

THE HEIRLOOM COLLECTION

Pinterest Campaign



The Objective

A tailored Pinterest series designed to evoke a sense of quality, comfort, and timelessness for a premium home fragrance brand. This campaign utilizes visual storytelling to drive brand awareness and consumer engagement through high-end editorial aesthetics.

THE STRATEGY

VISUAL PALETTE

A warm, neutral landscape of soft creams, linen textures, and natural wood tones.

TYPOGRAPHY

A deliberate pairing of heritage-inspired serifs and modern geometric sans-serifs, designed to evoke both tradition and contemporary luxury.

COMPOSITION

Minimalist layouts that prioritize the product photography, using negative space to maintain a boutique and premium "luxury" feel.



THE
HEIRLOOM
COLLECTION

*"Scent & Tradition,
The art of staying in"*

WHERE VINTAGE INSPIRATION MEETS MODERN LIVING.
QUALITY YOU CAN FEEL.

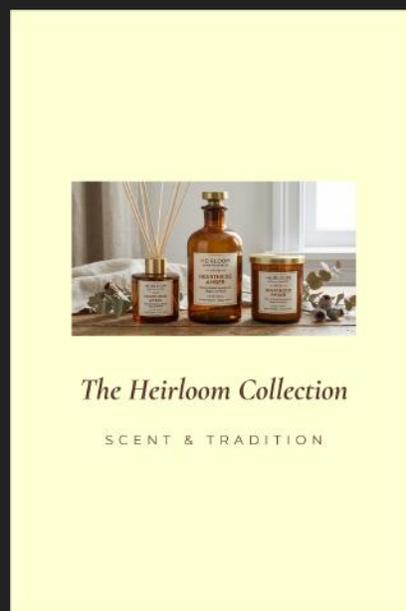
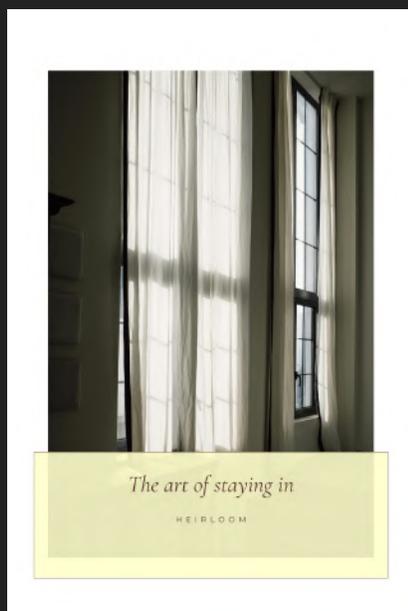
Preserving the past, anchoring the present

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PINTEREST CAMPAIGN

At its heart, this series celebrates the 'Art of Staying In.' It captures those quiet, lived-in moments: the warm glow of a candle in an amber jar or the simple comfort of fresh linens.

These pins are designed to feel like a deep breath, inviting a slower pace and uncovering the beauty found within the quality of one's own space.



Designed for modern life
Timeless heritage
Dedicated to the home