

K.J. BRETT | COPYWRITER

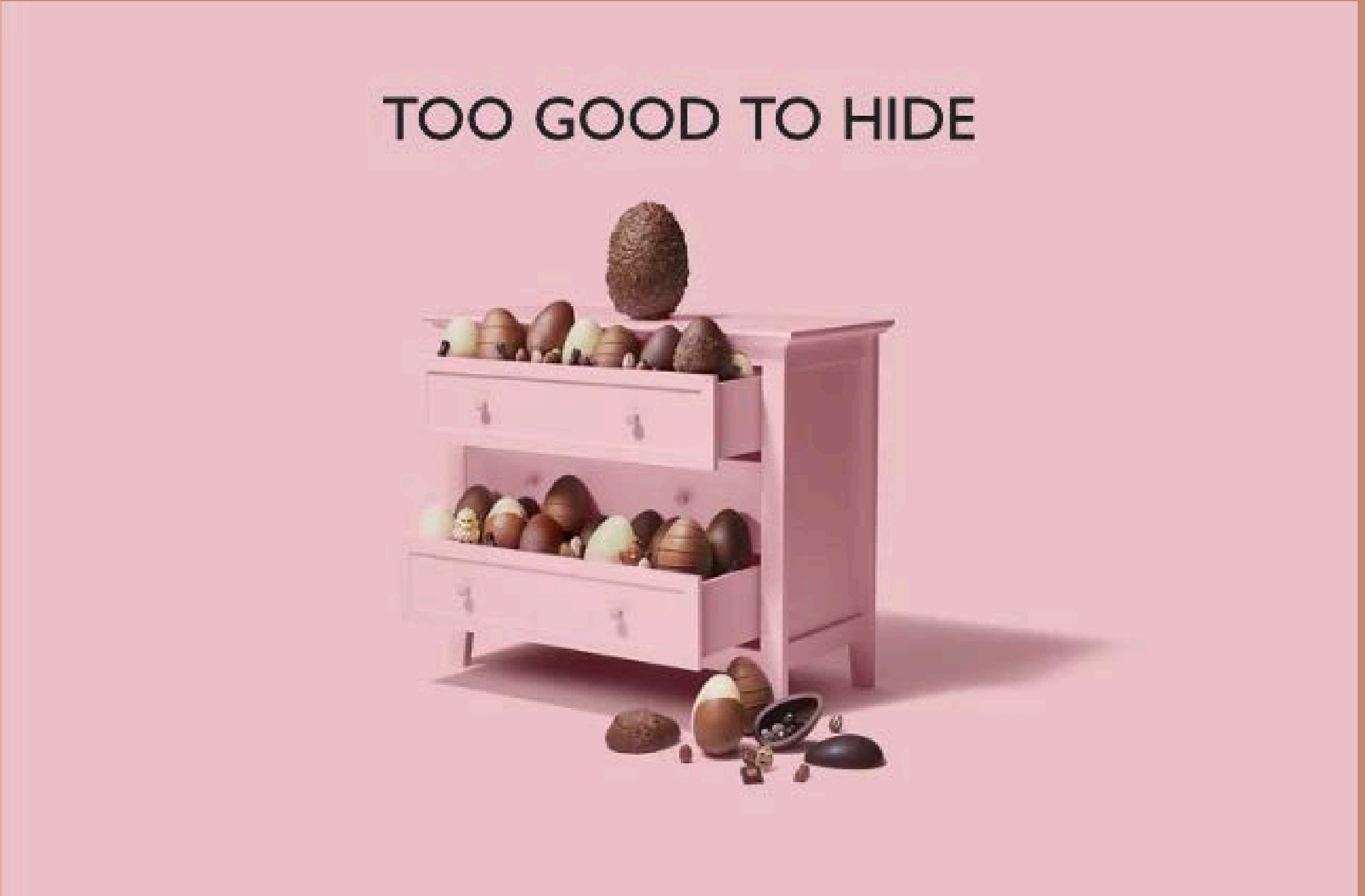
PORTFOLIO

HOTEL CHOCOLAT

NEAL’S YARD REMEDIES

ANTHROPOLOGIE

CHUPI



TOO GOOD TO HIDE

The Easter egg hunt just got easier



No need to find a good 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 our 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

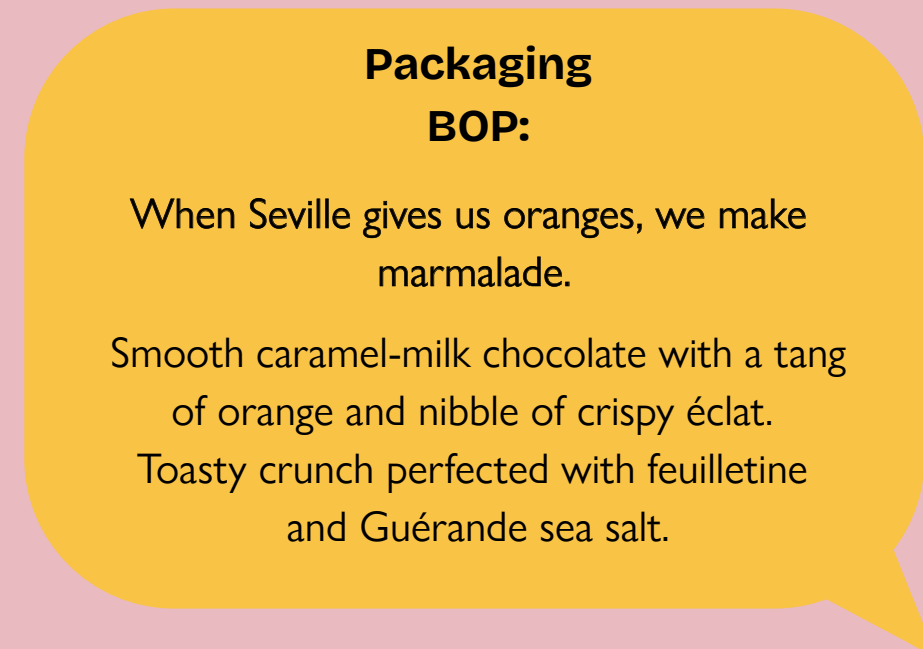
HOTEL CHOCOLAT



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



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-pralines and ganaches are packed with authentic flavour. Find your favourite from a range of five distinct profiles.



HOTEL
Chocolat.
BRITISH CACAO GROWER

SHOW THEM YOU KNOW THEM
with gifts as unique as they are



Christmas campaign

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

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

Classic Christmas

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99

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

MIX &
MATCH
3 for £20
or £8 each*



OBSESSIVELY ENGINEERED

Designed by chocolatiers, the ALL-NEW Velvetiser® sets a new standard for drinking chocolate, hot and cold. The secret? We call it the vortex-effect.

Product messaging



HOT & COLD, EFFORTLESSLY

Velvet-smooth, deeply satisfying drinking chocolate, crafted hot and cold. The ALL-NEW Velvetiser is engineered to meld real chocolate with milk, even at cold temperatures.

[Read more](#)



VELVET SMOOTH

The force behind the finish? We call it the vortex-effect. It's how the InnerPod ridges and whisk meld real chocolate and milk for unrivalled chocolate crema and cacao depth.

[Read more](#)





COLD DRINKING CHOCOLATE

Savour refreshing cacao coolness with our revolutionary cold drinking chocolate. Crafted with finely milled real chocolate by our in-house chocolatiers for the ALL-NEW *Velvetiser*.



HOT DRINKING CHOCOLATE

Savour deeply comforting cacao notes with our hot drinking chocolate, crafted for the *Velvetiser* with real chocolate flakes by our in-house chocolatiers.



CRAFTED IN HARMONY

Imagined and created by our in-house chocolatiers, each recipe is precisely measured, at a precise consistency – perfected – to work in harmony with the *Velvetiser*.



Product naming
& messaging



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.



X
MORRIS & Co

Natural
looks good
on you

Product launch
messaging

NEAL'S YARD REMEDIES

Natural looks
good on you

84% * agree skin has
a **healthy glow**

NEW & LIMITED-EDITION

SHOP REHYDRATING ROSE

*Based on consumer trials with 104 participants using
Rehydrating Rose Face Wash over 2 weeks

Easy, glowy, dewy skin

80% * agree skin feels
rehydrated and **fresh**

*Based on consumer trials with 110 participants using Rehydrating Rose Daily Moisture over 2 weeks



Stronger
Softer
Smoother skin
Coming soon

It strengthens. It soothes. It's **clinically proven**. Join NYRewards today for the **first access** to a **restored skin barrier**.

Early access launch for our NYRewards members 09.09.25

JOIN NOW

Email content



RESULTS YOU
CAN SEE

91%
agree skin feels
renewed and
strengthened*

*Based on consumer trials with
22 participants over 28 days



YOUR BARRIER, BEFORE & AFTER
NEW OAT & CERAMIDE
BARRIER REPAIR CREAM

Sensitivity? Dryness and irritation? That was before – restore and strengthen your skin barrier with our new, clinically proven repair cream.

SHOP OAT & CERAMIDE

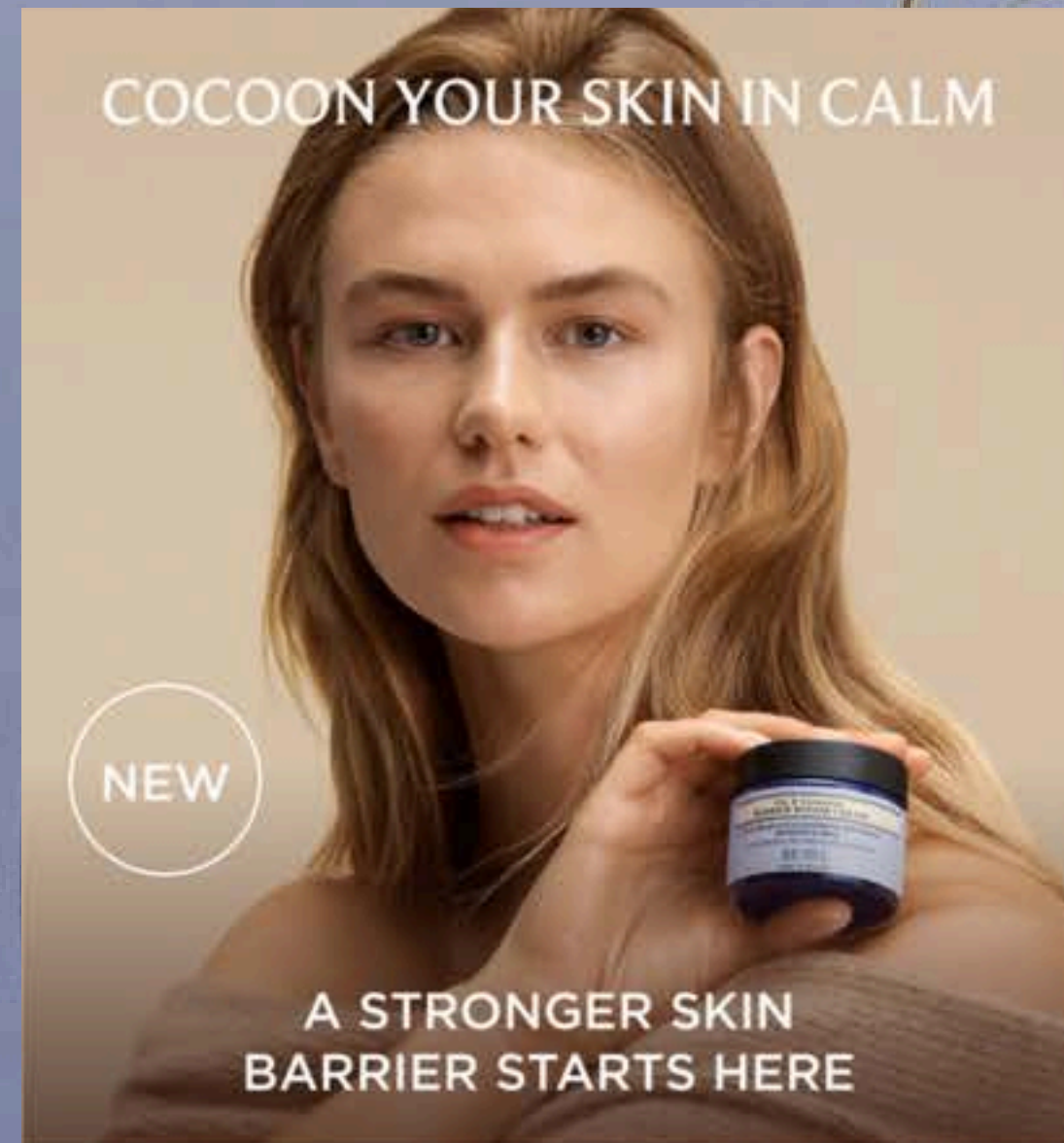
COCOON YOUR SKIN IN CALM

WHO'S IT FOR?

All skin types and tones –
even sensitive.

WHY YOU'LL LOVE IT:

Skin feels instantly calmer,
and stronger and softer
with every use.



COCOON YOUR SKIN IN CALM

NEW

**A STRONGER SKIN
BARRIER STARTS HERE**

Natural ingredients, proven results. Our new Oat & Ceramide Barrier Repair Cream is packed with prebiotics, clinically proven to strengthen the skin barrier*.

SHOP OAT & CERAMIDE

*From a clinical study with 22 participants, after 28 days of use.

BARRIER-BOOSTING INGREDIENTS

PREBIOTIC OAT COMPLEX

Strengthens the skin's
natural barrier and
increases hydration

NATURAL CERAMIDE FROM OLIVES

Supports renewal of
the natural protective
layer of skin.

MAGNESIUM

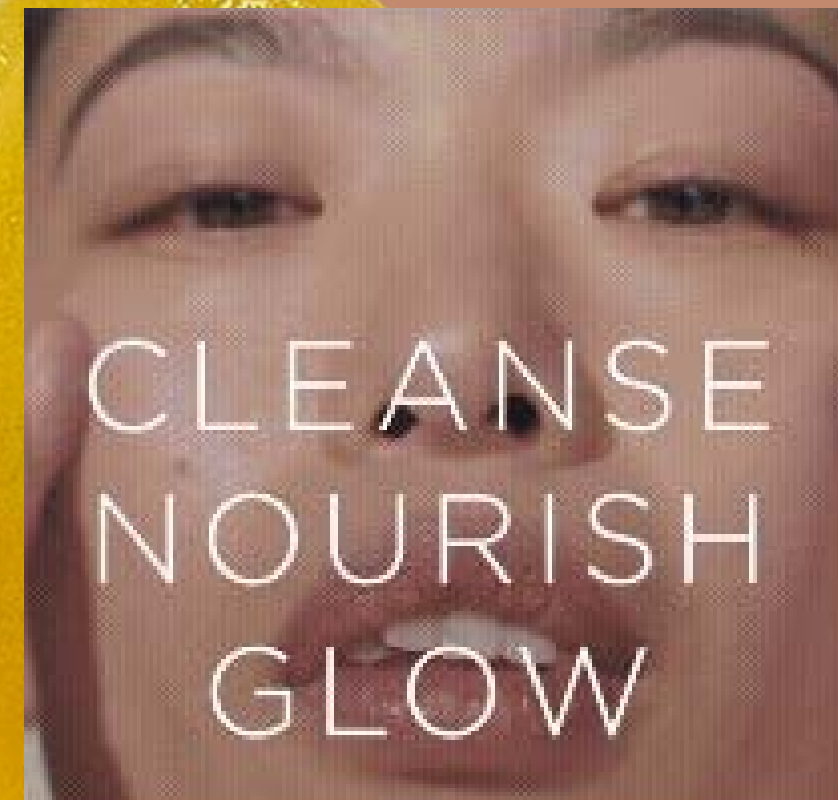
Supports cell
regeneration and
regulates skin balance.



Product launch
messaging

Our #1 icon now vegan

New





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



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



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



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](#)

FROM DAY TO NIGHT
WELLBEING YOU CAN *FEEL*



Wellbeing campaign

FEEL FRESH. FEEL GROUNDED. FEEL RESTED.



FEEL MORE YOU

FEEL MORE YOU

THAT *READY FOR BED* FEELING

PROVEN TO
IMPROVE
SLEEP
QUALITY*



Goodnight Pillow Mist

*Based on a consumer trial with 100 participants over 1 week

FEEL MORE YOU



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".



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.

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



Packaging copy

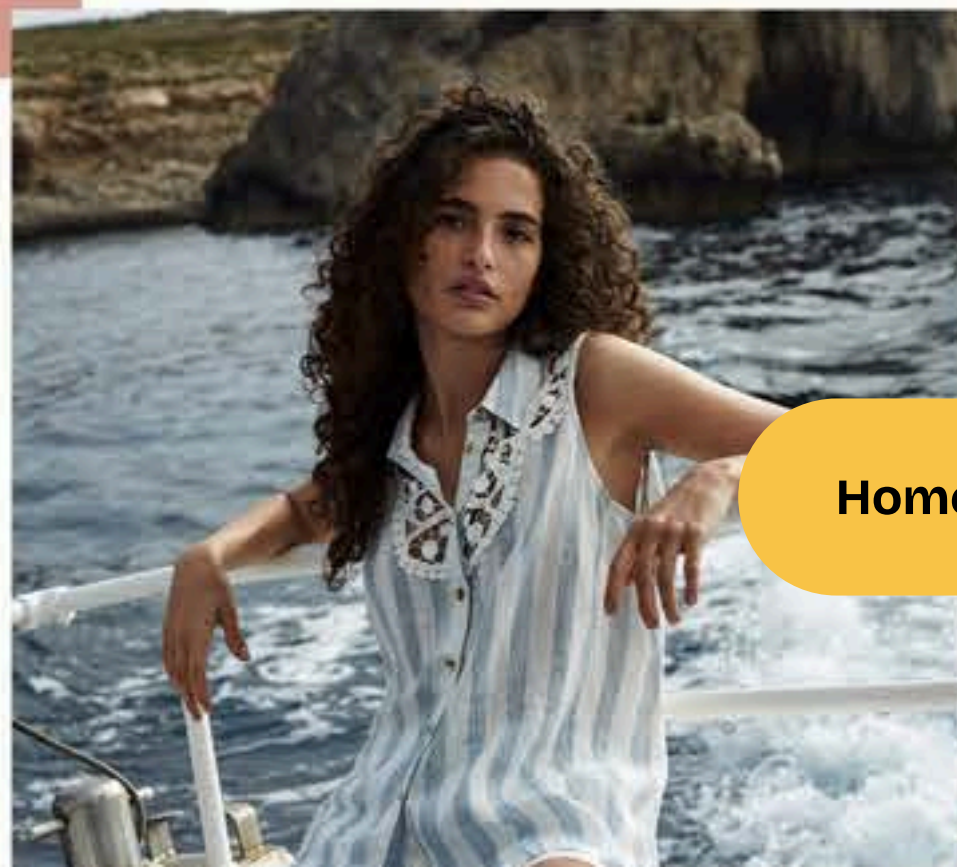
Wild WALLFLOWERS

All things bold & blooming.

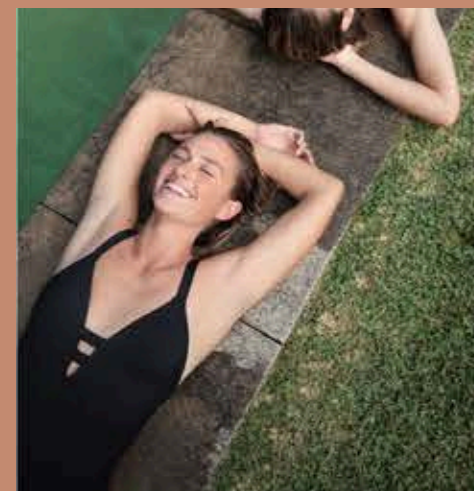
SHOP DRESSES



a new wave of outfitting potential



Homepage copy



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.



ANTHROPOLOGIE

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.

Catalogue copy

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.

UPON ARRIVAL

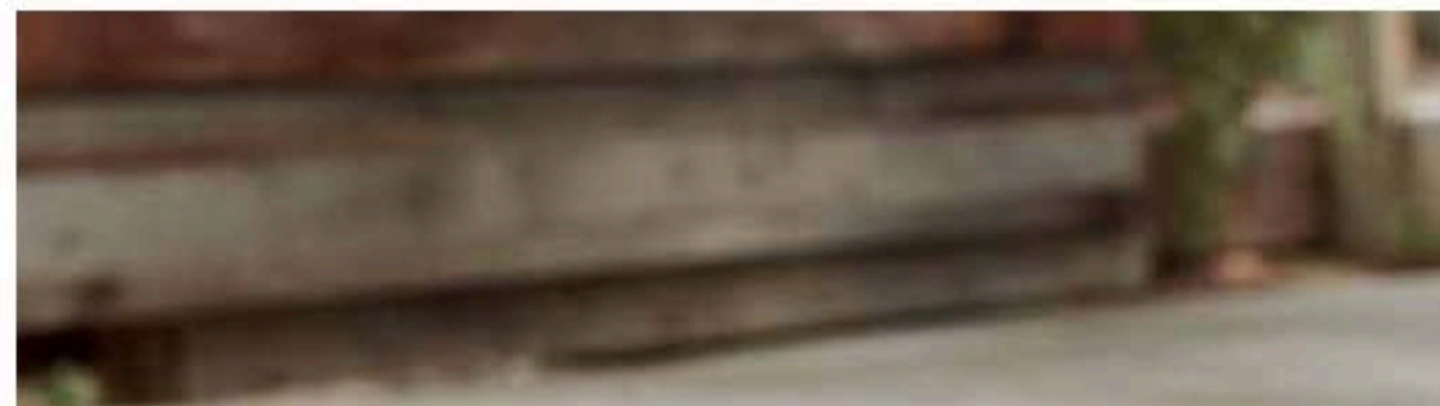
The best rugs promise the warmest welcomes.

*Discover hundreds of tufted, knotted,
and woven treasures, in every size and hue,
at anthropologie.com*

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.*



PEDI?

READY.

Get ready to strut your stuff.

It's time to shine.

Shop new styles.




Seeds, silk, satin.

Whatever the fabric,

make sure it's strappy.

[SHOP SANDALS](#)

Stay grounded with

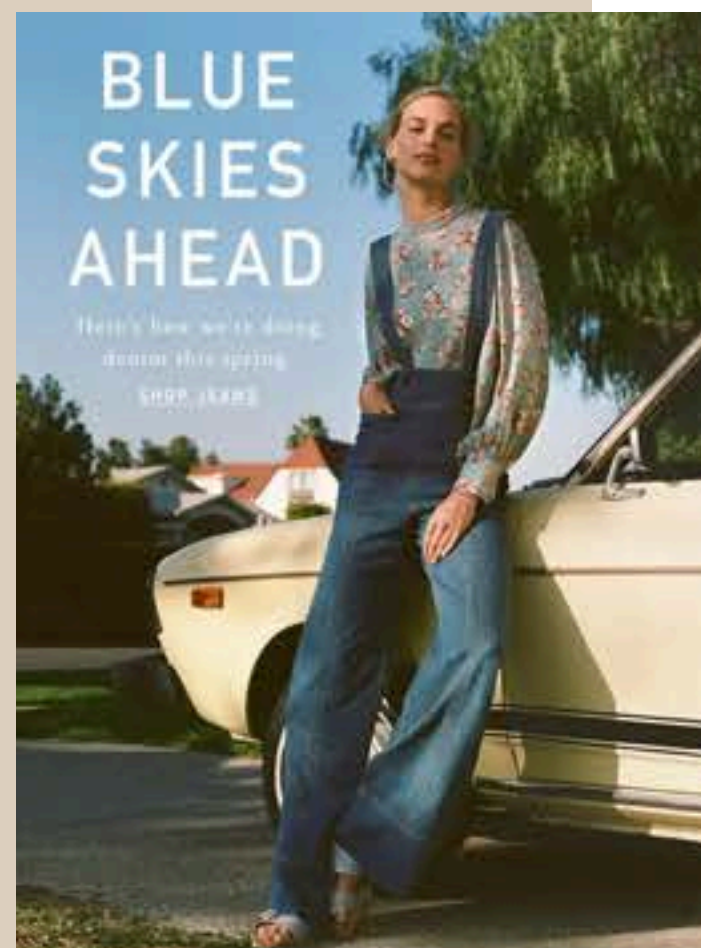
pointed finishes and



BLUE SKIES AHEAD

Here's how we're doing, dressed for spring.

[SHOP JUMPSUITS](#)




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

[SHOP JUMPSUITS](#)

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

[SHOP WIDE-LEG](#)



Use your favourite fit, dressed in an inky wash.

[SHOP SKINNY](#)

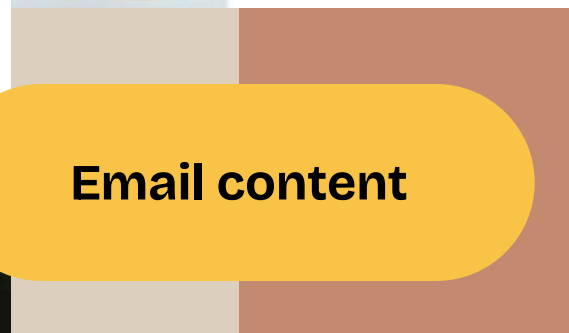
Go casual in a straight-talking silhouette.

[SHOP BOYFRIEND](#)



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](#)



THE PEASANT BLOUSE

Prepare for spring in something flowing.

[SHOP BLOUSES](#)



Email content

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.

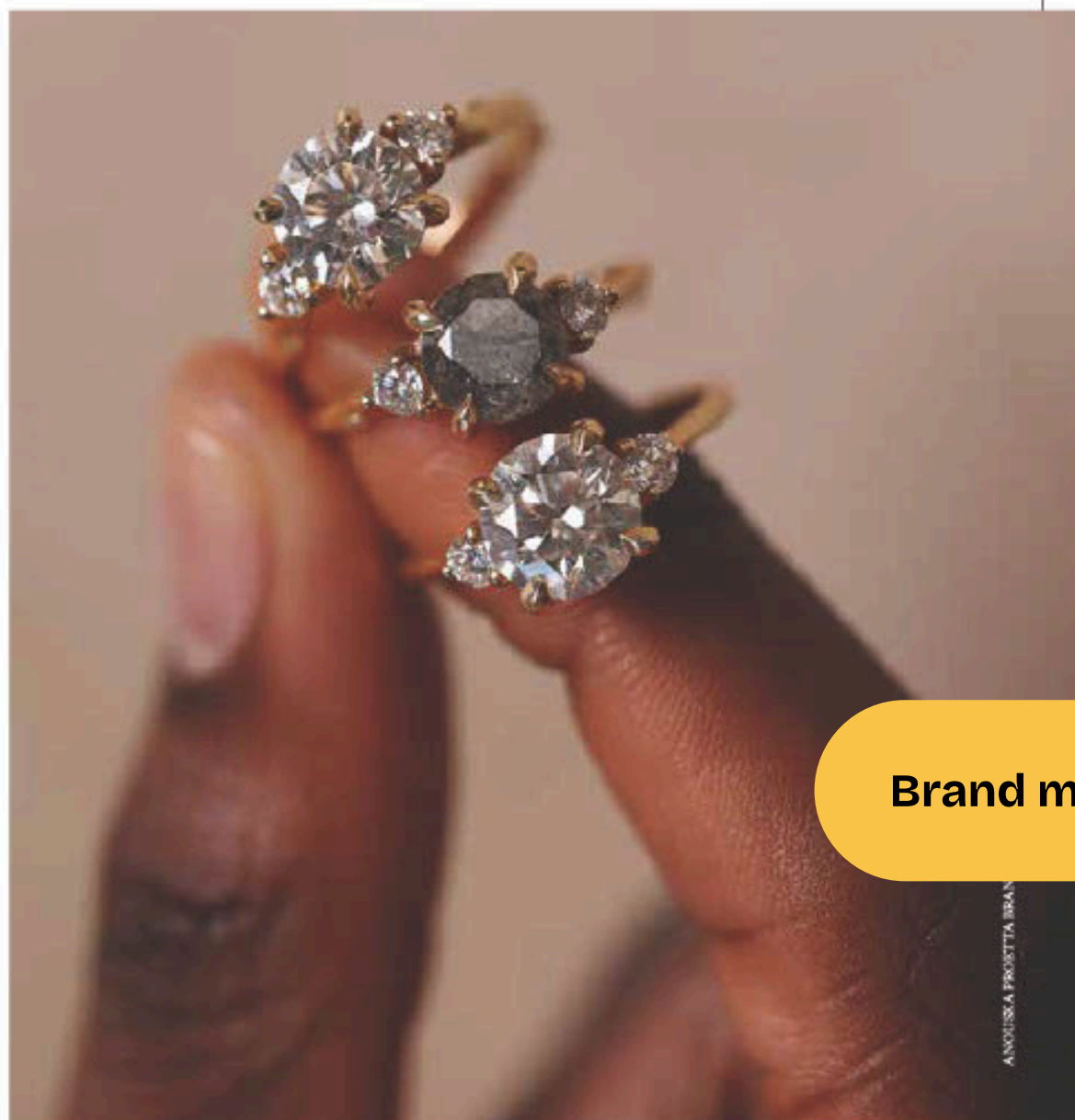
And to mark a decade of these precious stories, the brand has launched a collection called One In A Trillion. Sweetman went into the brand's archives to bring out the best of Chupi. The crown jewel here is the lab-diamond engagement ring. Centred around an oval cut diamond, contrasted with two trillion 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



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



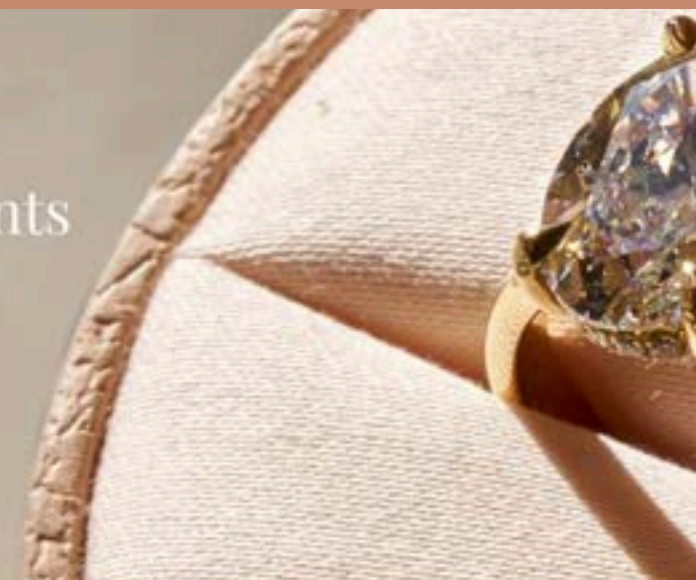
ANOUSKA PROSETTA BRAND

Brand messaging

CHUPI

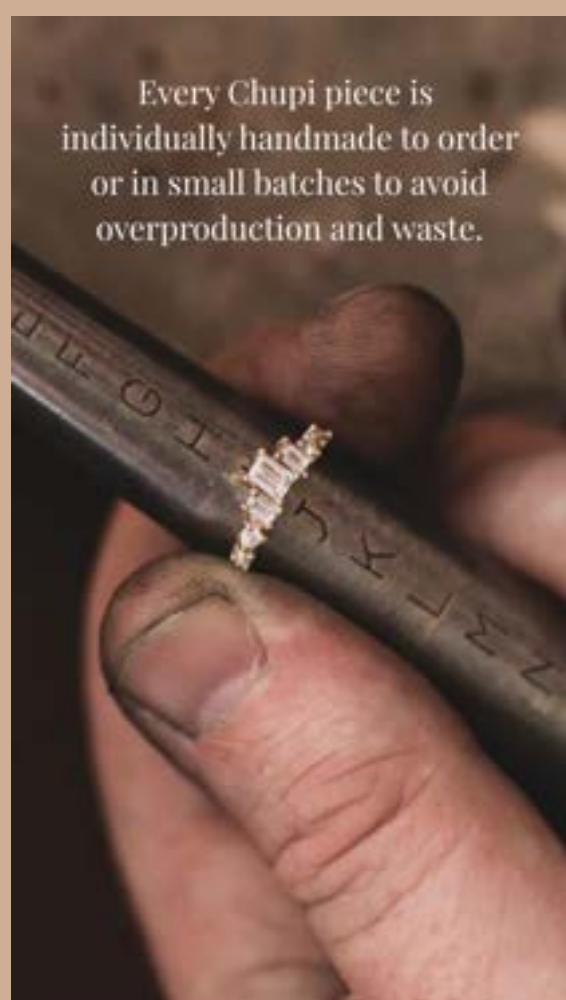
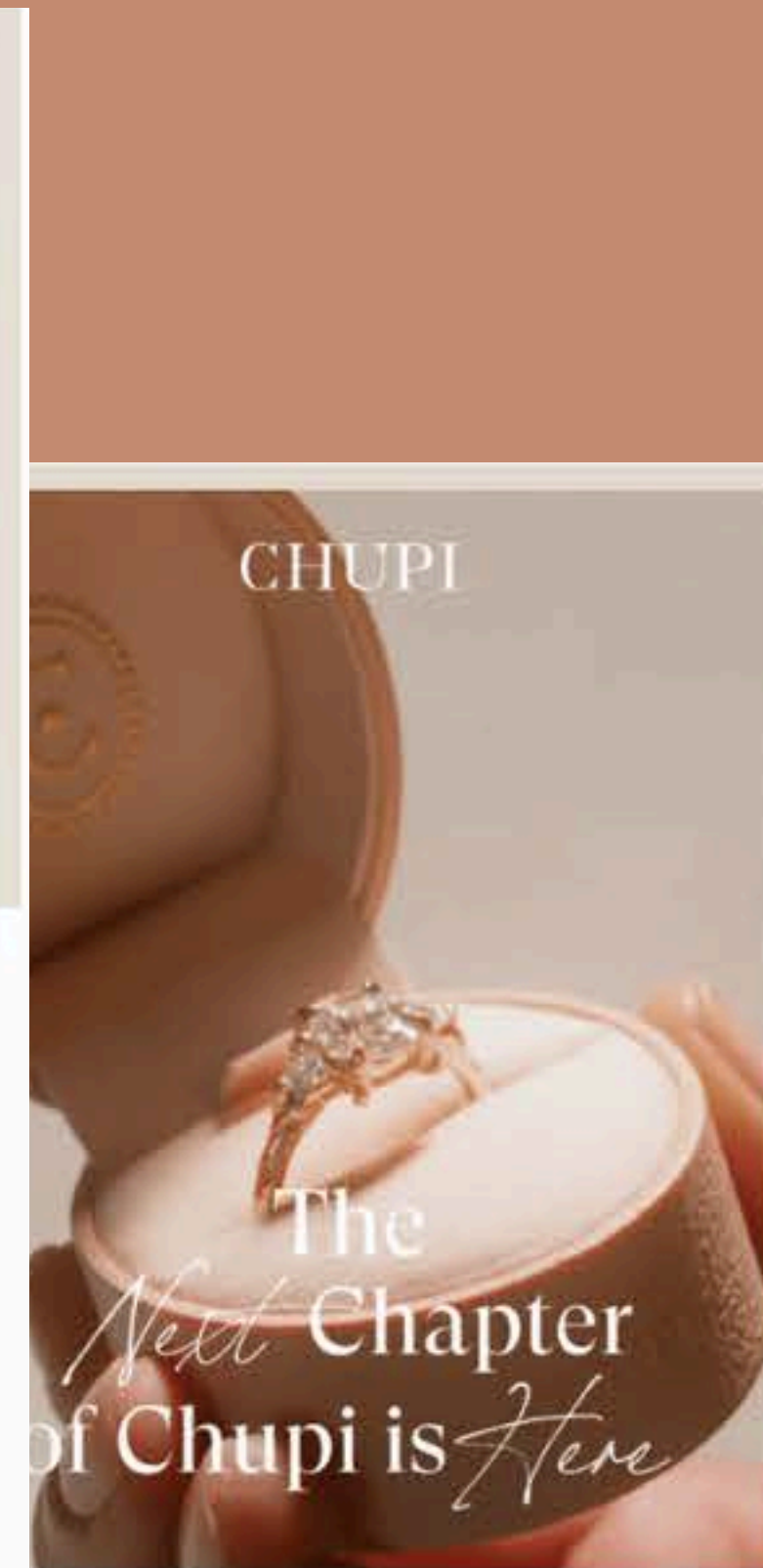
Marking life's most precious moments

*Love, hope, and everything
in-between*



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.

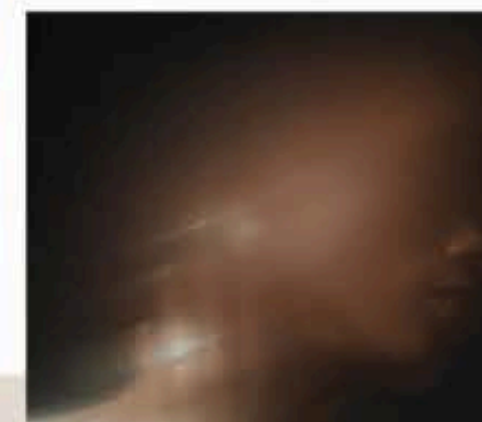




Launching 19th April

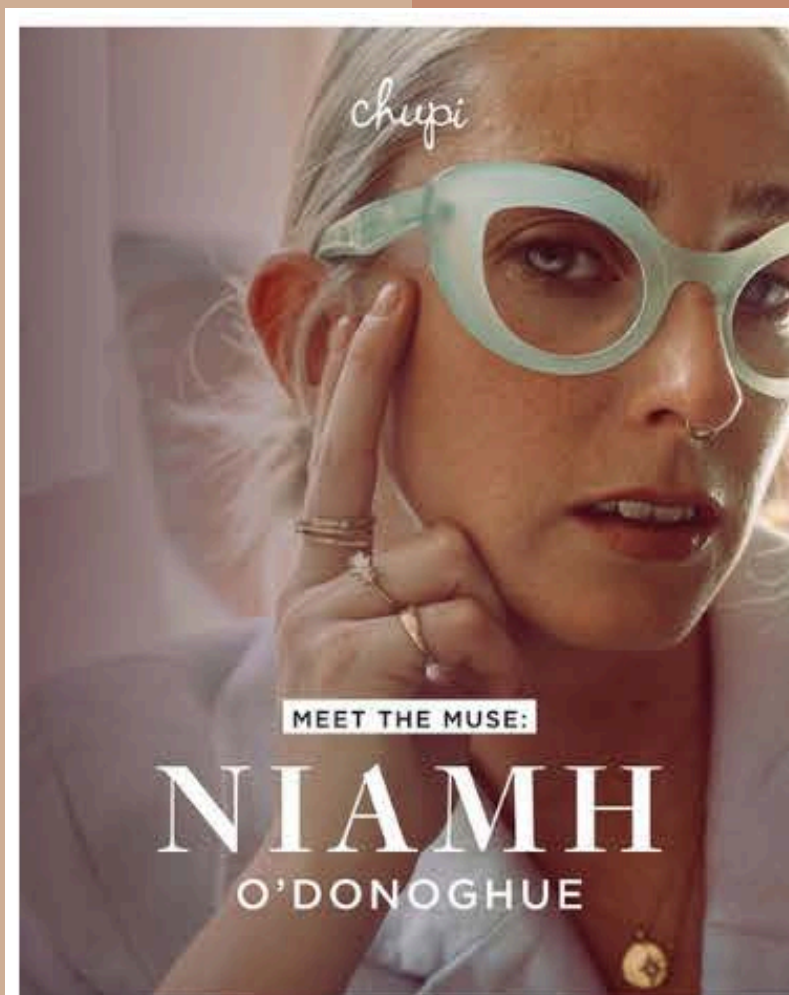
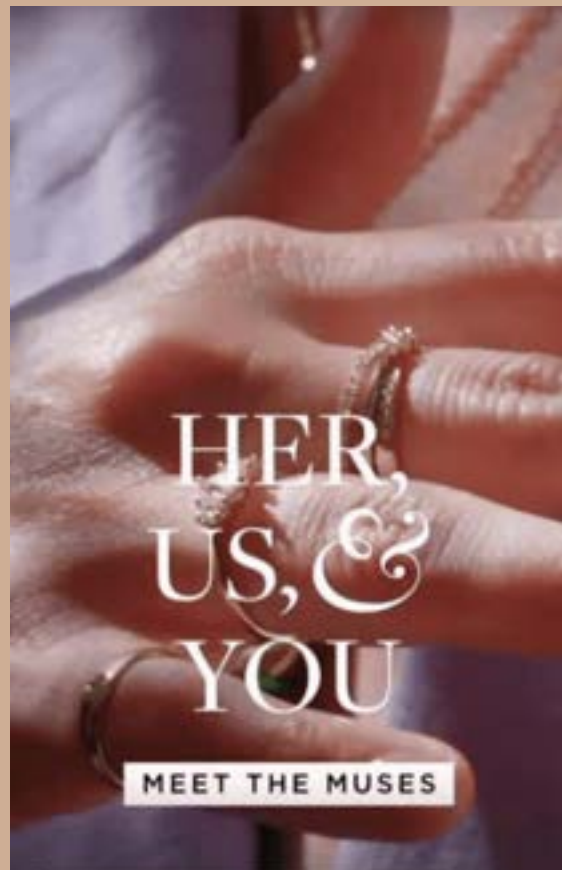
Marking the last decade at Chupi, and welcoming the next, we invite you to turn the page on a new chapter with us.

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



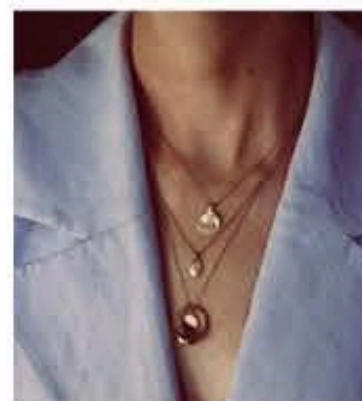
It's the moment you met.
It's the moment you knew they were the one.
It's the moment you welcomed them into the world.
It's the triumphs and the tribulations.
It's the arrivals and the departures.

Editorial campaign



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.

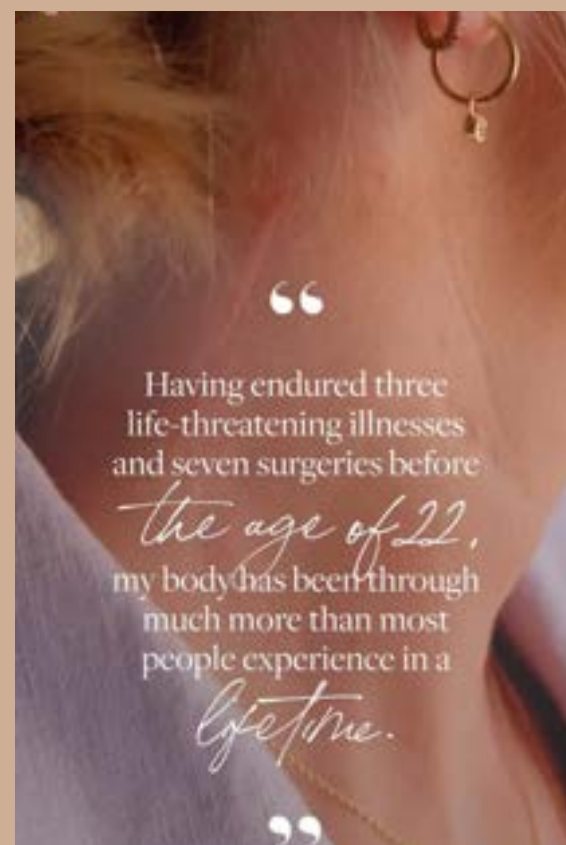
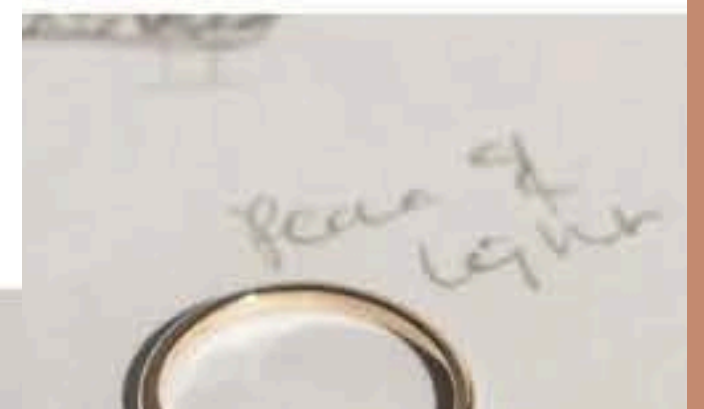
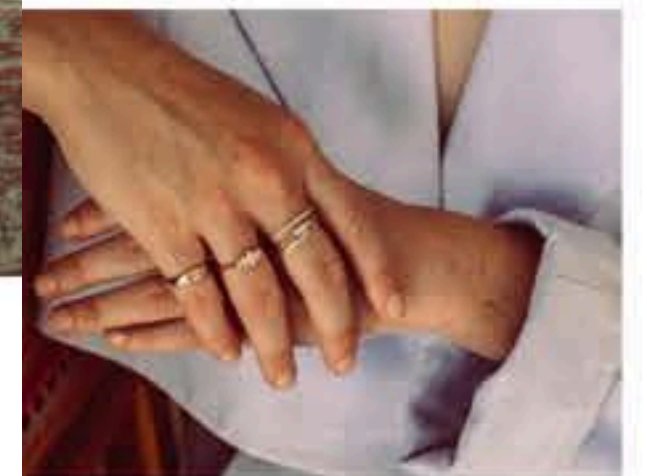
Designed around precious diamonds, these
three rings were made to mark stories of
empowerment, achievement and inner strength.
Discover them all and immortalise yours.

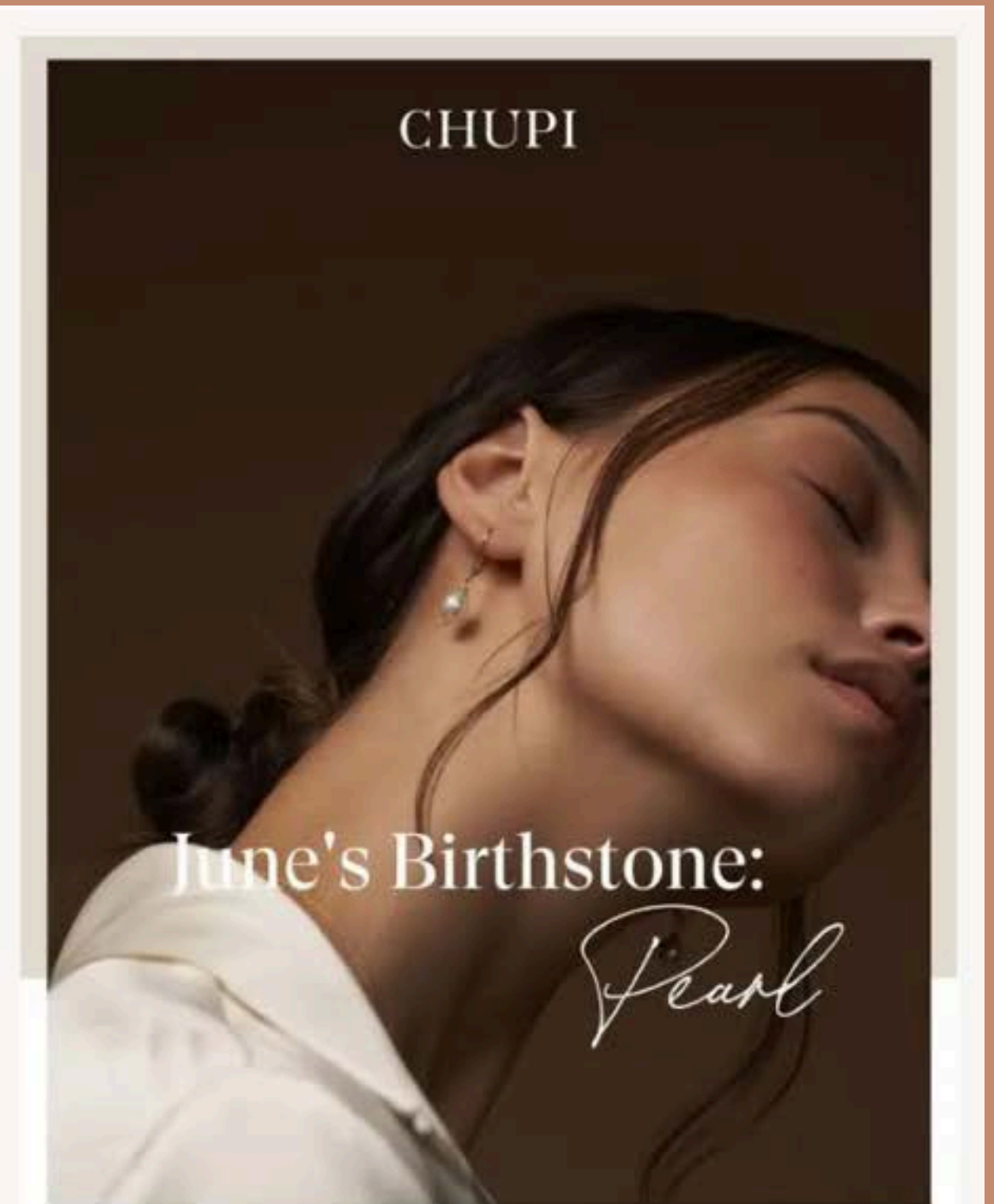
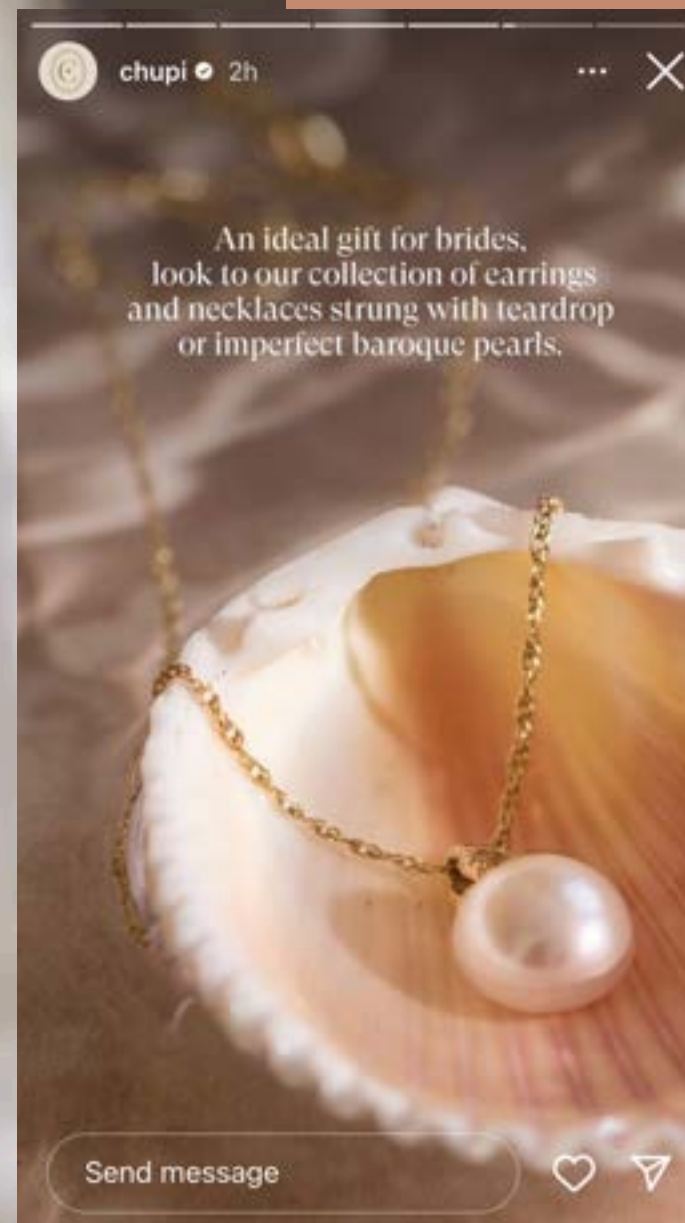
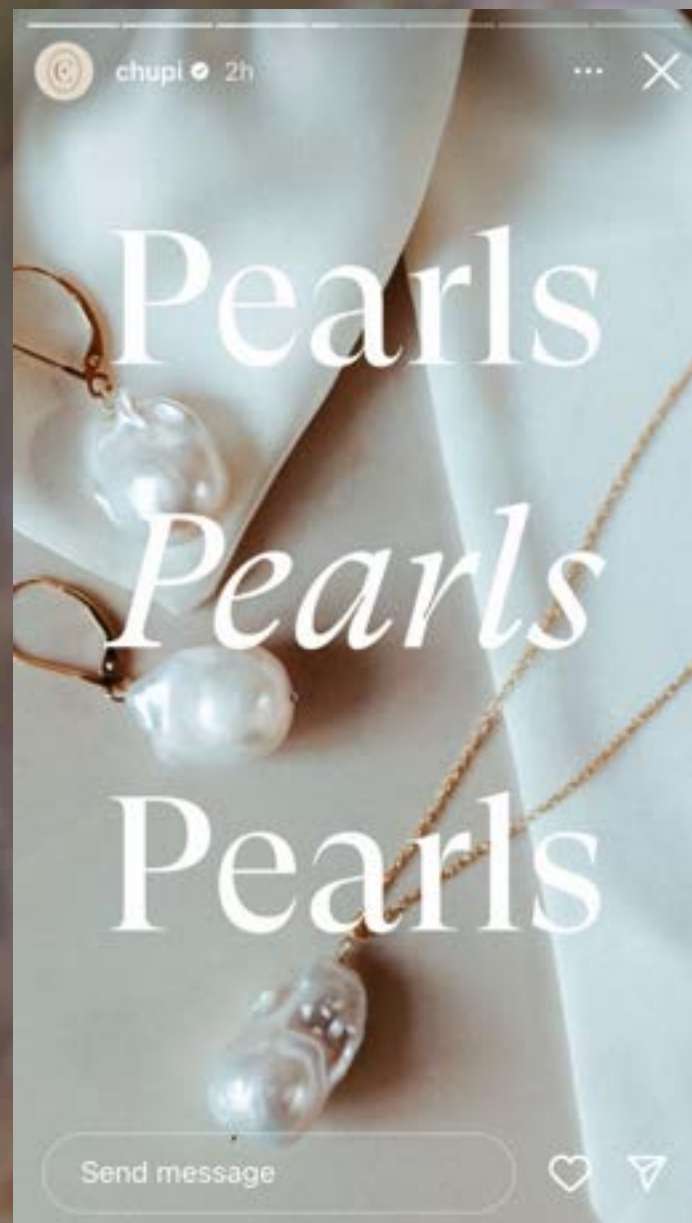
SEE NEW ARRIVALS



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

ADD TO WISHLIST







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 copy

Lucky enough to be born in June?
Your birthstone is the iridescent *pearl*.

Add a pair to your portfolio of signature pieces – or gift to a loved one to mark their special day.

K.J.BRETT@OUTLOOK.COM