

K.J. BRETT | FREELANCE COPYWRITER

# PORTFOLIO

HOTEL CHOCOLAT

NEAL’S YARD REMEDIES

ANTHROPOLOGIE

CHUPI



## TOO GOOD TO HIDE



No need to find a hiding spot this year. These Easter treats were made to be seen – and nibbled. Turn heads with gloriously grand Ostrich Eggs and satisfyingly snappable Extra-Thick Eggs. Impress guests with the new made-for-sharing Nice Slice. And elevate moments just for you with Tiddly Eggs in your favourite chocolate profile.

All imagined and created by our in-house chocolatiers – with more cacao, less sugar, 100% ethical cacao and nothing artificial, ever.



EASTER CAMPAIGN | 01

- CAMPAIGN HEADLINE
- CAMPAIGN SUBLINE
- CAMPAIGN BODY COPY

# HOTEL CHOCOLAT





## TOO GOOD TO HIDE

Easter is only a hop, skip and a jump away, but there's still time to treat your loved ones (and yourself) to something special. We've made it simple with a round-up of our most popular, crowd-pleasing picks that are made to be seen (and tasted).

SHOP NOW

## EASTER HAMPERS

Newly hatched: We've expanded our selection of delightfully distinctive Easter hampers this year to help you find the perfect gift for everyone on your list.

SHOP NOW



## EXTRA-THICK EGGS

Lavishly thick shell, satisfying snap. Brimming with filled chocolates, our Extra-Thick Easter Eggs have earned their place in the spotlight.

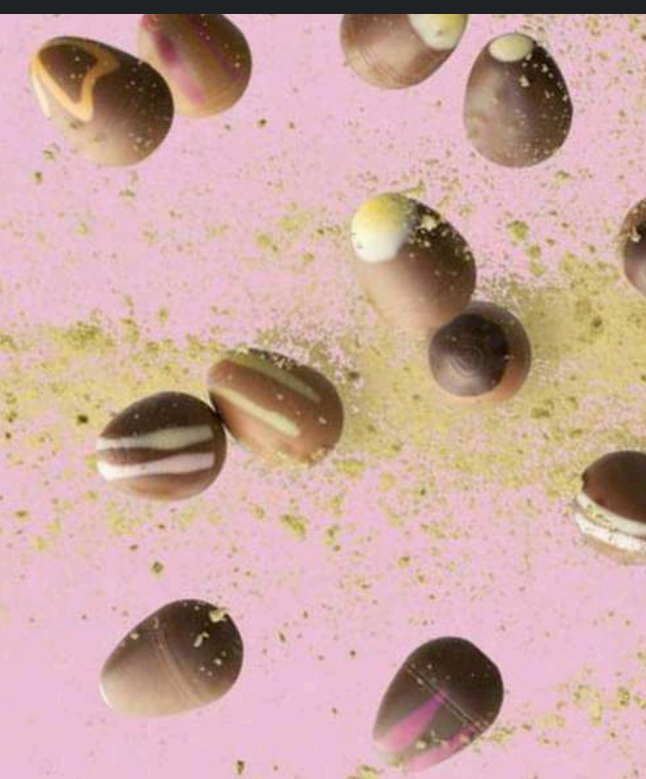
## EGG SANDWICHES

Made for tucking into, not tucking away. We 3D-scanned real wholemeal bread to create textured chocolate slices for our Egg Sandwiches – then served them in takeaway boxes for extra authenticity.



## TIDDLY EGGS

Don't be fooled by their smaller stature, these chocolate mini eggs are mighty in flavour. Tiddly enough to tuck away – but too good not to tuck into – these melt-in-the-mouth pralines and ganaches are packed with authentic ingredients. Find your favourite from a range of five distinct profiles.



# HOTEL CHOCOLAT

EASTER CAMPAIGN | 02

- EMAIL COPY
- CATEGORY COPY



NEW VELVETISER COLOUR  
EDITION LAUNCH | 01

- COLOURWAY NAMING
- LAUNCH MESSAGING
- EMAIL COPY



DRINKING CHOCOLATE,  
AS IT SHOULD BE



AN ICON,  
RECAST



THE VELVETISER  
SATIN BLACK



OUR MOST DRAMATIC  
COLOUR EDITION YET

# HOTEL CHOCOLAT



HOTEL  
Chocolat.  
BRITISH CACAO GROWER

WHAT'S NEW | OFFERS | DRINKING CHOCOLATE

## NEW: VELVETISER SATIN BLACK

Our iconic drinking chocolate system, recast in dramatic Satin Black. A limited colour edition, produced in small volumes and only available for a limited time.

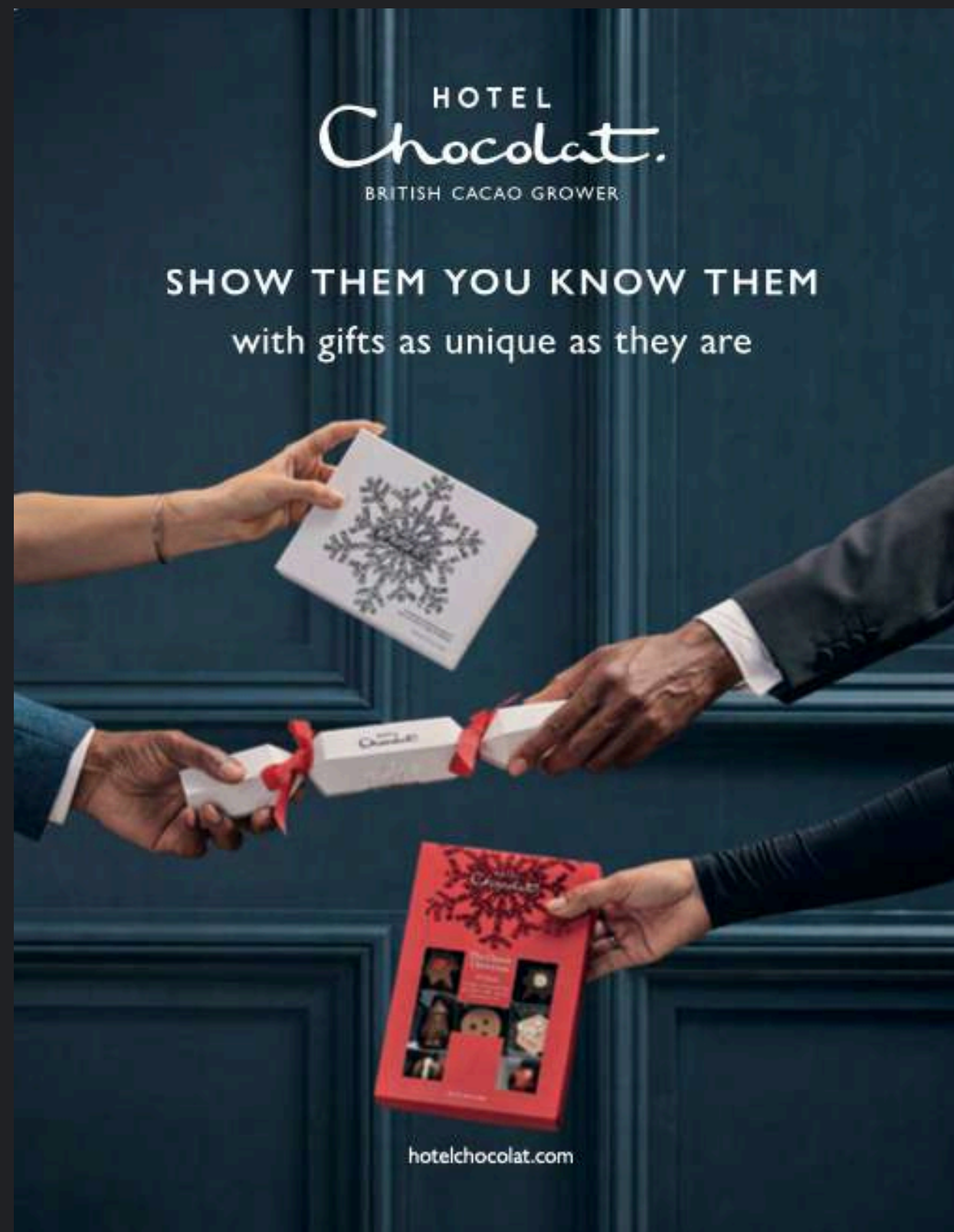
SHOP SATIN BLACK

NEW  
COLOUR  
EDITION



Features a solid all-black body, complete with tactile handle detailing and an extra-dark smoked lid, unique to this colour edition.





## SHOW THEM YOU KNOW THEM

with gifts as unique as they are

There's nothing like the look of recognition over a newly opened gift. That smile that says: **'Yes. This. You understand me.'** This Christmas, show them you know them with gifts as unique as they are.

We have something for everyone you love, from stocking fillers for the 5am stocking-openers to drinks for the mixology maestros, and from swoon-worthy chocolate boxes for the hopeless romantic in your life to hampers for a foodie family. Treat them to something that's just them this year, and leave them in no doubt how much you care.

DIETARY GUIDE: All of our chocolates may contain tree nuts, peanuts, milk, soya, gluten, wheat, egg and sesame. For full allergen, ingredients and nutritional information please refer to our website: [hotelchocolat.com](https://hotelchocolat.com)

Contains Milk   Contains Wheat/Gluten   Contains Sulphites   Contains Alcohol  
Contains Tree Nuts   Contains Peanuts   Contains Egg   Suitable for Vegans

## SEASON'S EATINGS

Christmas Mess, Mulled Wine, Caramel Supernova...  
The most cherished recipes of the season, together at last.  
[hotelchocolat.com/christmaschocolates](https://hotelchocolat.com/christmaschocolates)

**Classic Christmas**  
Luxe £36.50 263374  
Sleekster £23.50 263372  
H-box £13.50 263373

## WORKS OF HEART

We're calling time on predictable stocking fillers. Packed with personality, from our penguin's cosy bobble hat to our snowman's mismatched mittens, these charming Christmas characters come straight from the imagination of our in-house Chocolate Sculptress.

We never use off-the-shelf moulds; each started life as a sketch, before being painted, then sculpted in chocolate.

[hotelchocolat.com/chocolateart](https://hotelchocolat.com/chocolateart)

### CHRISTMAS CAMPAIGN | 01

- CAMPAIGN HEADLINE
- CAMPAIGN SUBLINE
- CAMPAIGN BODY COPY
- SUPPORTING CATALOGUE COPY

Identified by Kantar as the most creatively effective direct mail in December 2021.

# HOTEL CHOCOLAT




# VELVETISE YOUR WORLD

## THE VELVETISER®

### BARISTA-GRADE HOT AND CHILLED DRINKING CHOCOLATE AND LATTES, AT HOME

We knew we wanted to precisely engineer something that would deliver cacao and coffee depth, plus a cloud-like, velvet texture, from the first sip to the last. A machine that could create a new kind of chocolatey latte, and outstrip even café-quality hot and chilled drinking chocolate. We give you our barista-grade drinks machine for your home. Pour in milk. Add single-serve. Press button. It's that simple.

The Velvetiser: imagined by Hotel Chocolat, engineered by Dualit.




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The Velvetiser: imagined by Hotel Chocolat, engineered by Dualit.

A close-up photograph of the Velvetiser machine, which has a dark brown body and copper-colored accents. To its right is a box of Hotel Chocolat single-serve chocolate, featuring the brand's logo and a gold-colored label. The background is a light-colored, textured wall.

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- CATEGORY COPY
- LEAD MESSAGE
- CATALOGUE COPY
- EMAIL COPY

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- EMAIL COPY

- CATEGORY COPY
- LEAD MESSAGE
- CATALOGUE COPY
- EMAIL COPY



# NEAL'S YARD REMEDIES




## PRODUCT LAUNCH CAMPAIGN | 01

- CAMPAIGN HEADLINES
- SUPPORTING MESSAGING


AIM: To inform new and existing customers of improved vegan-friendly formula, haloing iconic status of the original.



# NEAL'S YARD REMEDIES




New  
**Wild Rose Beauty Balm**  
Our #1 icon, now vegan



USED AS AN OVERNIGHT  
TREATMENT MASK

**89%**  
agree the balm  
leaves skin  
**nourished, softer  
and smoother\***


\*Tested as an overnight treatment on  
113 participants over 2 weeks under  
user trial conditions



USED AS A  
CLEANSING BALM

**84%**  
agree the balm  
**deeply cleanses**  
without stripping  
the skin barrier\*

\*Tested as a cleansing balm on 110  
participants over 2 weeks under user  
trial conditions



## PRODUCT LAUNCH CAMPAIGN | 02

- WEB ASSETS
- VISUAL CLAIMS
- STORE POS
- EMAIL COPY

Cleanser. Hydrator.  
Exfoliator. All in one.  
A radiant glow for everyone.



THE BEST IN *GLOW*  
Wild Rose Collection

Dark circles? Dehydrated  
skin? Uneven complexion?  
Look to these glow-giving  
favourites for lasting, all-over  
radiance.

SHOP WILD ROSE



Naturally nourishing

Expertly formulated with  
antioxidant-rich organic rosehips,  
wild-harvested from Serbia.

A routine for total  
glow





# NEAL'S YARD REMEDIES



## WELLBEING CAMPAIGN | 01

- CAMPAIGN HEADLINE
- CAMPAIGN SUBLINES
- WEB & EMAIL ASSETS





# NEAL'S YARD REMEDIES

## WELLBEING ESSENTIALS KIT

WELLBEING YOU CAN *FEEL*



Feel fresh. Feel grounded. Feel rested. Crafted from 44 years of apothecary and aromatherapy expertise, these feel-good formulations are powered by natural ingredients to help bring skin, mind and body back into balance.

### GOODNIGHT PILLOW MIST

Our body does its most important repairs while we sleep. Drift off sooner and wake up refreshed with our award-winning, bestselling pillow mist.

Proven to improve sleep quality throughout the week\*  
\*Based on a consumer trial with 100 participants

### NATURAL DEFENCE HAND RUB

Hand health is whole-body health. Guard against daily contaminants with a natural and purifying blend of essential oils.

Kills 99.9% of bacteria

### REMEDIES TO ROLL

Scent has the power to transform our mood. Feel comforted, grounded or uplifted with a pocket-ready aromatherapy essential.



NEAL'S YARD REMEDIES  
LONDON WC2H 9DP UK  
HESPEL HOUSE DUBLIN 4 IRELAND  
nealshyardremedies.com



## WELLBEING CAMPAIGN | 02



### THAT *DEEP BREATH* FEELING

#### Remedies to Roll Relaxation

Like several deep breaths.

Ideal for pre- or post-meditation and moments of restlessness.

With balancing frankincense, vetiver and sandalwood.



### THAT *ALL IS WELL* FEELING

#### Remedies to Roll Women's Balance

Like a spa day for the soul.

Ideal for busy schedules or one of "those days".

With balancing geranium, patchouli,



### THAT *READY FOR ANYTHING* FEELING

#### Remedies to Roll Energy

Like a refreshing morning shower.

Ideal for sleepy starts or sluggish afternoons.

With uplifting rosemary, geranium, lavender and grapefruit.

- PACKAGING COPY
- SUPPORTING EMAIL ASSETS



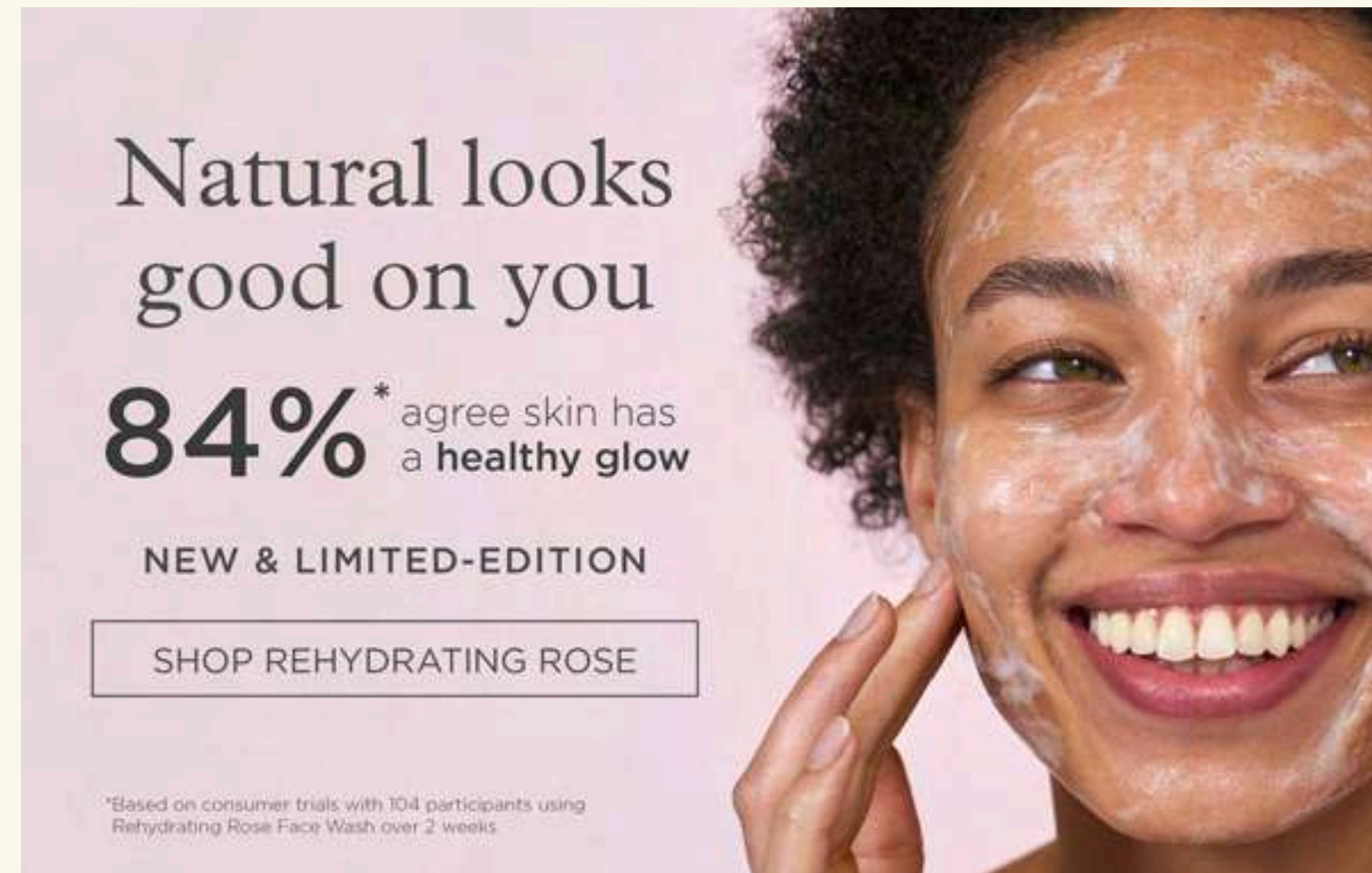
# NEAL'S YARD REMEDIES

01



## PRODUCT LAUNCH CAMPAIGN | 01

- CAMPAIGN HEADLINES
- WEB ASSETS
- VISUAL CLAIMS
- STORE POS
- EMAIL COPY



Powered by three different rose elements, here's how our Rehydrating Rose duo can give you your glowiest, dewiest skin yet.

SHOP NOW

PURE PETAL  
POWER

ROSE OTTO  
ESSENTIAL OIL

Steam distilled from the damask rose to preserve its **balancing, soothing** qualities.

Found in:





Wild  
WALLFLOWERS

All things bold & blooming.

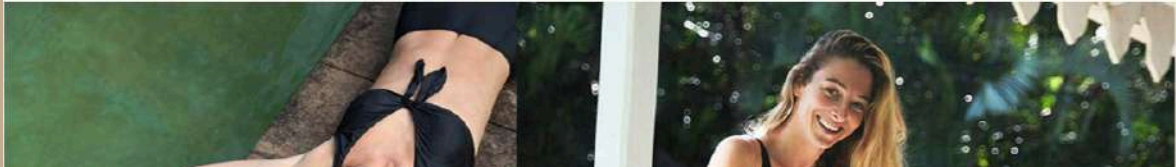
SHOP DRESSES



SHOP TROUSERS



SHOP TOPS



POOLSIDE  
GLAMOUR

Jet to the pool  
in your chicest suit.

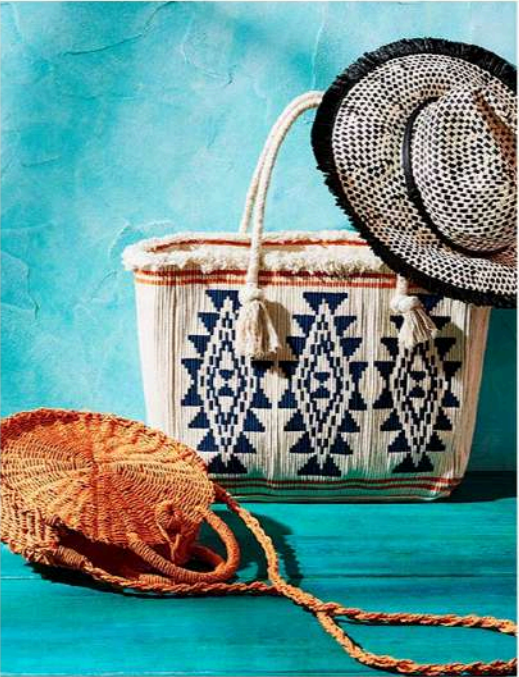
SHOP SWIMWEAR

(i like your) ACCENT

Sun-ready sandals & Rattan carryalls.



SHOP JEWELLERY



SHOP BAGS



SHOP SHOES

EYES ON  
ECRU

Let patterned inlays &  
please-touch textiles add  
interest to tonal rooms.





CH.  
01

## THE *life* WITHIN

This year, let the rolling chapters of your life blossom within your home. Give yourself permission to trust your taste and abandon convention. Only one rule holds true: If you love something, it belongs.

*"A lived-in home — one that exudes charm and personality — is at the heart of our new collection," says Andrew Carnie, Co-President of Anthropologie. "It's our most expressive yet, allowing you to convey yourself in entirely new and unexpected ways."*

Swaths of color and parades of pattern adorn bold new furniture silhouettes and tableware. Lush, vivid greenery traverses wallpapers and textiles. Budding blooms cascade over delicate inlay accents and gilt mirrors.

*Life welcomes you home — embrace it.*



THE LIFE WITHIN

### A ROOM ILLUMINATED

Each pendant, sconce, and chandelier is like adding a piece of jewelry to your space.

This season, unexpected materials and a step up in scale turn classic fixtures into transformational flourishes.







GATHER ROUND

SATURDAY 12:30PM

For family-style sharing,  
embrace the comforting sensibility  
of the humble bowl and the abundant mug.

A sunrise of glazes, mattes,  
and robin's-egg speckles serves  
and stacks with ease.



ANTHROPOLOGIE 36 / 37

To steep, pour, and sip — whether in good company or solo —  
is a practice rich in thoughtful tradition. This season, we're serving from  
the Uma Tea Set, made of glazed stoneware and delicately adorned.



UPON ARRIVAL

The best rugs promise the warmest welcomes.

Discover hundreds of tufted, knotted,  
and woven treasures, in every size and hue,  
at [anthropologie.com](https://anthropologie.com)



**PEDI?**

**READY.**

Say hello to your toes  
— it's been a while.

[SHOP NEW SHOES](#)



Suede, raffia, satin.  
Whatever the fabric,  
make sure it's strappy.

[SHOP SANDALS](#)

Stay grounded with  
pointed finishes and

**BLUE  
SKIES  
AHEAD**


Here's how we're doing  
denim this spring.

[SHOP JEANS](#)



Wander far and  
wide in a roomier  
fit and higher rise.

[SHOP WIDE-LEG](#)



Try a *top-to-toe* approach,  
cinched in at the middle.

[SHOP JUMPSUITS](#)



[SHOP JUMPSUITS](#)



Wander far and  
wide in a roomier  
fit and higher rise.

[SHOP WIDE-LEG](#)

Write fit  
ty wash.



Go casual in a  
*straight-talking* silhouette.

[SHOP BOYFRIEND](#)



try the season's  
**SWEETEST  
SILHOUETTES**

[SHOP TOPS](#)

**THE  
WIDE-  
LEG**

Made for  
taking it easy.

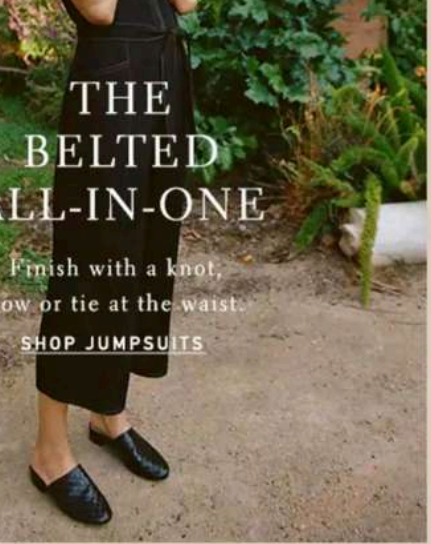
[SHOP TROUSERS](#)




**THE  
BELTED  
ALL-IN-ONE**

Finish with a knot,  
bow or tie at the waist.

[SHOP JUMPSUITS](#)






**THE PEASANT BLOUSE**

Prepare for spring in something flowing.

[SHOP BLOUSES](#)





CHUPI

Marking life's most precious moments

*Love, hope, and everything  
in-between*



REBRAND MESSAGING | 01

- NEW BRAND TAGLINE
- NEW BRAND MISSION STATEMENT
- REBRAND LAUNCH CAMPAIGN COPY

It's the moment you met.  
It's the moment you knew they were the one.  
It's the moment you welcomed them into the world.  
It's the triumphs and the tribulations.  
It's the arrivals and the departures.  
It's something that's made to last forever, not just a season.  
It's a piece of the past and a piece of the future.  
It's moments, not possessions.  
It's every chapter in life's perfectly imperfect journey.



VOGUE ADVERTISEMENT FEATURE

## Time to SHINE

*From carbon-neutral  
DIAMONDS to RAINBOW-  
HUED GEMS, Irish brand  
CHUPI is disrupting the  
DIAMOND industry and  
looking to a SUSTAINABLY  
SPARKLING future*

**LIFE'S PRECIOUS MOMENTS**—an engagement, a new arrival, a triumphant success at work—should be celebrated. With hand-crafted pieces that come with a commendable concern for sustainability, Irish brand Chupi is the ultimate go-to for these milestones and so much more. As founder Chupi Sweetman eloquently puts it, “Traditionally, diamonds have only served women on hallmark days, but in reality, our lives are far more complex. We have loss, bravery, hope... We mark all those moments, with a strong belief in better. Not perfect, but better.”

From eye-catching engagement rings and wedding bands, to crown-stacking rings and wild beauty pearl earrings, each Chupi collection is an exquisitely considered celebration. Think conflict-free diamonds in grey, white and rainbow hues, one hundred per cent recycled 14k gold and sustainable carbon neutral, lab-grown diamonds. Other highlights for the brand include Sweetman's interest in on-trend gems such as pink

diamonds and sapphires. The personal placement of jewellery is important to Sweetman too, meaning the pieces make a statement whether worn as an engagement ring or on the right hand.

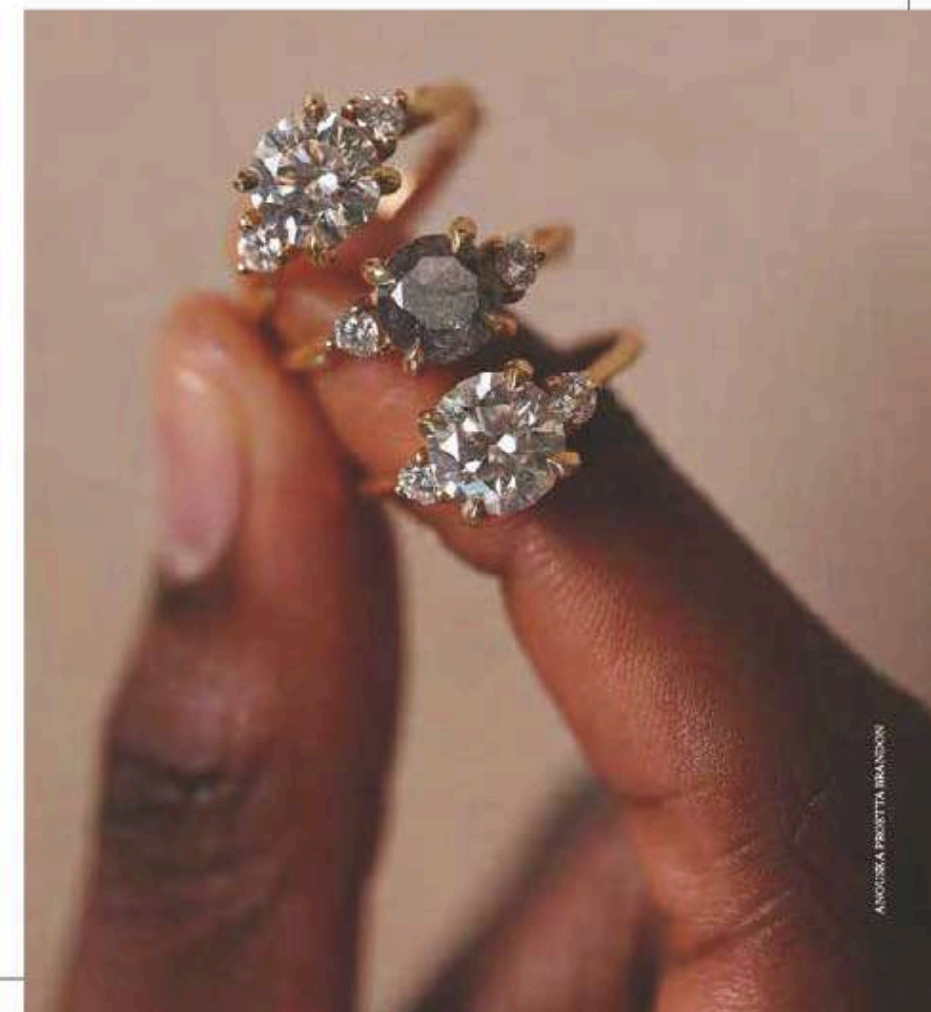
And to mark a decade of these precious stories, the brand has launched a collection called One In A Trillion. Sweetman went into the brand's archives to bring out the best of Chupi. The crown jewel here is the lab-diamond engagement ring. Centred around an oval cut diamond, contrasted with two trillion cut diamonds on either side, all three jewels are lab-grown and carbon neutral. The band is modelled after a hawthorn twig silhouette, creating a uniquely faceted texture cast in recycled, 14k solid gold. A true celebration of the iconic, modern bride.

This thread of storytelling, paired with a conscious and consistent commitment to the finest, sustainable product make Chupi one to watch.

Discover more at [Chupi.com](https://Chupi.com) and [@chupi](https://@chupi)



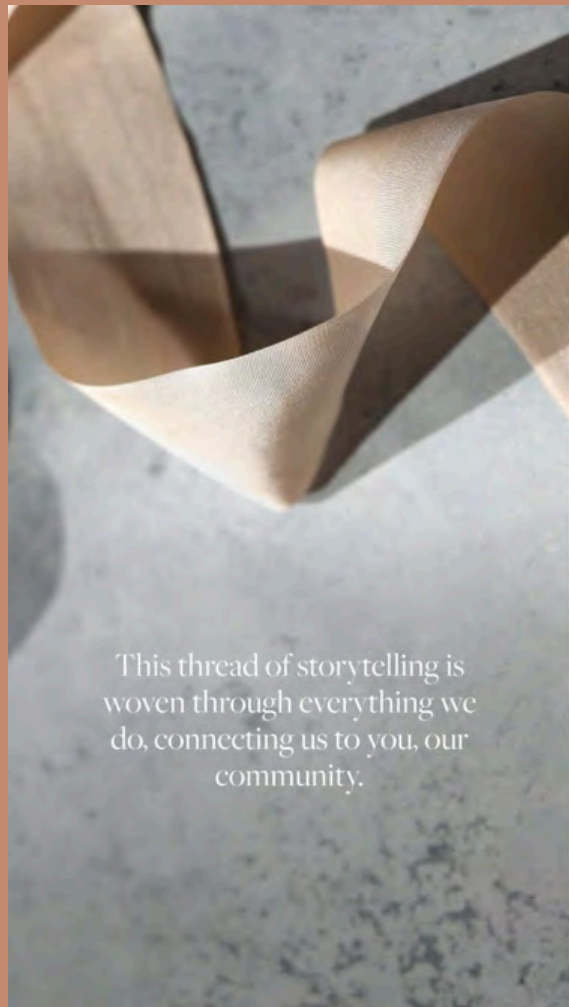
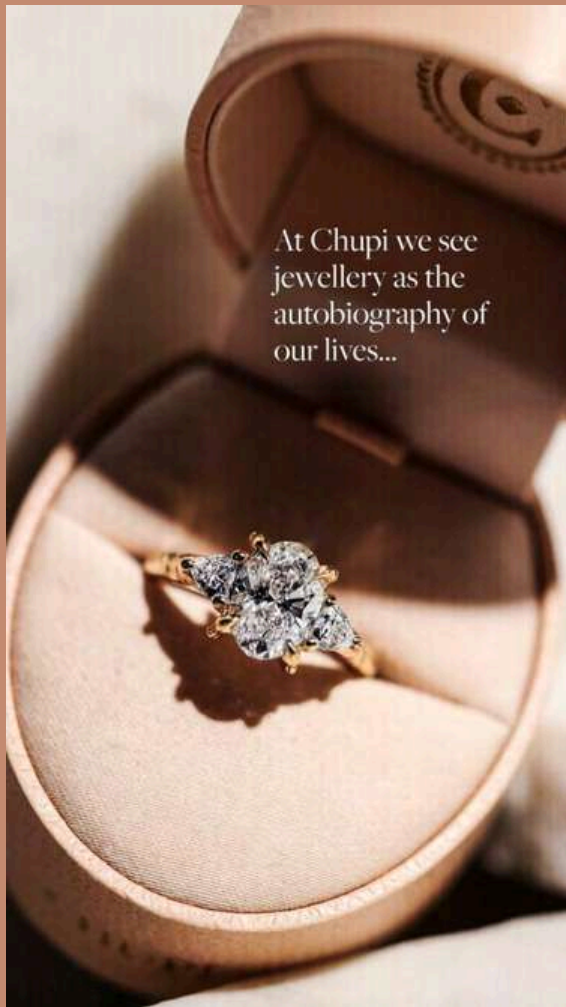
*Above, from top: Crown of Heroes ring, £2,989.  
One In A Trillion pink diamond engagement  
Ring, £28,789. Warrior ring, £2,879. You,  
Me & Magic grey diamond Ring, £11,989*



ANOUSKA PRISTITA BRANDON

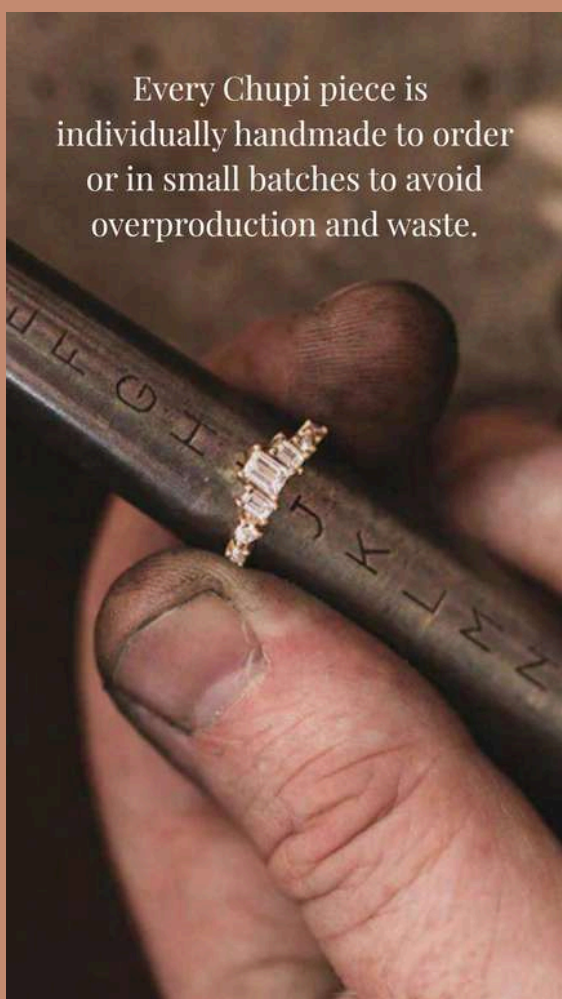
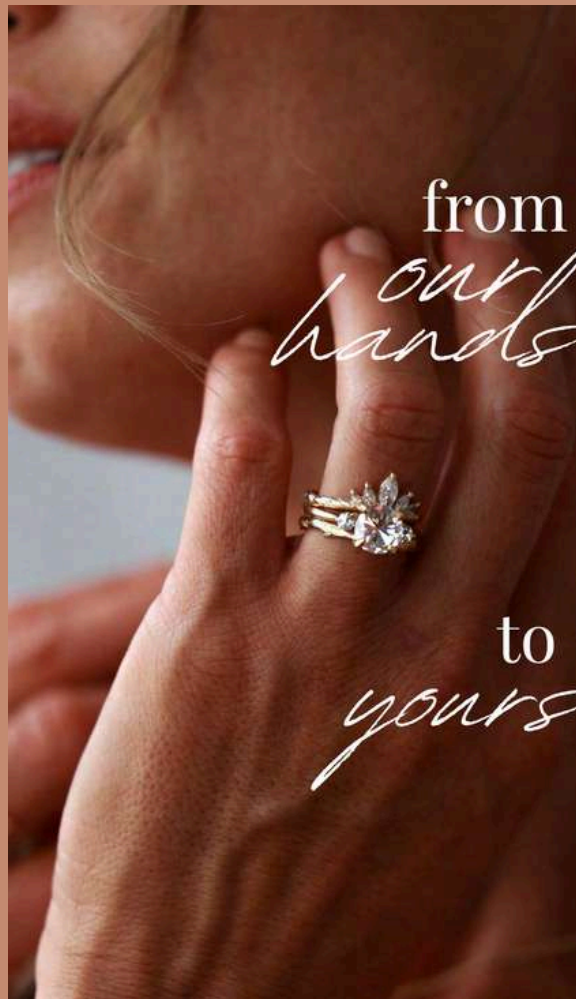
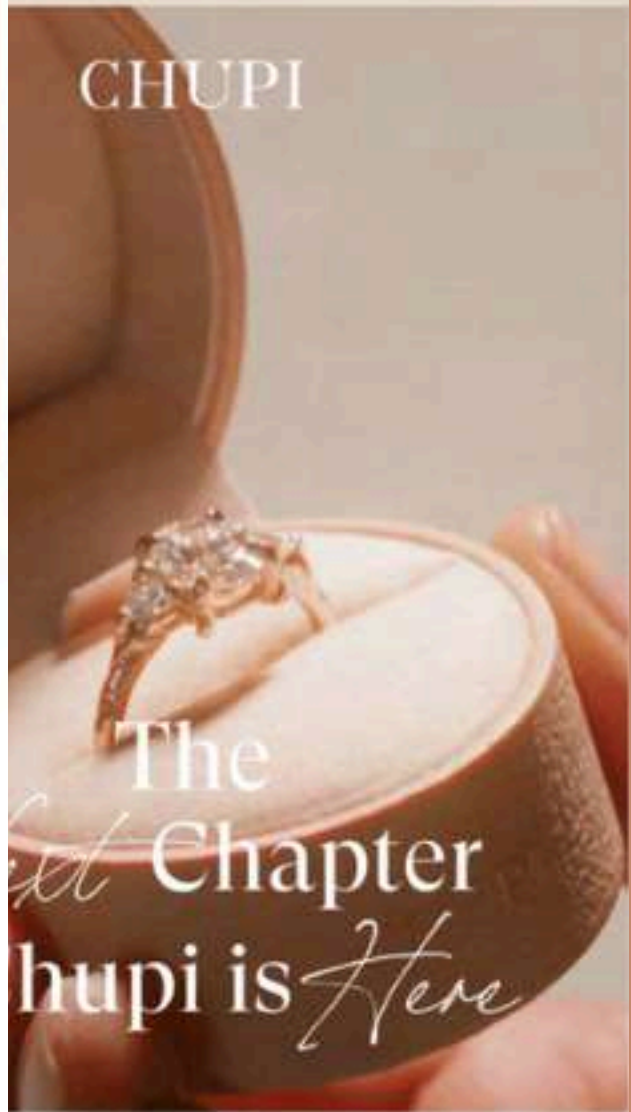


CHUPI



REBRAND MESSAGING + LAUNCH | 02

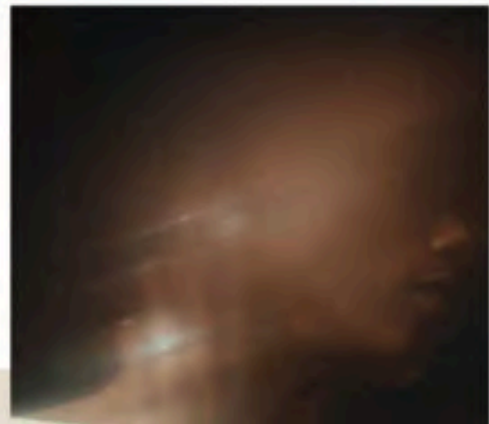
- EMAIL COPY
- INSTAGRAM STORIES COPY



**Launching 19<sup>th</sup> April**

Marking the last decade at Chupi, and welcoming the next, we invite you to turn the page on a new chapter with us.

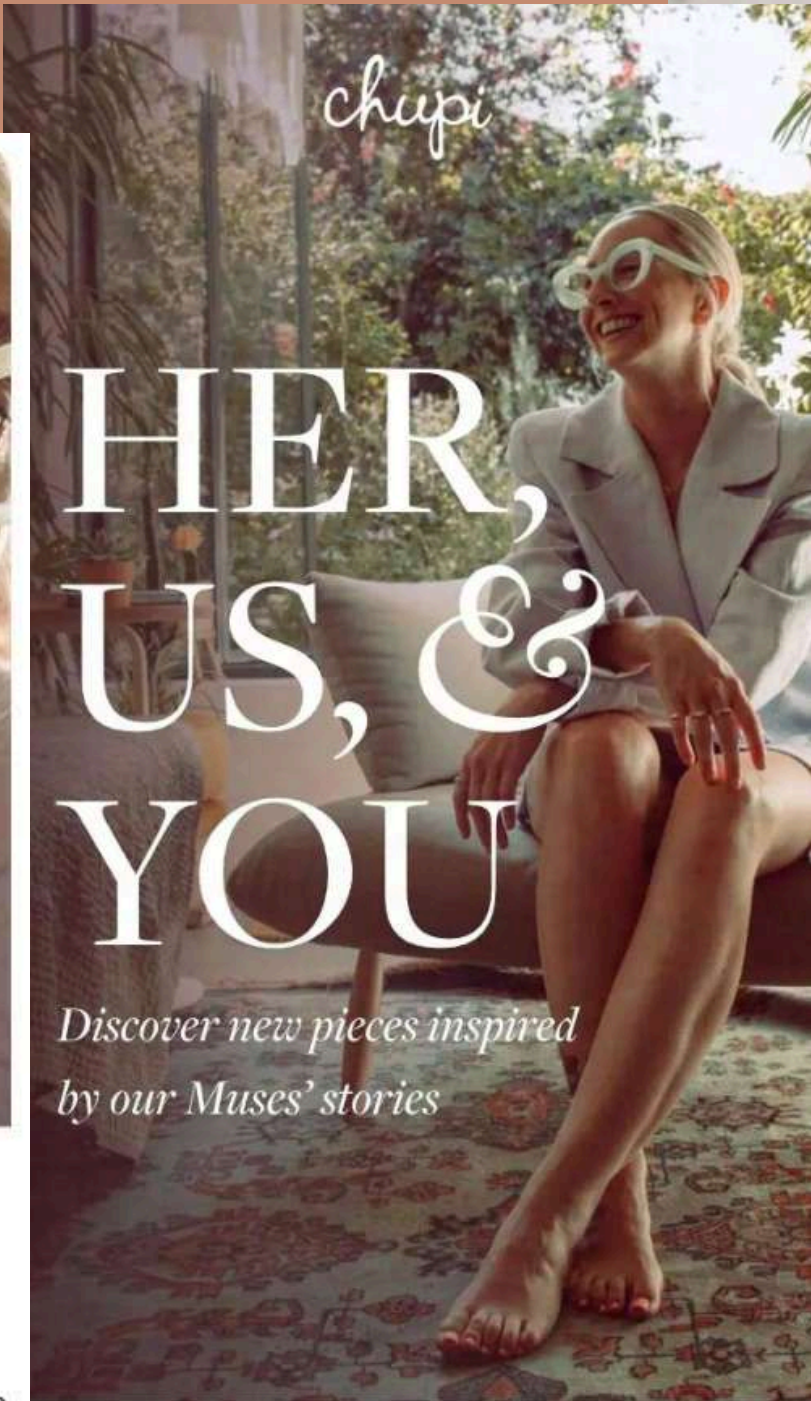
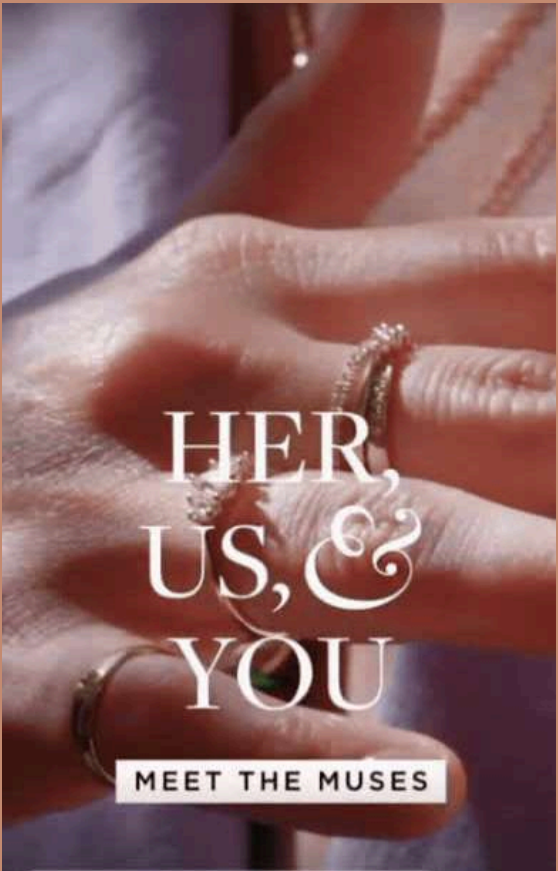
For previews of a beautiful new collection and to stay up-to-date on the latest from us, look to [@chupi](#).



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the moment you knew they were the one.  
the moment you welcomed them into the world.  
the triumphs and the tribulations.  
the arrivals and the departures.

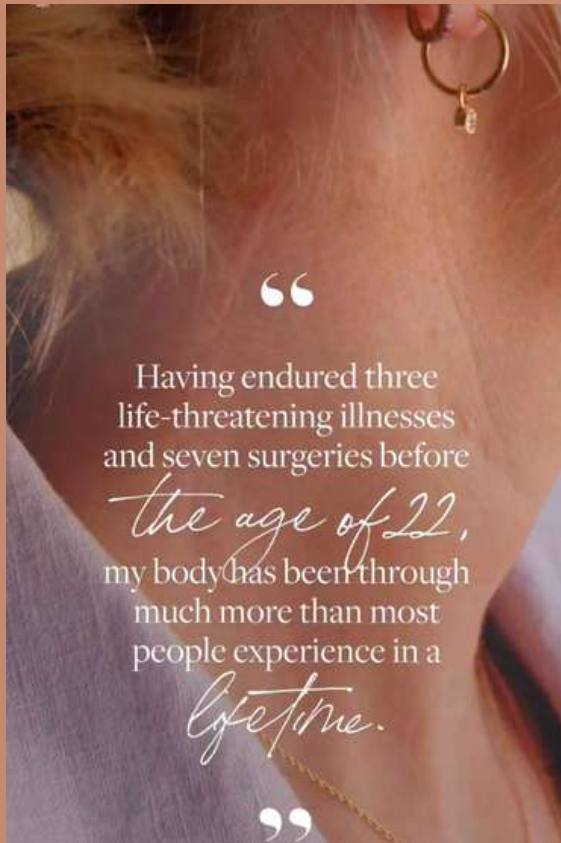


- EMAIL COPY
- INSTAGRAM STORIES COPY



THE WARRIOR RING  
For strength, resilience, courage.  
An incarnation of the warrior's  
shield, set with five marquise  
diamonds.

ADD TO WISHLIST



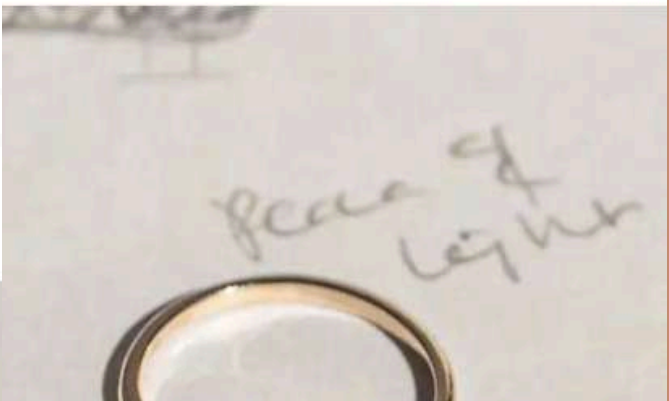
Wearing the Warrior Ring  
"Having endured three life-threatening illnesses and seven surgeries before the age of 22, my body has been through more than most people experience in a lifetime."



Inspired by heroes. Warriors.  
The light within that leads the way.

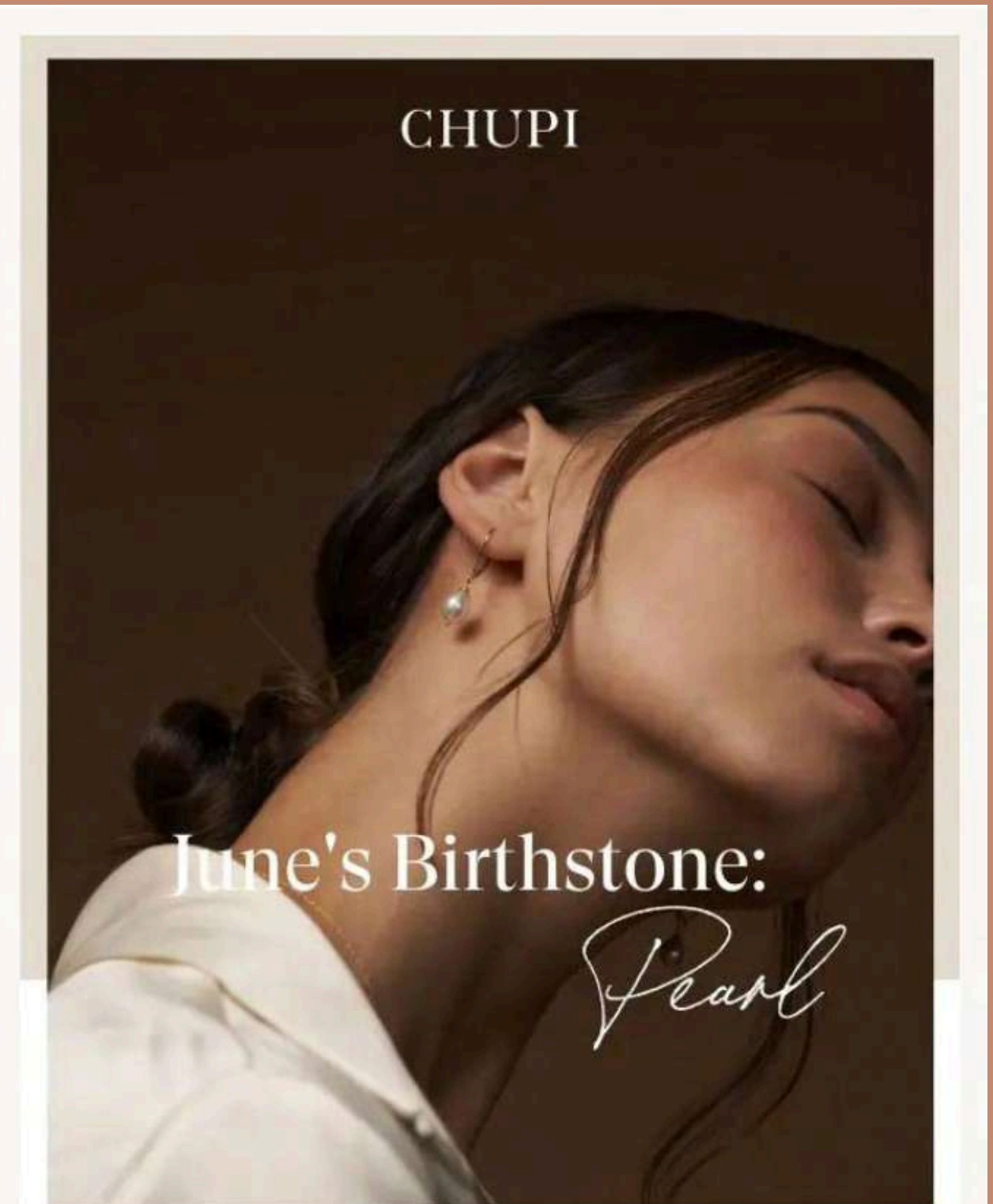
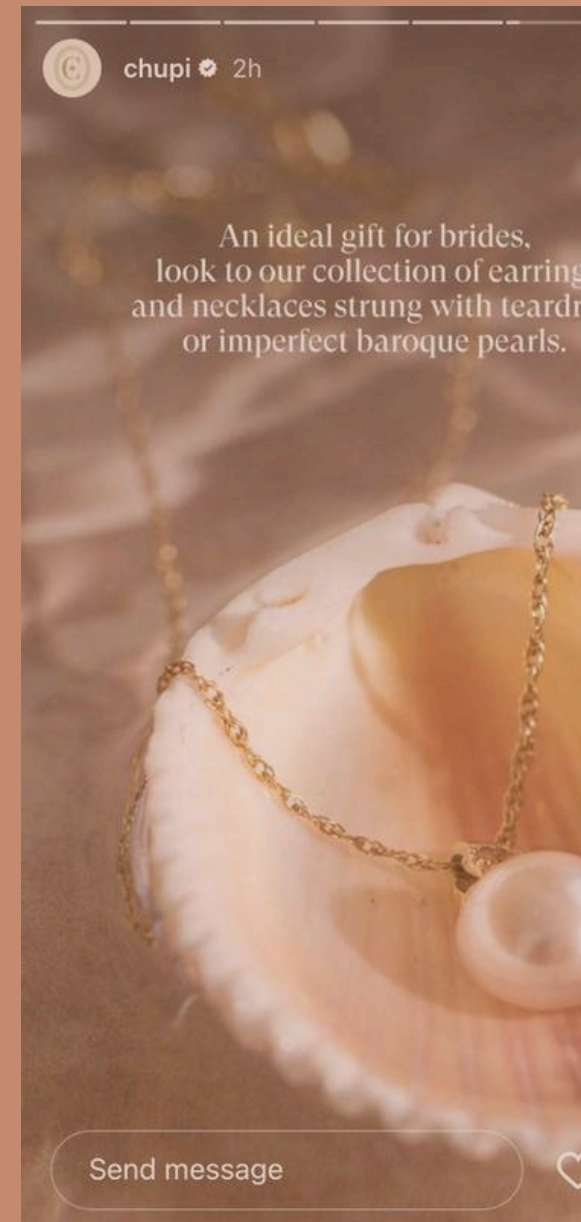
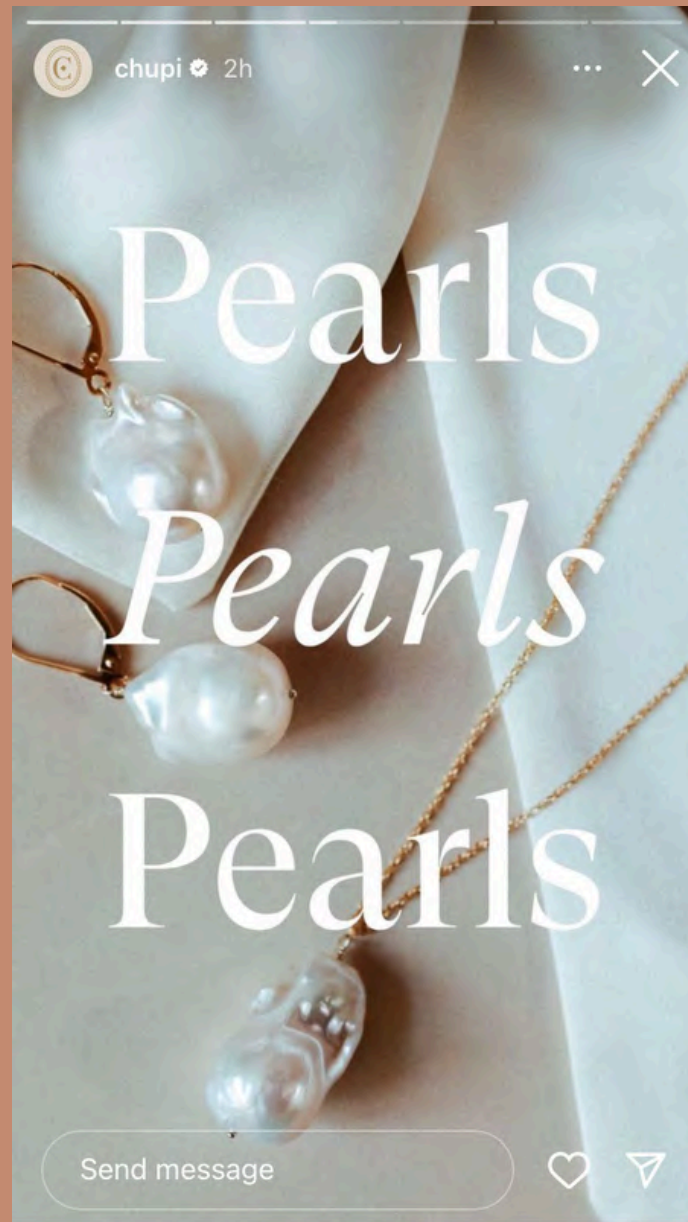
Designed around precious diamonds, these three rings were made to mark stories of empowerment, achievement and inner strength. Discover them all and immortalise yours.

SEE NEW ARRIVALS



CHUPI







## Description

Formed by nature, we love freshwater pearls for their individual, luminous beauty. No two are ever alike. Hand-chosen by our in-house jewellers, these iridescent little gems are strung from solid 14k yellow gold. Gift or wear yours to mark a precious moment, milestone or memory.

As every pearl is one-of-a-kind, each pair of Teardrop Pearl Earrings will look slightly different from what's pictured – making them uniquely, truly yours.

## PRODUCT HIGHLIGHTING | 01

- EMAIL COPY
- INSTAGRAM STORIES COPY
- PRODUCT DESCRIPTIONS

Lucky enough to be born in June? This month's birthstone is the subtly shimmering *pearl*.

A jewellery mainstay for decades, these iridescent little gems are timelessly chic – and thought to represent



# LET'S WORK TOGETHER



**CONTACT DETAILS:**

**K.J.BRETT@OUTLOOK.COM**

**07919125577**