

products profile **david hill**

By Kathleen Kervin
Photography by Dominik Radwanski



AMENITIES INCLUDED

A designer turns a pet peeve into a new career path



"I have a pet peeve about these tiny little amenity tubes that won't stand up in a shower caddy and the fragrance is offensive, floral, or particularly synthetic," says David Hill, founder of Los Angeles-based hospitality design firm DH Design. When he and partner Dominik Radwanski started thinking about rebranding DH Design two and a half years ago, Hill approached it as an opportunity to not only try his hand at something new for a hospitality designer but also as a way to find a solution to this travel annoyance. Enter Brilliant Hill, his own line of hotel bath amenities. "These are products that have always come mainly from a cosmetic market," Hill says. "I wanted to approach it with a different spin."

Hill partnered with skincare amenity company Lather to manufacture and distribute the products, which he wanted to resonate with men and women. "We thought the way to go was a citrusy fragrance that wasn't overpowering," says Radwanski, who works with Hill on branding strategy.

The pair chose a base of essential oil from bergamot, a citrus fruit that mostly grows in southern Italy, and added top notes of mint, eucalyptus, lavender, and pomelo to the different products—shampoo, conditioner, body wash, and moisturizer, as well as a fragrance-free soap.

Package design, of course, was an important consideration. Initially, Hill wanted bottles that would lie down but learned that the configuration would price Brilliant Hill out of an already very competitive market. He settled on a tube shape, but one that was bottom heavy and short, making it easy to fit in the palm of the hand and squeeze. "I wanted the packaging to feel good in the hand, so you want to pick it up and touch it," he says, also explaining the coloring—dove gray in a matte finish. "It's like a beautiful piece of gray velvet." The masculine aesthetic is counterbalanced by a playful pop of yellow on the snap top (no screw offs that easily fall to the shower floor here), referencing the products' citrus base.

The makeup of the packaging and the products themselves, which are 100 percent

vegan and don't contain any ingredients derived from petrol, was also important to Hill and Radwanski. The soaps are covered in recycled wrappings printed with soy-based ink, and tubes and caps are covered in biodegradable, thanks in part to the addition of EcoPure, an organic compound that is added to plastics to accelerate the breakdown process. Though an added cost, "we felt it was the only direction to go," Hill says. "It's something we're very proud of and feel strongly that it should be a standard for hospitality products."

The pair aims to launch Brilliant Hill—with its tagline "For the dapper and the romantic"—as a retail line in the next three to five years. In the meantime, Hill is pitching it to (and garnering interest from) potential hospitality partners, including James Hotels, Morgans Hotel Group, Marriott's Autograph Collection, and SIXTY Hotels. "Being a new product that is freshly branded, we have the edge to bring something that hasn't been seen before." **hd**

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