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# Brand of the Day: Bloom & Blossom Embraces the Chaos of Family Life

Beauty brands often exist in an idealized world that bears little connection to reality. And so it's refreshing to discover Bloom & Blossom—and [Jones Knowles Ritchie](#)'s typographically delightful rebrand.

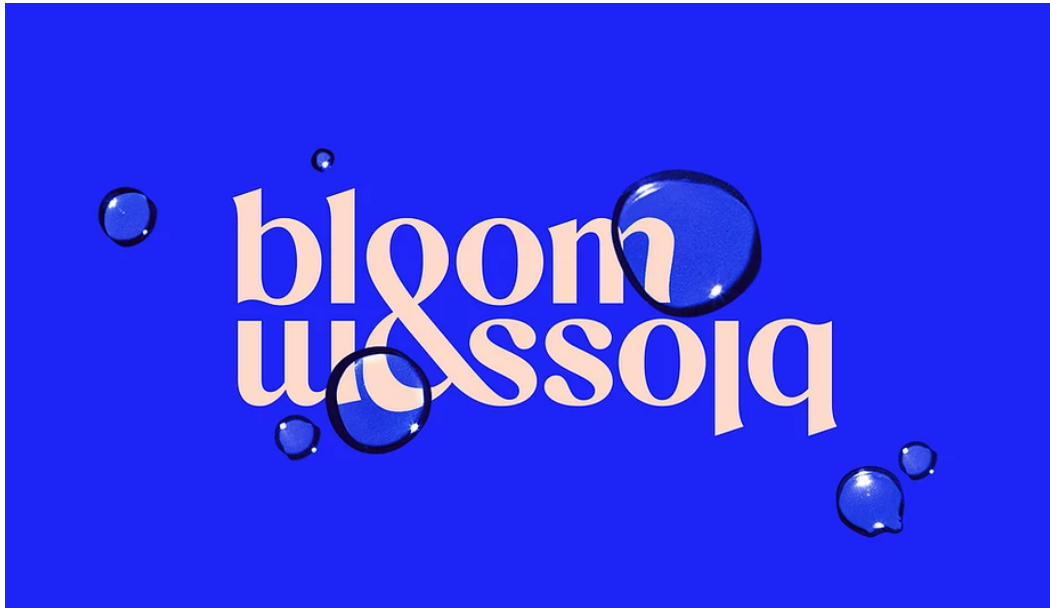
Bloom & Blossom's roots took shape when sisters-in-law Julia Yule and Christina Moss were pregnant and couldn't find natural skincare products that offered the same results as non-pregnancy items. So, in 2010, they launched their own line.

As the brand [details](#), "We know just how loud, chaotic and beautiful family life can be. We are in it, and we love to embrace and celebrate its reality. Taking inspiration from our own wonderfully complicated lives, we make skincare and wellness products full of real ingredients—to solve real problems, for real people. We want families of all shapes and sizes to feel good in their own skin."

Notable voices around the world have embraced the brand, and as it continues to expand, Jones Knowles Ritchie was brought on to help put the best visual foot forward. For the rebrand, the agency played with inversion, and the relationship between parent and child—illustrating "how little ones turn your world upside down"—and brought the concept to the packaging, with a range of splashes and errant drops.

## BLOOM AND BLOSSOM

Former logo



The new mark

For the night-time products, such as calming sleep spray and shower oils, JKR utilized a color palette invoking rest, while the daytime products reversed the system.





In the whole, as JKR writes, “Across the brand, it was all about that balance—playful, but hardworking; bonkers, but beautiful; natural, but characterful. Which is why when it came to our tone of voice, it was important that the brand came across as both your best-kept beauty secret—and ready and raring for the wild ride of family life.”

As I told, it’s a refresh that emphasizes and champions the realities of life at home—instead of a convenient, tired mirage.



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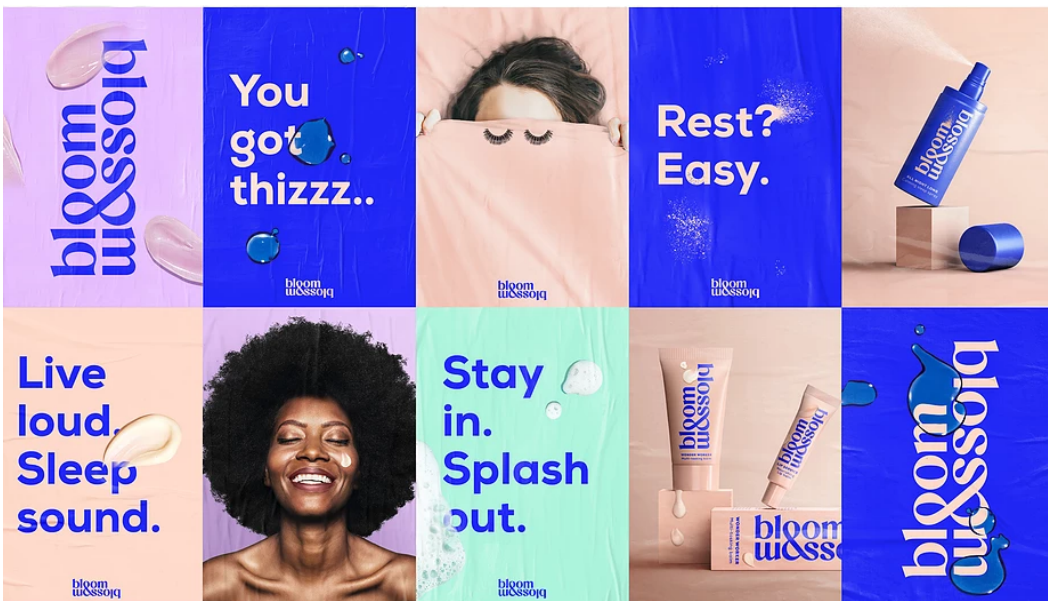
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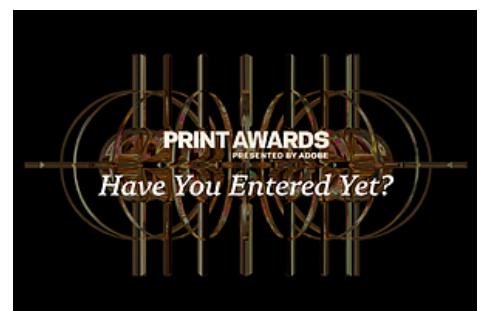
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After

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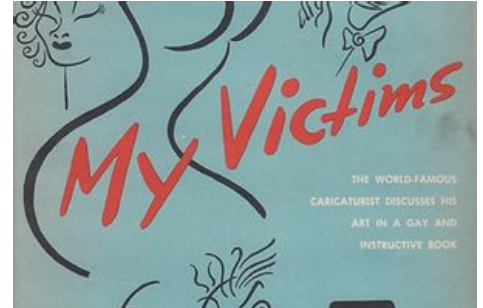
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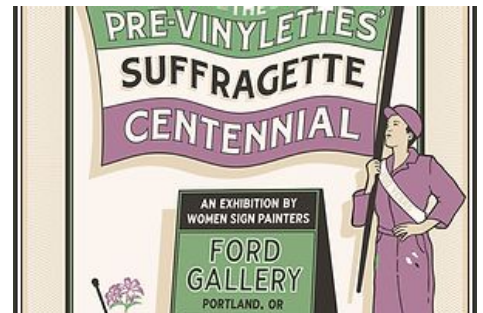
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