



Born in Sweden

Re-Branding a Swedish lifestyle brand.

This Swedish lifestyle brand has been growing business since 2007. Many of its products are awarded for their design. Due to a market shift and increasing competition of Scandinavian design brands a new brand and design strategy was required.

Taking the brand back to its roots, the new brand DNA and visual identity have brought new life to this fantastic company. Creating consistency throughout various touch points marks the brand's unique positioning and it's ultimate goal: make everybody feel like a Swede! The product & design language strongly supports this statement by using more natural materials and simple, geometric aesthetics.

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Our services

- Brand Strategy
- Brand Identity design
- Product Styling
- Packaging Design
- Design engineering
- Manufacturing Support

Client

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