



## Making some noise for Hush

Hush are a home lifestyle brand working with some of the world's leading designers such as Tonin Casa, Antonello Italia and Calligaris.

Sperm have been appointed to establish and develop Hush as a pioneering brand throughout Europe, working closely with the partners of the company, Sperm will be introducing a fully ecommerce side to Hush, along with an on going advertising campaign and marketing strategy.

### Key skills used in project

- brand strategy
- brand consultancy
- brand language
- advertising
- information design
- copy writing
- art direction
- retouching
- artwork