

ADVERTISING

Brizo creates fashion campaign for faucets to highlight unconventional design

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By Brizo campaign

By NANCY BUCKLEY

Faucet brand Brizo is introducing a new concept and campaign for several of its premier collections that are inspired by fashion.

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The By Brizo advertisement campaign uses high fashion as a foundation for three of its premier faucets. The brand produced a behind-the-scenes video and several social media posts about the campaign to create awareness of the brand among potential and previous consumers.

“As a brand that values artistry and the ability to inspire through design, we recognize influence is not contained to the interior design industry alone,” said Laura Brooks, **Brizo** brand manager, Indianapolis.

“Influence should – and does – come from everywhere—art, design, music, fashion and the culinary world,” she said. “Global, fashion-forward lifestyles inspired this new campaign and we feel that like-minded consumers will be inspired by the high-design aesthetics, as well as the overall campaign message.”

Faucet couture

The campaign turns a faucet into a high-end fashion accessory. The behind-the-scene video speaks to the craft in the products.

Brizo faucets are not meant to be simple faucets, but artwork designed by craftsmen. This is portrayed in the new By Brizo campaign with the help of fashion models.



Sotria Bath Collection

The brand is a home fashion brand and to portray this claim, a better understood sector of fashion was chosen: clothing. In the images, the models are in haute couture and the faucet appears almost as an accessory that finishes the look.

Brizo's use of models brings emotion to the kitchen or bathroom that hosts the faucet.



Arteso Kitchen Collectio

The campaign was shot by Greg Lotus, a photographer who has been featured in Vogue, Vanity Fair and GQ.

Embedded Video: [//www.youtube.com/embed/JjsuZjHJNV8?list=UUcNiZ17nPvGpiIEOi2p0nfA](https://www.youtube.com/embed/JjsuZjHJNV8?list=UUcNiZ17nPvGpiIEOi2p0nfA)

By Brizo behind-the-scenes video

The brand's social media accounts have been actively promoting this campaign by explaining to consumers the parallels between fashion and faucets. For example, the brand tweeted "#Fashion isn't just about clothes. It's about creating a look. Introducing #ByBrizo".

The Arteso Kitchen Collection, Sotria Bath Collection and Virage Bath Collection are featured in the campaign.

Fashion for the home

Brizo has previously looked to more stereotypical fashion to highlight the brand's home fashion concept.

In 2011, fashion designer Jason Wu and Brizo collaborated on a bathroom collection that demonstrated fashion is in the drink.

An experiment by the two brands, the collection aimed to merge design and technology to

create timeless and chic pieces for the sophisticated home. Mr. Wu and Brizo had partnered on projects since 2006 ([See story](#)).

Fashion has crept into home trends, especially in publications.

For instance, Ralph Lauren Home and Armani Casa were among the marketers touting the parallels between the fashion industry and shelter publications by promoting design trends and style ideas for spring in the April edition of Condé Nast's Architectural Digest.

As with fashion magazines, shelter publications must reflect current trends to inspire readers to try new designers, embrace new looks and experiment with their own personal style. In Architectural Digest's 190-page April issue both the content and advertising reflected various tastes that can be explored as the new season approaches ([see story](#)).

Fashion does not necessarily equate with what is seen on the runway. It can be incorporated many products, even faucets.

"Society has been moving beyond the idea that fashion is about dresses and gowns for some time now," Ms. Brooks said.

"As a brand, we work to embody a fashion-inspired lifestyle in recognition of how our customers see fashion as more than something they wear; they see it as something they live," she said.

"In this manner, fashion has been a driving inspiration behind the range of distinctive designs in the Brizo portfolio. This is why we're intentionally focusing on the broader definition of fashion and the role that clothing, art, food, travel—and yes, faucets—play in a fashion-inspired lifestyle."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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