

# LUXURY

STRATEGY. DESIGN. EXPERIENCE.



**Emotion beats argument.** Luxury is not created through abundance, but through precise design, craftsmanship, material expertise and emotional appeal. Design in this segment tells stories of excellence, attitude and tradition - and creates desirability through substance, not volume. Luxury design does not think in seasons, but in decades. It is timeless, sensual and sustainably relevant.

Wien / Pörschach am Wörthersee

+43 650 30 12 987

[office@designology.at](mailto:office@designology.at)

[designology.at](http://designology.at)



WE CAN DO IT.

## DESIGN

## PRODUCT

### ANALYSIS

Target definition & positioning  
Competitors and environment  
Determination of needs (user + human)  
Technical framework conditions

### CONCEPT DEVELOPMENT

Product strategy & idea development  
User & human centred design  
Functional and aesthetic concept  
technology integration  
clarify feasibility  
collection concept

### DESIGN DEVELOPMENT

Development of design theme  
Development of 2D and 3D design  
Detail development in 3D  
UX & UI design, product graphics  
Definition of shapes, colours, materials, surfaces

### CONSTRUCTION

Technical implementation in 3D with regard to  
production, cost optimisation,  
creating production plans in 2D

### VISUALISATION

Definition of variants / collection  
Photorealistic renderings, animations

### SUPPORT PROTOTYPING

Organisation of prototypes

## BRANDING

## MARKET

### MARKET POSITIONING

Competitor analyses  
Best in class / worst in class assessments  
Market expectation matrix (offer & customer expectation)  
Positioning idea, concept  
Definition of customer types, personas, needs  
Derivation of the unique market positioning  
Market development strategy (sales, communication)

### BRAND VALUES

Development of corporate vision  
Ethics (marketing & operational behaviour)  
Brand pyramid  
Definition of core brand values

### CUSTOMER JOURNEYS

Analysis of customer interactions  
Definition of all touchpoints  
Development of a consistent message (experience)  
Development of customer journey (1st contact - invoice)  
Harmonisation of off-site / on-site / digital experience

### DIGITISATION

Analysis of degree of digitalisation  
Scrutinising ALL business processes  
Identification of digitalisation potential (customer benefit)  
Development of new (digital) services  
Utilisation of digital competitive advantages

## VISUALS

## APPEARANCE

### CI/CD DEVELOPMENT

Brand value/brand visualisation concept  
Logo / design elements (new or redesign)  
Development of claims, product logics / names  
Corporate Colours & Signature  
Corporate Wording  
Strategy

### BUSINESS EQUIPMENT

Stationery, envelopes  
Business cards, MFGs  
Quotation and invoice templates

### COMMUNICATION

Magazine / Catalogue / Price lists / Folders  
Daily information & daily items  
Advertising campaigns, adverts / advertisements  
Direct mailings, newsletters  
Pictograms & signatures  
Presentation templates

### DIGITAL

Website Design (Graphical, Functional & Technical)  
Social Media Post Templates & Campaign Ideas  
Google Ad Design (Idea & Creative)

### CI/CD/ DESIGN SPARINGPARTNER

Clearing centre for CI/CD/design issues  
(materials, communication, on-site, interior,...)