



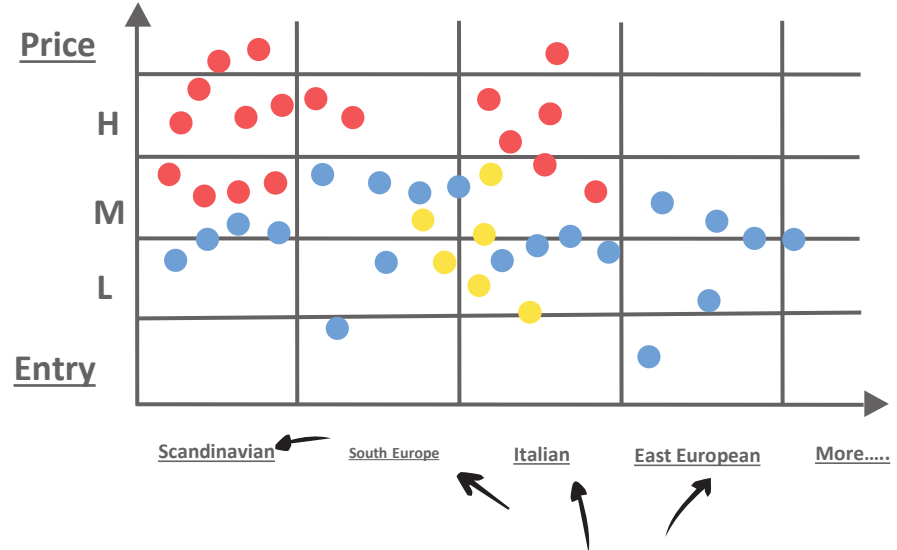
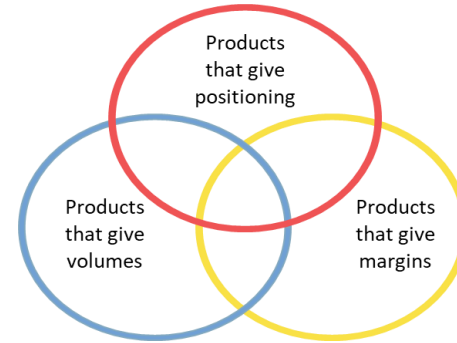
Service Three
Identikit of your Reference Ideal Range

Background You already have your own range of existing products and your own design team and production. Maybe you are already exporting to North America or Europe, you want to enter one of these specific markets or perform better.

It can be that you simply want to create a range of products “Italian Style” or “Scandinavian Style” , “South European Style” or “British country Style”.

You and your team need and want to know What Italian, European, Scandinavian really means? What ultimately defines that style?

If you can see it, you can be it!



What We provide you with a reference range of existing products, timeless, Iconic examples of the style you want to recreate or be inspired by.

You will receive several boards with a representation and descriptions of existing products in that style, the identikit of the perfect range in that specific style of choice, already mapped by price.

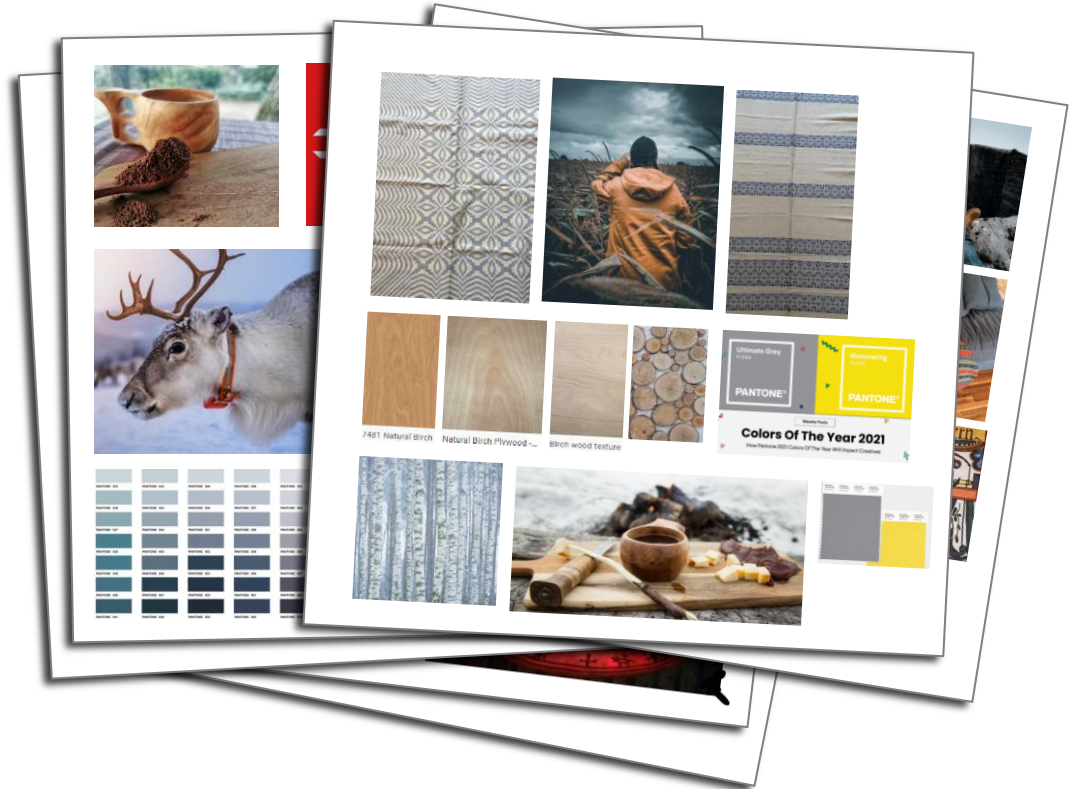
Together with the board of the existing products you will receive all references to each product, from price to material, colour availability, history and curiosity.

We will also provide you with up to three mood boards. Upon request we can buy and ship the items still on the market for you to have a physical reference.

The image displays a comprehensive design reference system. At the top, two rows of product grids show various chair models with their names, prices, and sources. Below these is a scatter plot with a vertical axis labeled '\$' and a horizontal axis labeled 'X.Parameter', showing a cluster of red dots representing product data points. To the right of the plot are two mood boards: one featuring a cabin in a snowy landscape and another with a person's feet on a rocky shore. Further down are two more mood boards: one with a stack of logs and another with a colorful striped blanket. At the bottom right, two panels labeled 'Kobarnagaren' and 'Smarnagaren' show illustrations of people in traditional attire. The entire content is organized into a grid structure with dashed lines and arrows indicating the flow of information.

How We search the market and our own sources of History of Design and Architecture. Then we choose examples of strongly characteristic, heritage full items that embodies the best of that culture and market.

Why European and North American are highly complex countries, with their own uses and customs. For your products to be relevant you need to know sizes of the flats and houses, peoples' behaviour at home indoor and outdoor, local tastes, what's acceptable and what's a no-no.



Value You and your team will be given tools for years to come to nail what the market needs. To penetrate the culture of your markets. You will be working more focused and with clear directions, more restraints and therefore more space for creativity. The revenues will increase and you can also compete internationally with your own original, thought through design.

Why us This tool is been used for many years and the method perfected to make the process simple to follow, interactive, involving and completely personalised on your needs, resources and ambitions.

[Lucia Arrigucci](#) has been working for over 20 years within productization with start-up, scale-up and established firms.

Read more in her [articles](#).



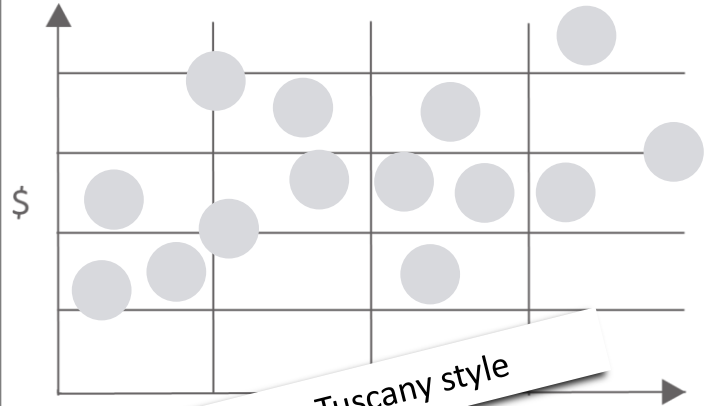
Example: French Riviera Style

X Parameter



Example: British Cottage style

X Parameter



Example: Tuscany style

X Parameter

Example: Spanish riviera style

Example: French countryside style

Example: Paris

Example: Milan style



We support start-ups, scale-ups and established firms to make an idea, a service or an item into a product that can be sold with our competence and global network of experienced partners.

No-nonsense approach guaranteed.

Thanks for your attention!