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In response to a cosmetics and personal care industry littered with toxic chemical-based products, Gloss Naturals came to us with bold aspirations – to shift perceptions about the ineffectiveness of natural-based beauty products and pave their lane in a crowded beauty landscape. We were game.

Together with a close friend of [Deepsleep Studio](https://www.deepsleepstudio.com/) and photographer, Michael Raveney, we art directed a photoshoot to showcase not only the effectiveness of Gloss's products but the allure, purity and shine of natural beauty. Our intention – to dare consumers to be bold and experience the inherent difference.

One of the elegancies of Gloss's organic soy-based brand is its resourcefulness in using materials that the Earth already provides. To carry on this concept, we experimented with natural flowers in our photoshoot to characterize the purity, shared between Gloss's products and life born from the Earth.

Given that we're from [Creative Agency Miami](https://www.creativeagencymiami.com/) and have some party cred, we really have to say – this party in Baltimore City was NO JOKE. InfieldFest 2019 brought together thousands of fans for legendary performances during the epic Preakness Stakes. With everyone wondering how they would top last year's Post Malone headline, they blessed the 2019 lineup with KYGO, Logic, Diplo, AND JUICE WRLD! Yeah... it's safe to say this was among the most fun we've had on duty!

Our branding kept in line with the Preakness visual identity to maintain consistency among the two events.

Our designs incorporated the racing ovals and met the new modern look and feel of horse racing at every turn.

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