

# HOLLAND & HOLLAND

Perfecting the *art* of shooting since 1835.

## Innovation In Colour

- Holland & Holland introduces bespoke colour offering
- Client's colourful commission sets precedent for new technique
- Innovative technical process allows industry-leading shading and blending
- Elevates storytelling potential of iconic Holland & Holland engraving
- Available to clients of the 'Royal' portfolio

4th July, 2024 London

*"It gives me great pleasure to introduce Holland & Holland's new bespoke offering for clients of the 'Royal' portfolio. The application of colour to our famed engravings allow clients far greater artistic expression. Holland & Holland's innovative approach exceeds industry standards, providing astonishing accuracy through intricately detailed shading and blending, for any pictorial scene."*

Mike Jones, Head of Marketing, Holland & Holland

Holland & Holland, the preeminent and storied gunmaker, is delighted to announce a new, bespoke offering for clients. For the first time in the company's near two-hundred-year history, colour is introduced to further the storytelling ability of the marque's unique and coveted sporting shotguns. Available for models in the 'Royal' portfolio, this innovative development allows clients to select from an extensive palate, bringing colour and vibrancy to their bespoke commissions.

Patrons of Holland & Holland have long sought to tell expressive, often personal, stories through the company's world-class engraving capabilities. First introduced in the 1890's, the distinctive 'Royal' scroll engraving was immediately popular. Over time, ambition has accelerated, and today, the canvas is embraced by clients around the world to tell vivid and illustrative stories. Fantastical, mythical creatures, highly detailed game scenes, family portraiture (including miniatures of beloved gun dogs), even sartorial scenes of alfresco dining, have each been the subject of Holland & Holland's talented engravers' artworks.

To date, the company has turned to precious metal inlays and gemstones to add definition and distinction to these such engravings. For one discerning American client however, her vision went further. She had a desire to depict the scene of a tropical jungle on her bespoke commission, and imagined it to be bold, colourful, and vibrant. Holland & Holland duly obliged.

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## Innovation In Colour (cont.)

Finding the more commonly used practice of enamelling somewhat compromised and limiting, a new approach was required. Holland & Holland pursued a worthy solution that offered shading and blending in intricate detail; one that would also be durable and resistant to wear, withstanding the rigour of life in the field. Attention turned to the wider luxury industry where inspiration was found in the manufacture of high jewellery and timepieces.

A medical-grade resin compound with organic colour pigmentation has enabled the artisans of Holland & Holland to bring life to the client's spirited scene. A verdant rainforest, complete with a striking red, green and yellow parrot, a scarlet coiled snake, colourful beetles, tree frogs and butterflies, together create a unique and flamboyant scene.

The resulting creation was so significant in exceeding expectation, the marque has adopted the technique permanently. Clients of the company's flagship 'Royal' models can now commission colourful works of engraved art through our specialist sales team, located in our London, Northwood and Dallas Gunrooms. Clients may choose from an extensive colour palette, or if so desired, a bespoke colour-matching service can be arranged.

- ENDS -

### FURTHER INFORMATION

Please visit [HollandandHolland.com](http://HollandandHolland.com) for further information. You can follow Holland & Holland on social media: LinkedIn; YouTube; Instagram and Facebook.

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