

Design Brief

About the company

*Company Name/أسم الشركة:

La Roche Furniture Industries

*Factory Location/عنوان المصنع:

Industrial Zone 2, 10th of Ramadan City

*About the company/نبذة عن الشركة:

“La Roche” one of the leading companies in today’s Egyptian furniture platform furnishing world leading hotels and also offering modern living solutions for a demanding modern generation settling for no less than an unmistakable lifestyle.

*Our product style/طراز المنتجات:

- Classic/كلاسيك Modern/حديث Contemporary/معاصر Ethnic/عرفي
 Others/اخرى (please specify): _____

*Our product range/نوع المنتجات:

- Residential/سكني Office/مكتبي Outdoor/خارجي Public Area/مناطق عامة
 Restaurant/مطاعم Educational/تعليمي Hotel/فندقي Kitchens/مطابخ
 Lighting/إضاءة Upholstered Chairs & Sofas/تنجيد-كنب-كراسي
 Others/اخرى: _____

*Target audience/السوق المستهدف:

B2B and B2C

*Our main characteristics/الخصائص و الصفات التي تميز الشركة و المنتج:

We create unrivaled furniture and fittings for highly demanding clientele who seeks attention to minor details, originality and exclusivity. With our made to measure furniture and designs in accordance to customer needs whilst maintain original design

*List 4 products that best describe the identity and character of the company (attach photos and description):

*يرجاء إرسال صور لأربع منتجات تعبر عن هوية الشركة مع توصيف لهذه المنتجات:

Organized by

In collaboration with

About the requested product

*Product Description/ وصف المنتج:

*Product Function/ وظيفة المنتج:

*Product Character/ شخصية المنتج: (e.g. Fun, serious, luxurious or minimalistic and so on)

La Roche includes a collection of systems and furnishings for the whole house, with a design approach that goes beyond the surface and placing importance on details. With clean lines, regular forms and frontal continuity, the collection combines linearity and contrast.

*Target audience/ العميل المستهدف:

A and B+

*Requested materials (If any)/ الخامات المطلوبة إن وجد:

MDF with natural veneer or laminates

*Preferred colors (If any)/ الألوان المفضلة إن وجد:

*Success Criteria/ مقومات النجاح:

*Additional Inputs/ إضافات:

*Agree to create a complete family from the product/ هل ترغب في تصنيع مجموعة كاملة من المنتج:

Yes

No



LA ROCHE *PROJECT BRIEF*
EGYPT

The Concept

La Roche includes a collection of systems and furnishings for the whole house, with a design approach that goes beyond the surface and placing importance on details. With clean lines, regular forms and frontal continuity, the collection combines linearity and contrast.

The brand has an element of surprise with a flirtatious sense to it, through creating a collection that takes you beyond your expectations. Volumes are designed, emphasizing on “a hidden dimension, a little secret” that adds a new depth to the brand and takes you one step further than the visual limit of the product.

The sleek lines conceal what lies beneath the surface, beyond your sight with hidden answers and limitless solutions. La Roche creates a lifestyle and a vision of the home, which play with your senses in a stimulating environment.

Design Strategy

Our strategy would be to express the brand through design, with brand values that build a design language which translates consistently across the brand strategy, collection strategy and communication strategy.

In some case we may require different design approaches but all must express the same consistent brand values. In other words, our aim is to apply design in the broadest sense to express the mission and corporate vision in all the brand's different components. La Roche should be built on strategic design highly aligned with the business goals of the company.

Brand Personality

- Surprising, through the hidden details and secret dimensions.
- Mysterious, the spirit of the brand evokes mystery with its concealed elements.
- Stimulating, the brand arouses your senses as you get to experience it.
- Sleek and sophisticated, lightness of lines with quality finishing.

Brand Target Segment

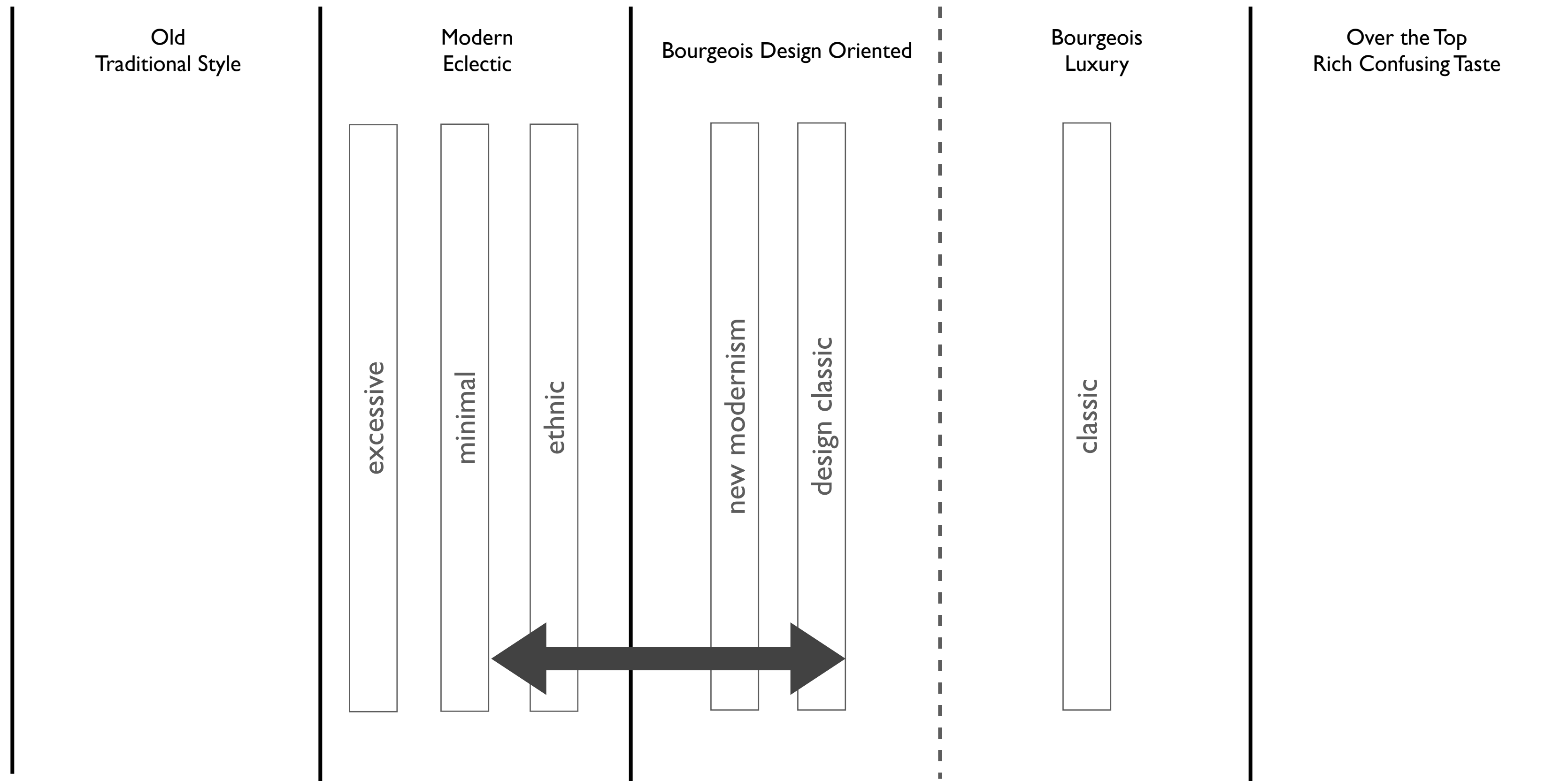
La Roche's collection is considered niche oriented, with its innovative design approach towards its products. The brand should target a market segment looking for innovative brands, for this reason it mainly includes young professionals, top brands clients who understand the added value of having intelligent products and have relatively high purchasing powers. Considered as early adopters in their communities, this target segment will help La Roche to leverage its brand image due to their status.

Segment Profile:

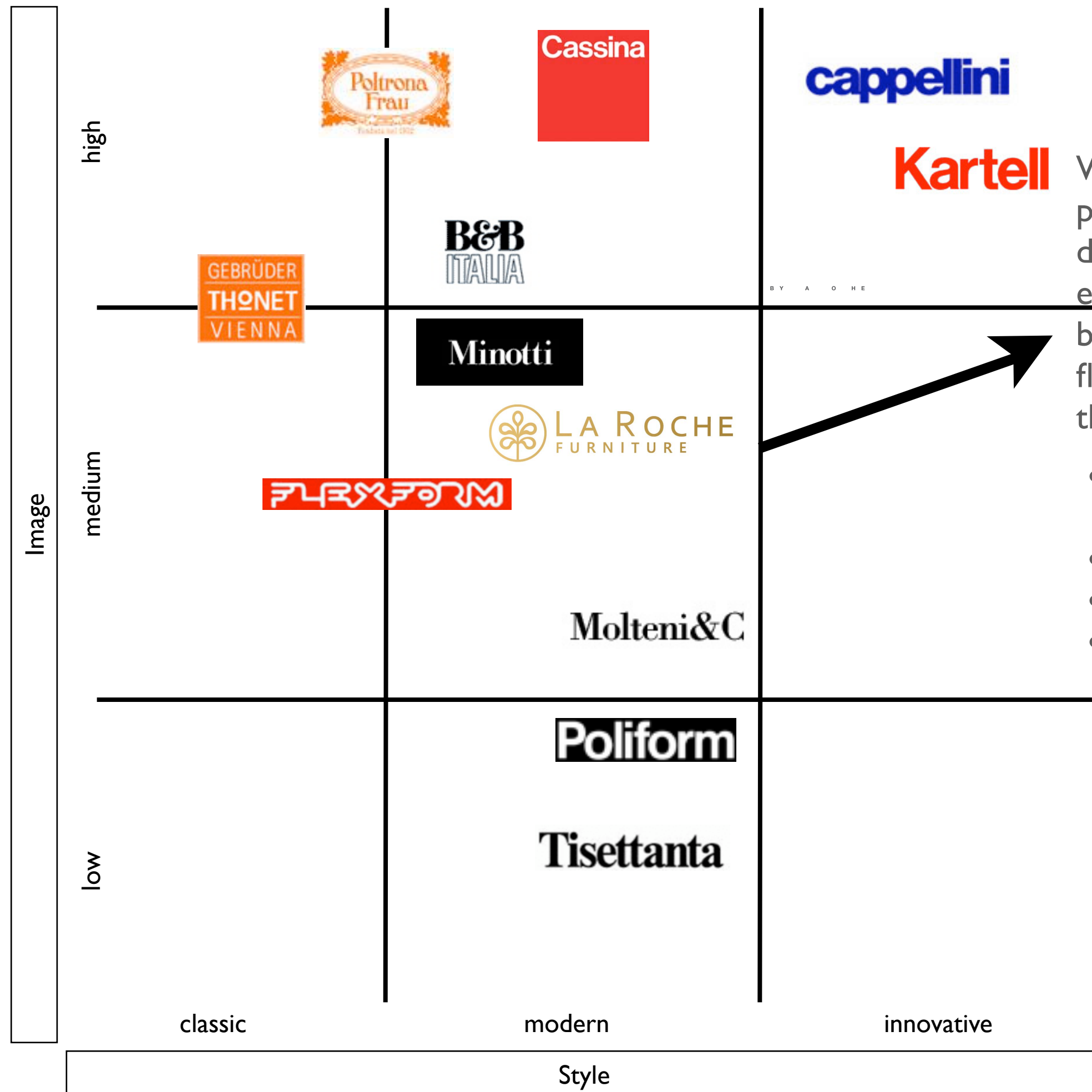
- Gender: Male/ Female
- Age: 25-30/ 30-35/ 35-40/ 40-45
- Characteristics: Open-minded, with the willingness to try new things.
- Lifestyle: The degree of sophistication and education of those who purchase La Roche's products is important. The brand's superior design approach, tends to attract individuals who are looking for smart/ intelligent products with an added-value to them. Considered as trendsetters, this segment tends to give more consideration to brands that reflect their lifestyles.

N.B. This is the primary target segment of the brand, by gaining this specific niche as the initial client base, La Roche will be able to reach a secondary target segment with a more diversified profile. La Roche needs the support of this group to build its image and create a higher value for its brand name.

Brand Image- Positioning Map



Brand Image- Market Perception Map



We would like La Roche to have a strong presence in the market through following a distinguished design strategy, which can be easily identified among its competition. The brand will be promoted as mysterious and flirtatious. With an emphasis on new nuances in the relationship between:

- Lightness of lines or specific weight of materials,
- Visual cleanliness,
- Chromatic and tactile richness,
- Flexibility and transformation capability.

Product Development Strategy

- General guideline
- Collection guideline

General Guideline

- With clean lines, regular forms and frontal continuity, the contrast between the internal structure and the external covering matters in by La Roche.
- The collection also features invisible hinges or push-pull opening mechanisms, hidden wall fixing elements for shelving and concealed drawer runners, however these are only one element of La Roche design identity.
- The strong aesthetic impact is made more striking by the choice of a single color, which is mixed with a craft-based detail adding a flirtatious-spirit to the brand.
- Volumes are designed inside/out, emphasizing on “a hidden dimension, a little secret” that adds a new depth to the brand and takes you one step further than the visual limit of the product. La Roche is using mystery as a source of initiation, to introduce what is concealed.

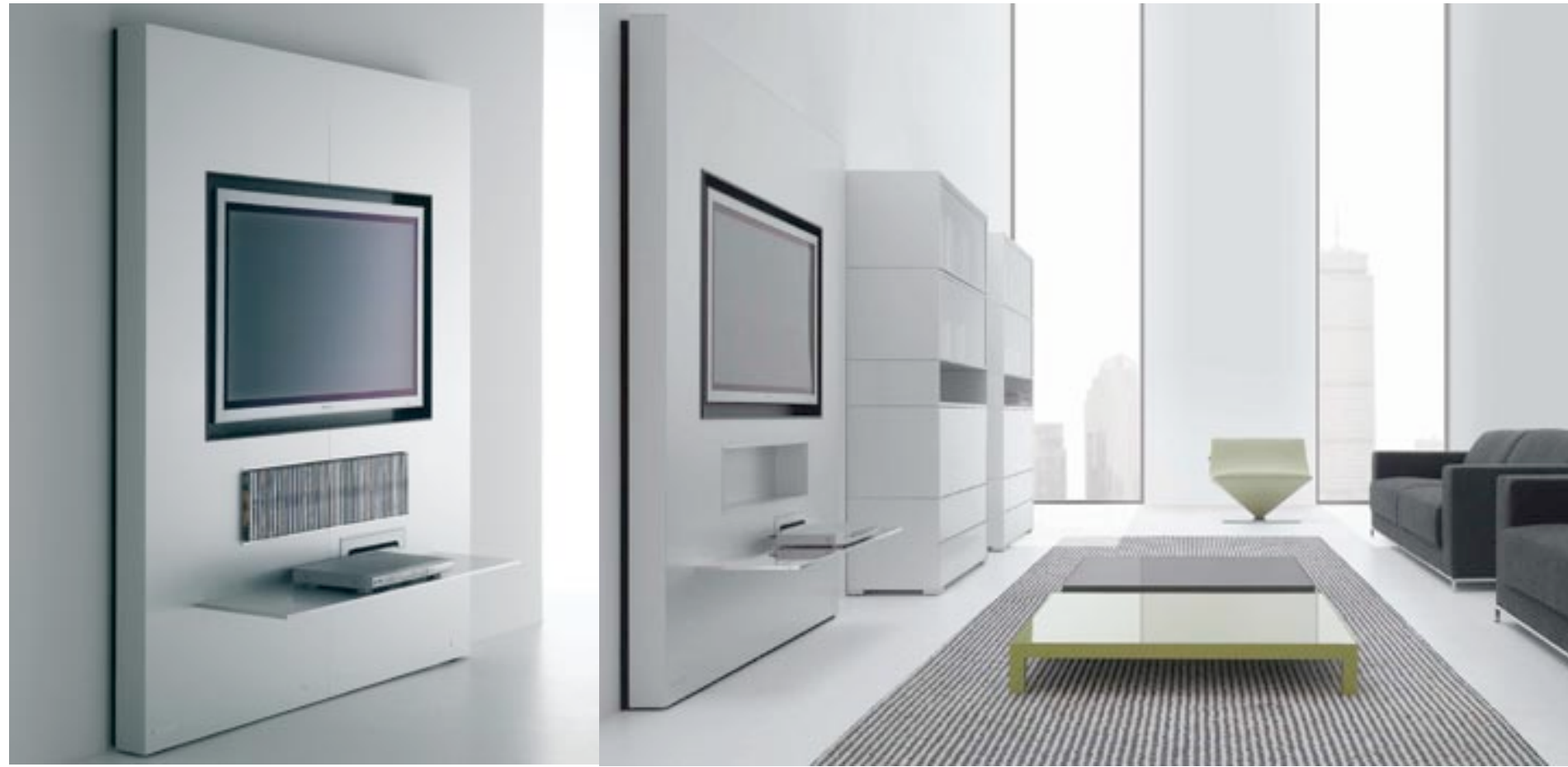
The sleek lines conceal what lies beneath the surface, beyond your sight with hidden answers and limitless solutions. La Roche creates a lifestyle and a vision of the home, which play with your senses in a stimulating environment.

* The following pictures only suggest the typologies of products to be developed. They do not represent a definitive design but are mere samples.

Collection Guideline

- Furniture
- Tables
- Seating
- Complements

Collection Guideline (Furniture)



*The following pictures only suggest the typologies of products to be developed.They do not represent a definitive design but are mere samples.

Collection Guideline (Furniture)

Linear and continuous lines with hidden details and functions



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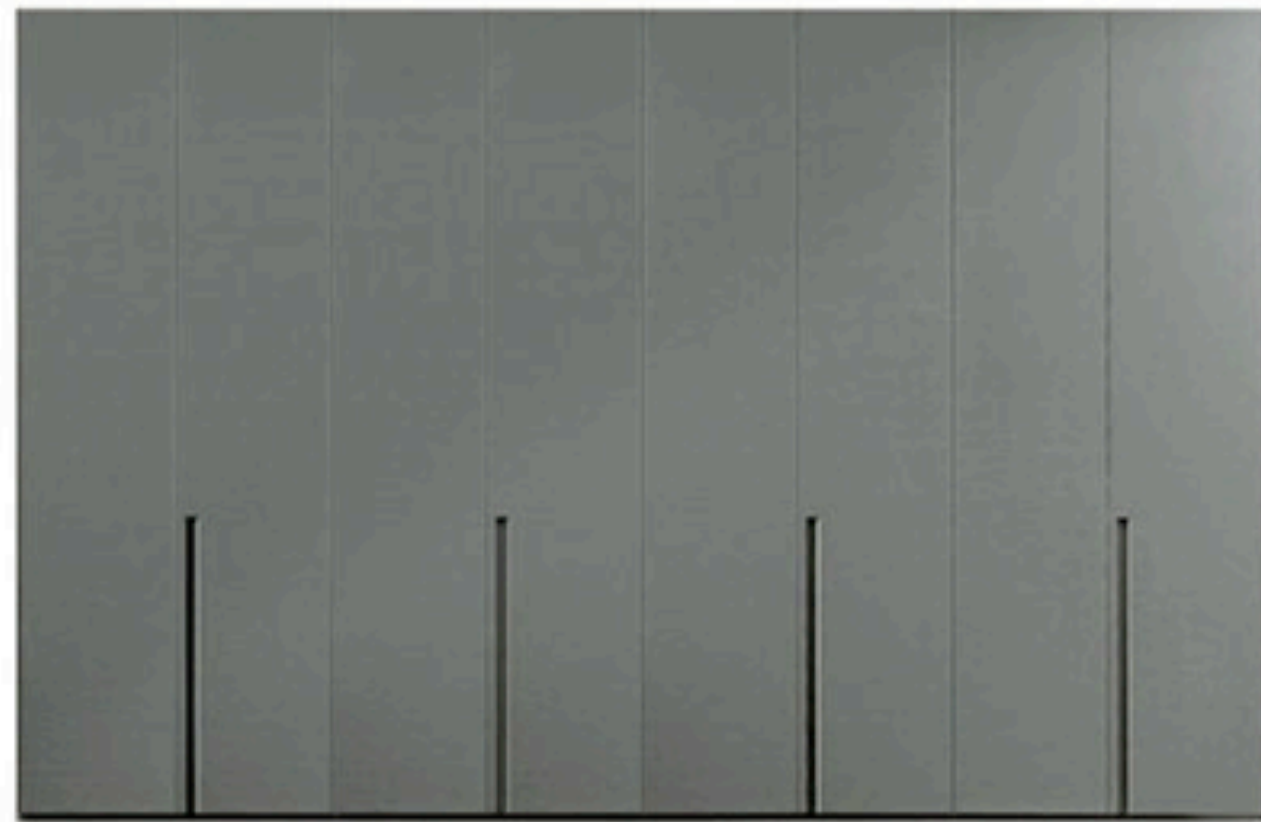
Collection Guideline (Furniture)

Linear and continuous lines with elements



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Collection Guideline (Details)



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La Roche Collection Guideline (Details)

