
WK360
Luxury has arrived:
Introducing bespoke bathrooms
34 St. John bathroom showcase
In partnership with 34 ST JOHN



The brief

34 St. John approached us to create a luxury, high-end, London-centric direct to consumer brand identity for the e-commerce and retail sale of their bespoke bathroom ranges.

As a uniquely positioned creative agency, where technology and creativity are fused, we could provide the wide range of services needed to create, establish, and populate content for a completely new brand.

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Building the brand

For any new brand, establishing a consistent voice and identity is key, and paramount for consumer trust and buy-in. We conducted extensive investigations into the current landscape of the Bathroom and Home market sector, identified key competitors to 34 St. John, and uncovered new opportunities for landing a successful new name in this already busy industry. Through a productive collaborative effort, we worked with the new team at 34 St. John to establish their brand identity, shared values, mission, and unique selling proposition.

Starting with the brand statement, we settled on a strong, authoritative tone with flair and energy that would immediately forge an emotional connection with consumers as both relatable and aspirational. With this finalised, we then worked on fleshing out the brand with supporting documents, such as brand guidelines, logo parameters, mood boards, colour palettes, copy content, and marketing visuals to provide a strong and stable brand foundation that can be built on for years to come.

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A masterclass in CGI

With this solid groundwork in place, our next step was to create visual content. 34 St. John needed a huge catalogue of images to populate both their new e-commerce website and their social media outlets, including Instagram, Facebook, Pinterest, and X. With the majority of the product being crafted in Italy, traditional product photography and room set construction wasn't an option.

Instead, our exceptionally talented team of CGI professionals produced a suite of over 1,500 exceptional photorealistic images, providing everything that was needed for their e-commerce outlets, and marketing and advertising requirements. The client was thrilled with the results, and were involved in all stages of production, working with us to maintain a consistent look and feel across what is a huge suite of imagery, everything from luxury lifestyle layouts, hero shots, and e-comms product imagery.

The beauty of CGI is that is a completely controlled environment, with none of the variables or time constraints that come with a traditional photography shoot. Changing the lighting source, increasing a shadow for ambience, toning down reflections on tapware, or adding lifestyle props, could be done as a collaborative effort, with multiple contributors across both teams. 34 St. John was able to rely on us for the entirety this service, without the need for them to outsource or bring external creatives into an established relationship.



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Looking to the future

34 St. John's website and online presence launched to immediate acclaim, gaining exceptional traction throughout the home décor and interior design community, and quadrupling their expected financial targets within their first year.

The team at 34 St. John were thrilled with the successful launch, and already have phase two plans drawn up, which we look forward to collaborating on with them soon. When like minds come together in a successful union of creation and teamwork, it seems unceremonious to call it 'work'; we celebrate the growth and blossoming of a client/agency relationship that has born such effective results in such a short space of time.

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Marketing Imagery Packaging

Launch fast
Launch at scale
Launch with ease

Always on brand.

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