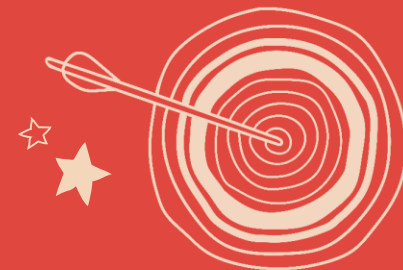


DAVID HARBER

Promoting the stand and launches at Chelsea
Flower Show



Mission

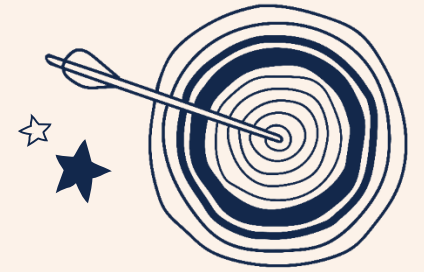
David Harber is known across the world for its exquisite sculptures and water features, designed for interiors, public spaces and exteriors. On top of our successful press office for David Harber, we were asked to promote David's attendance at RHS Chelsea Flower Show, communicating the launch of two new sculptures; Bite II and Teardrop Mantle.

Method

This was clearly a special occasion, so we decided it called for something exceptional. We hosted an exclusive media breakfast in Eaton Square gardens on the morning of press day. A line-up of VIP national, luxury and interiors press were treated to an alfresco breakfast followed by a walk around the gardens before they opened, with David on hand to discuss each sculpture in situ.

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BOOM

Eight stellar journalists attended the press breakfast from titles including The Sunday Times, the Daily Telegraph and Harper's Bazaar.

20+ pieces of coverage were secured pre-, during and post-event, including a full-page feature in The Sunday Times, plus coverage on The Times online, Daily Telegraph online (twice!) and Homes & Gardens.

In total our coverage achieved a reach of 46,966,672. A job well done.

THE SUNDAY TIMES



The Telegraph

12 lessons from Chelsea Flower Show that will transform your garden

Water features are back - but in a more subtle way than before. "Now people appreciate beautiful, calmer designs that don't waste too much water or electricity," says sculptor [David Harber](#), whose A-list clients include Jeremy Irons and Judi Dench. "When you put water in a garden, it instantly creates a calming, reflective atmosphere."



LITTLE RED

