

"Close to **companies**,  
close to **people**,  
to **generate** new offers"



DESIGN OFFICE

[www.designoffice.fr](http://www.designoffice.fr)

# ■ The office

## *DO designs offers*

Since 1989, DO helps its customers into designing their range of products. DO's way is practical and visionary so that we can update and upgrade your products to best match with your market. Our field-expertise (outdoor/sport, luxury, health& quality of life) is a strength to your brand and design needs.

Not only do we listen and converse with your company and its partners, but also with its customers and distributors. That is the best way to communicate your brand values and message. So that our design brings quality of life and innovation to your customers.

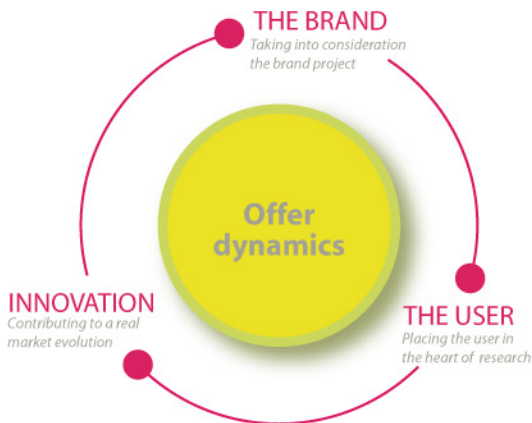
Our 9 persons team has complementary skills:

- > Product designers and textile designers,
- > Marketing and engineering experts
- > Model and prototype maker

## ***We propose 4 different services:***

Product Design - Advance Design

Référentiel Design - Offer Extension



## ■ Our statements

### > **DEVELOP THE BRAND**

#### ***To considere your brand project***

We understand your brand, we get close to the heart of the company, close to people and we stick to innovation

*Benefits : You'll become the "reference-offer"*

*You'll emphasize your brand*

### > **CONTRIBUTE TO THE MARKET EVOLUTION**

#### ***To bring real innovation***

We bring an external vision which focuses on the user so that innovation best matches with people's needs. We will help you designing a service that clearly fits to today and tomorrow's life.

*Benefits : Foreseeing people's evolution behavior.*

*Generating sensible project*

*Leading the way for creative teams*

### > **DESIGN FOR THE USERS**

#### ***User at the heart of design***

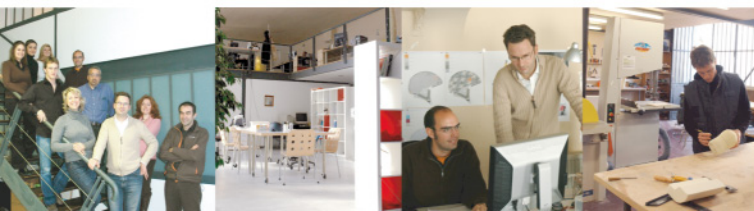
It is important to understand the customers and their point of view to be able to find the visual and functional codes they are used to.

Design Office designs frames of references: shape and graphic language, easy to recognize by users, creating a link with the brand.

*Benefits : Being in accordance with users*

*Taking shares of future markets*

***They take confidence in our work :*** Air Liquide Santé, Artemide, BF Goodrich, Rowenta, Campingaz, Carrefour, Coleman, EDF, LVMH, Majorette, Michelin, Omas, Philips, Renault, Salomon, Schneider, Somfy, Thorn, Vuarnet...



# Expand your brand's domain

## > *Creation of a range of ski helmets*

Today, 70% of skiers do not wear a helmet because they don't find it attractive.

In response, DO offered Vuarnet (head protection specialist) its services and designed a helmet that associates safety and style. And so was born SkinHelmet. This product allowed Vuarnet to expand its brand's domain coherently in terms of know-how and image.



*Ski helmets range with a collection of hats*

# Dynamise your brand identity

## > *Emotica collection*

Design of the Emotica Collection  
Omas customers are fully informed  
ink-pen amateurs.

In collaboration with DO, the company  
was able to set new development  
guidelines for its brand and products.  
Emotica's aims were to make people get  
pleasure from writing, and to become  
accessible and appealing to a wider  
and younger audience.

To create such a modern luxury product,  
DO was presented with the challenge  
to design something stylish, with high  
quality appearance and image.

To achieve this aim, the agency made  
the most of trends, materials.



*Emotica fountain pen and roller*

# Orienting design to embody brand values

## > *"Design frame of reference" and range of remote controls*

New company orientations means changes that, at the end of the day, affect customers as the products' everyday users.

By Creating a "design frame of reference," DO made a specific tool for Somfy, with the purpose to help their design team to stay in the course of action of the brand's project.

The collaboration went on developing a range of remote controls for home access (shutters, doors, buzzers), designed to be easy to use and fit with the home environment.

> 2007 Design Observer's Star Award



*The range of remote controls  
"Chronis"*



# Innovation, focused on users

## > Oxygen bottle "Moove"

Becoming a pharmaceutical laboratory made Air Liquid Santé redesign their services and products' image to best match with healthcare and medical issues.

To do so, DO suggested to work with patients, observing their everyday life and listening to what they had to say, so that design would focus on users and bring good product quality, including image, ergonomics and high level of hygiene. By meeting the users' needs, DO has been able to expand to a new and valuable market segment of market and to build, with Air Liquide Santé, a excellent visionary offer, including products and services.

> This project received the 2005 Design Observer's Star award, with special distinction for innovation from the INPI



Oxygen bottle for respiratory help



## Modernising a brand

**> Taking into account the history of the brand while creating the future.**

**> A brand is a dynamic project**

To express the brand's DNA : the foundation and core values. A visual identity that reinforces the link between the brand and the user. A market segmentation based on the current market needs. Creative product ranges which makes the brand more alive.

Create a presentation concept in line with the brand's personality.

*> Global rethink of the brand identity and design of a new socks offer (product and packaging), in cooperation with high-mountain guides.*





# Designing retailers offer

## > *Range of kitchen knives*

Global design thinking: products, packaging and display case  
DO made this range of knives safe and easy to use:

- each knife is set for a specific use and each packaging explains the use of each one.

DO made them stylish and ergonomic, and designed their packaging to be ecologically-responsible : not only the packaging is made to sell and explain the product, but it can also be used as a blade-protection in your drawer.



*Range of kitchen knives*

# Think textile to vitalize the product offer

**> With a sensitive hand to refresh products  
from an industrial image.**

To change the brand's image and vitalize  
the products update by the possibilities  
of textile.

- > Creation of a new segment :  
Hard-Soft coolers
- > Creation and annual update of textile  
collections



*PicNic cooler  
Soft jug (Hard-soft concept)*

# From story to market offer

## > Range of toy Majoteams

DO designed "Majoteams", aimed at children 3 to 5 years old.

This range of toy vehicles is set to stimulate their imagination and create stories about everyday life heroes:

Builders, Racers, Farmers...

> Offer positioning

> Design of the visual identity, products and packaging





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