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SVSWISS DEDESIGN

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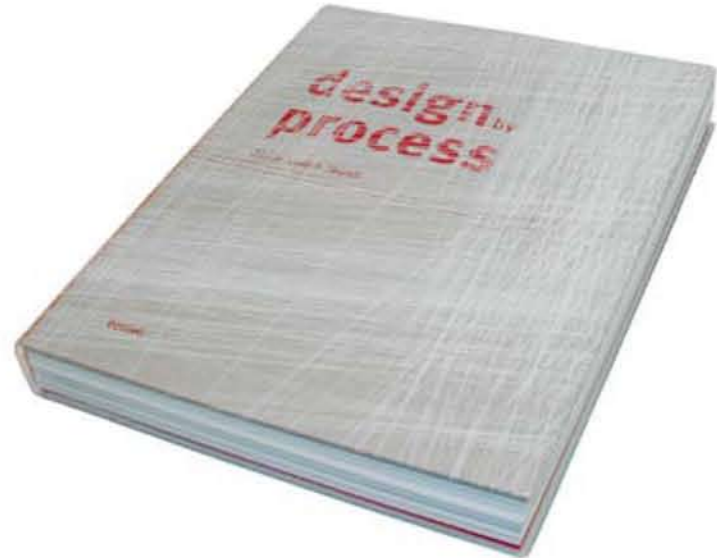
Process



Developed for the demands of Lufthansa, this on-board dinnerware combines simple design with a high degree of practicality. Stability and anti-slip properties were key elements in the development of the items. The male handbag was developed for Navyboot. The bag is made of smooth leather and is robust and attractive at the same time. The brand name Navyboot was incorporated into the leather. The Acon light bulb cleverly plays with the shape of its predecessors. The openings of the bulb give it an agile and light look. It is almost too special to be hidden behind lamp shades.



Process, Partner for Brand Excellence, was established in 1995. Today the agency has more than 40 employees at three locations - branding and corporate design in Zurich, and product design in Luzern and Taipei. From branding strategies, up to the complex development of CD programs, from innovation management via usability concepts to sustainable product developments, Process always develops conceptual, consistent and comprehensive brand and product solutions. Process' customers include large and small, international and regional companies.



» Swiss Design is the ideal symbiosis between quality, functionality, esthetics, and fascination. «



PHOTOS: COURTESY OF THE DESIGNER