

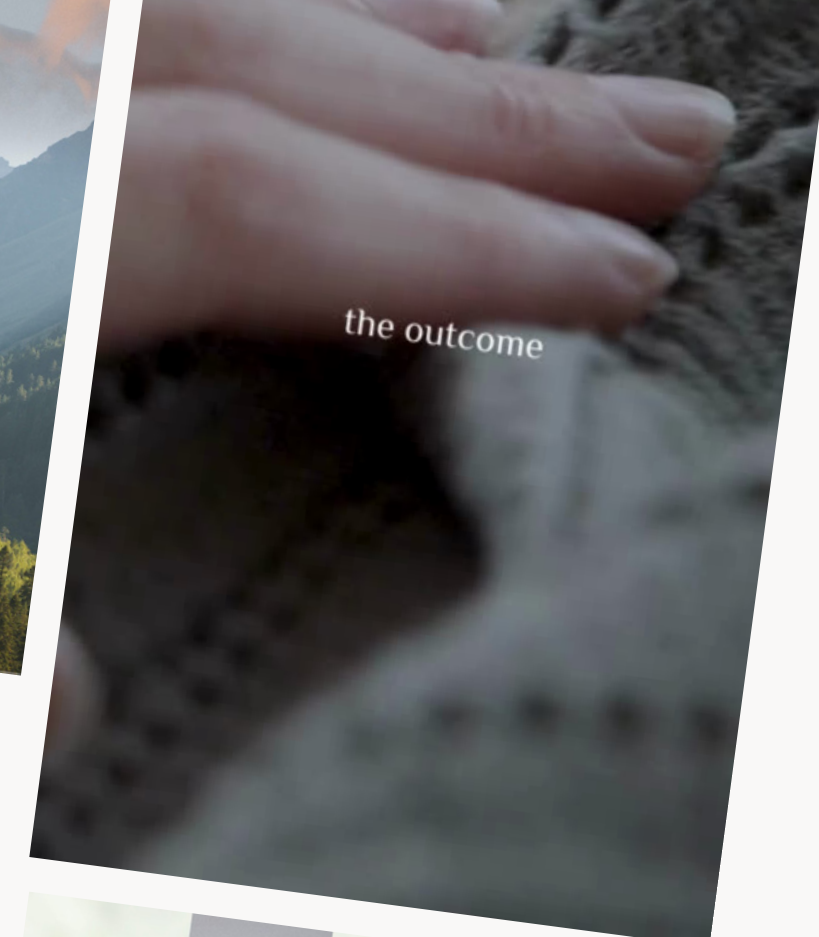
Spark



March 2024



Spark Social Agency x Purecare



CONVEYING NATURE INSPIRATION IN SOCIAL STORYTELLING

Spark partner, Purecare, released a new product line in collaboration with renowned wellness expert, Dr. Weil, that focused on nourishing sleep, sustainability, and well-crafted, artisan bedding. Inspiration for the product line, textures, and colors were largely drawn from nature and many of the products were dyed with EarthColors®, created from upcycled almond shells, beets, and bitter oranges.

As we began imagining creatives for the social media campaign, we wanted to weave the nature inspiration into our visual storytelling as a way to emphasize the brand's commitment to sustainability, responsible dyed products, and thoughtfulness in design and craftsmanship.

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Dr. Weil Wave Coverlet

- 100% Natural Fairtrade Cotton
- Midweight, Soft Wash
- Responsibly Dyed with EarthColors®
- Available in Ochre and Pink Sandstone
- Relaxed, playful wave pattern finish



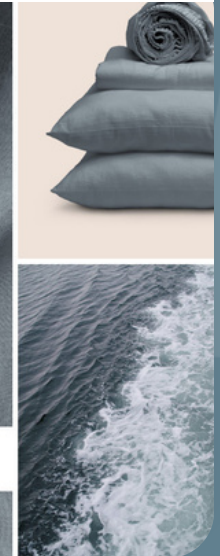
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Dr. Weil Ridgeback Coverlet

- 100% Natural Fairtrade Cotton
- Breathable & Gentle
- Midweight, Soft Wash
- Available in Agave and Ecrú
- Textured weave inspired by mountain peaks and valleys



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Catalina Blue

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