Graces', the iconic poses of the campaign's four women are designed to represent the charm, beauty, creativity and desirability of Samuel Heath's key collections.

Named after iconic actresses who embody strength, beauty and femininity, 'The Four Graces' will be released throughout 2010, with 'Sophia' being the first to launch the campaign followed by Olivia, Veronica and finally, Lana.

The images, which were originally inspired by water patterns, were captured using a high-speed flash, capable of photographing a speeding bullet. The frames were then layered to merge fluidly with the models and the water-like texture of their dresses, with the women longing for the Samuel Heath products.

The elegance of the models and the layout of the image, projects an idea of timelessness and high-end design. Samuel Heath see the bathroom as more than a functional room; it is more a space where we can indulge our senses and this new imagery helps to bring to life how Samuel Heath offers much more than form and function.



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