



dave  jenny

the marris collection for
Better Homes & Gardens.

LOOKBOOK

Spring 2022 Launch

Only at
Walmart 

Strategic Approach

- Launch an elevated style solution at Walmart from Dave and Jenny Marrs and Better Homes & Gardens. The collection reflects a warm and welcoming take on the BH&G signature style and quality that consumers love, with a handcrafted look and feel.

Marketing Outputs

- Digital/Social
- Print

Creative Strategy

- Inspire consumers to bring perfectly imperfect design into their homes with ideas and products from the new home & lifestyle collection.



OUTDOOR

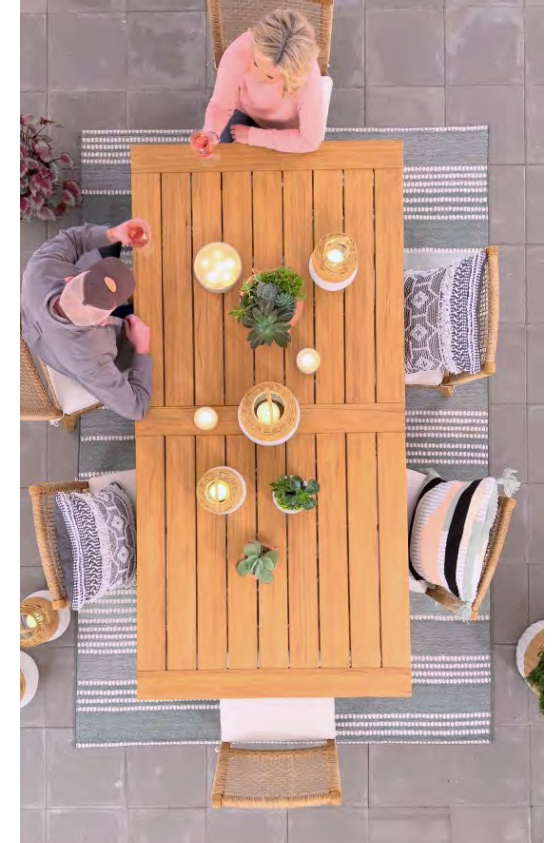
dave  jenny
the marris collection for
Better Homes & Gardens.

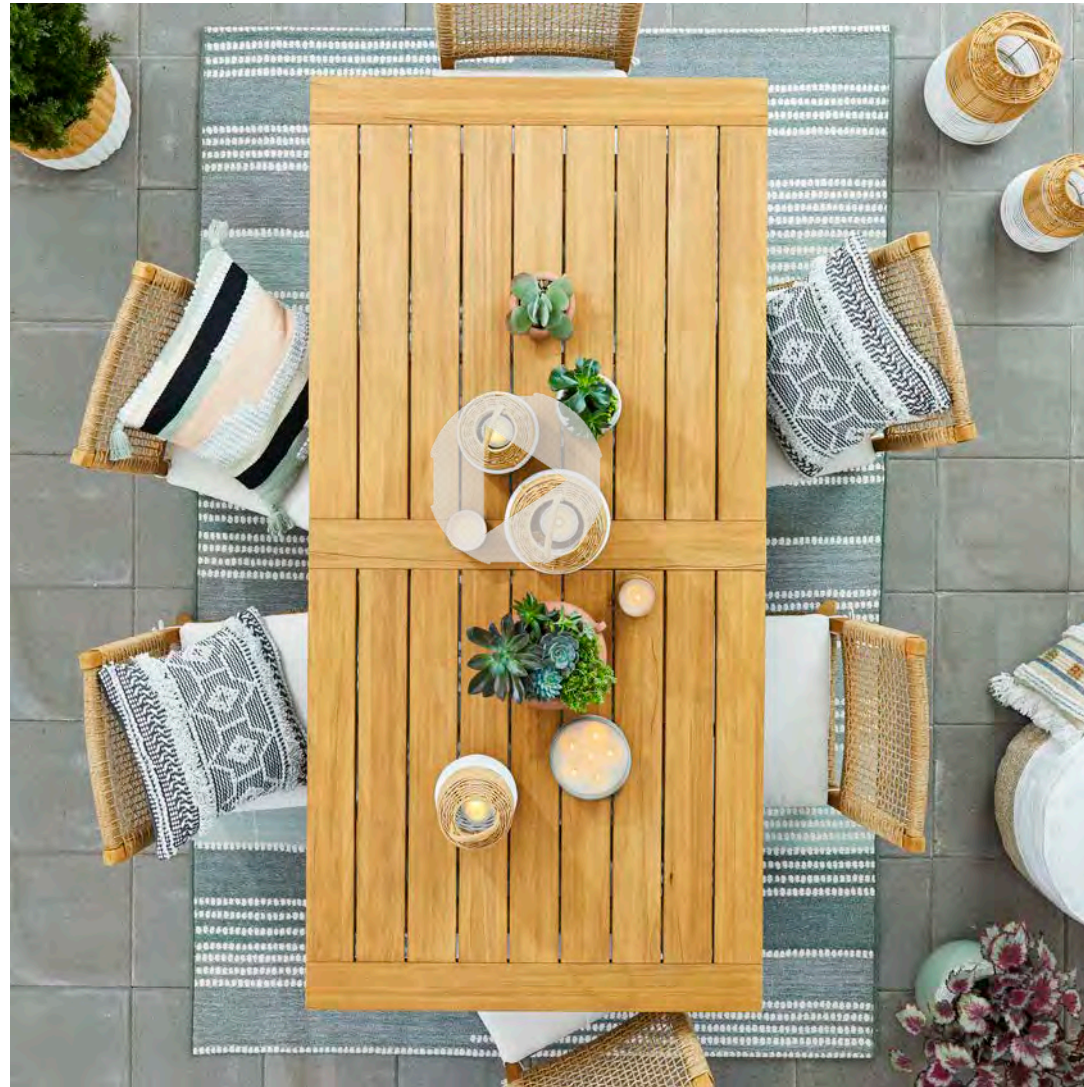
Only at
Walmart 



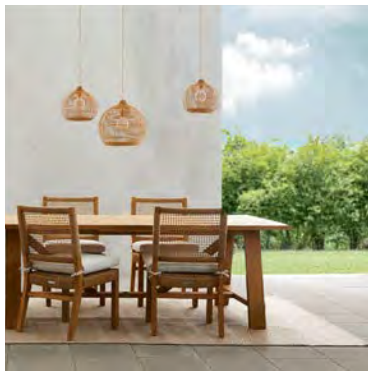
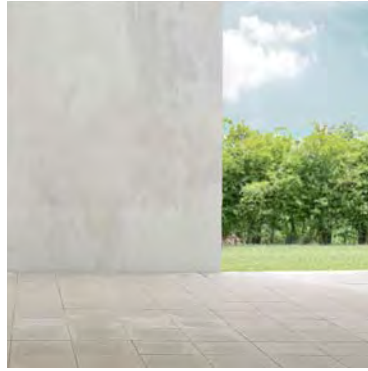






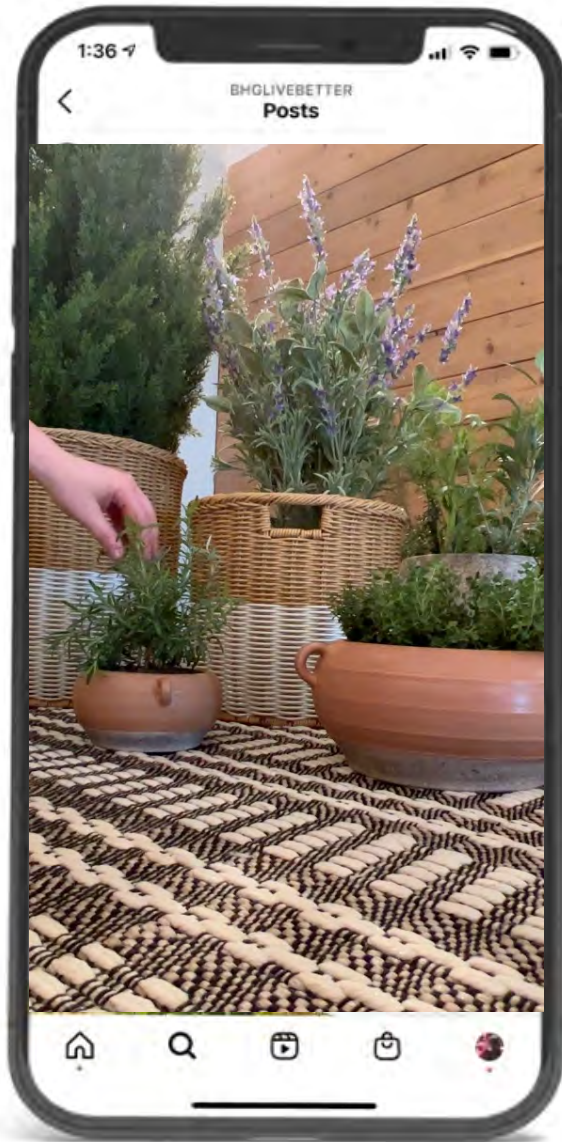












HOME

dave  jenny
the marrs collection for
Better Homes & Gardens.

Only at
Walmart 



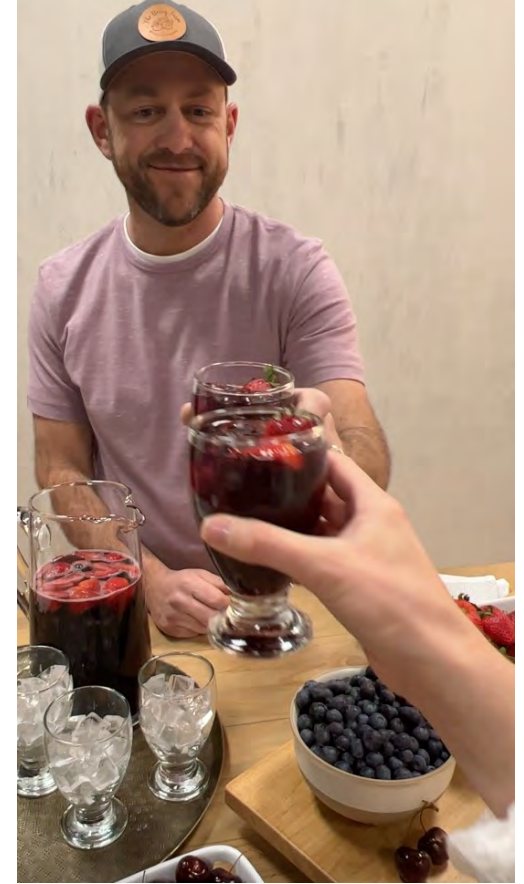
*Note: Pillows need color correcting once samples are final







*Note: Pillows need color correcting once samples are final







ASSORTMENT SHOTS

dave  jenny
the marris collection for
Better Homes & Gardens.

Only at
Walmart 



*Note: Pillows need color correcting once samples are final



*Note: Pillows need color correcting once samples are final









