



We have watercolors for your upscale clients

"Your paints are the BEST, without question, handmade watercolors I have used, and I have tried many brands. The colors just dance across the page, and the hues you have chosen to create are uniquely beautiful. I am already working on my next order."

/Jill/



deep
deep
light

Handmade watercolors

for wild & free people

Artist grade watercolors made by
artists with Mother earth in mind



Our watercolors are made by hand in all steps and we pay a special attention to quality and perfect look. Each half pan is filled in 4-5 layers, thus ensuring even curing. We carefully “dress up” all our half pans when they are ready, wrap them each in a tissue paper and handpainted sleeve.





Lapis lazuli



We know how important is aesthetics for visual artists and comfort for use, so we have different sizes of tins - starting with tiny for just 3 half pans and ending with a tin that can hold our whole collection of 104 half pans. Tins starting from size for 10 half pans are embossed with our logo.

We work with a selection of pigments, our criteria are non-toxic and highly lightfast pigments that we use both as single pigment paints and in our mixes. We work with natural earth and stone pigments, and modern syntetic pigments thus enjoying benefits of both worlds and achieving effects that are possible only by using pigments of different particle sizes and weights.





Our customers especially love our granulating colors and the ones we call magic - that split into several colors and create surprising results depending on water amount used and also type of paper artist decides to use.

Our customers, artists buying our paints are mainly well situated and most of them collect all our colors over time. We release new collections once or twice a year and we see them returning for years. We have both beginning watercolorists who are looking for their first palette and we have well known and established illustrators with lifelong experience as well.





Our brand tagline is "for wild & free people" and it describes also artists in love with our paints. They break rules, love nature, use a lot of water, and share responsibility with watercolors.





DeepDeepLight was created by two artists 5 years ago and our team has reached 8 employees, most of us paint ourselves on daily basis.

We mull colors that we miss and want to use ourselves - our tones are the ones we see in nature and our surroundings. We are in Europe, a place with four seasons, forests, meadows, lakes, rivers, and the Baltic sea - natural, organically muted and playing well together in harmonious palettes.

We sell single half pans as well as curated palettes compiled by ourselves or artists we work with. And of course, our clients can compile their own palettes.



We are considered as one of the high end watercolor brands in the world with an outstanding customer service and very high internal requirements towards quality.

We work with highly lightfast, non-toxic and environmentally friendly pigments only.





We work with 5-7 active and highly involved brand ambassadors as our main marketing strategy and we pay them affiliate fees for sales. Most of our ambassadors are on YouTube and we are starting our own channel as well: (@studiobydeepdeeplight)

We sell mostly to US, UK, Europe and Australia.

Our customers are loyal and returning, many switching to DeepDeepLight watercolors only.

Our average order amount has been growing and has reached 199 EUR per order in March 2025.

Many of our customers collect all our colors, and some of them collect palettes thus buying several of most of our colors.

On year 2024 we have sold 20755 half pans. Our sales growth is 145 % (compared first 4 months of 2025 to first 4 months of 2024)





We care how our products look both when we ship them directly to our customers and also in shops. The first impression is as important as meeting a new human being. Also, we want to ease your life and offer a solution for exposing our watercolors. The glass box size will depend on the size of your merchandise. We will add hand painted catalog and if you would like to - a set of paints to test. This works as a nice introduction strategy in our existing stockists. We are open to other solutions and are willing to suit your customer needs.

If you would like to have something special, available just in your shop, we can create a palette just for you! We can choose size and compose together out of our 103 colors we have now.

We think of our colors as piano keys - artists are the ones creating masterpieces with them. We can help with selecting palette colors thus defining the mood and character of your shop, street, city or land.





"The moment in the middle of life.
Soft light playing on the paper.
Water drops landing slowly to wake up your palette.
Softness of the brush against your fingertips.
A brushstroke. Water splash.
You feel yourself disappearing. Another brushstroke,
wash, waiting the paint dry. One more layer.
Contrast, more blue, less red, shadow.
And slowly a piece of art appears.

Maybe you stop here. And maybe you ruin it.
Maybe you make it beautiful again.

You wake up from the dreamlike state.
And appears the planet has turned for an
hour without you. Or more precisely - you lived without
the rest of the world and its trivial issues for an hour.
But somehow it feels different now - more calm,
more alive, you belong here more...

Art making makes us alive.
Whatever happens in the outside world
and it has been like this for ages.
No matter which century it is or what is your art medium.
Don't stop making art. And it is never too late to start."



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