



we design  
for a *charming*  
coffee brands  
experience



LAVAZZA

SEGAFREDO ZANETTI

JULIUS MEINL

MUSETTI

DUBBINI

MUST

CASE HISTORY

*“we cultivate  
the ambition  
of conveying  
to the customer  
the certainty  
of making  
valuable  
choices  
together”*



## realize the needs



### **Away from home accessories**

pop material  
napkin holders  
sugar sachet holder  
trays  
capsule dispenser  
coffee station  
drip coffee



enrich the materials





direct the aspiration





take care of the details







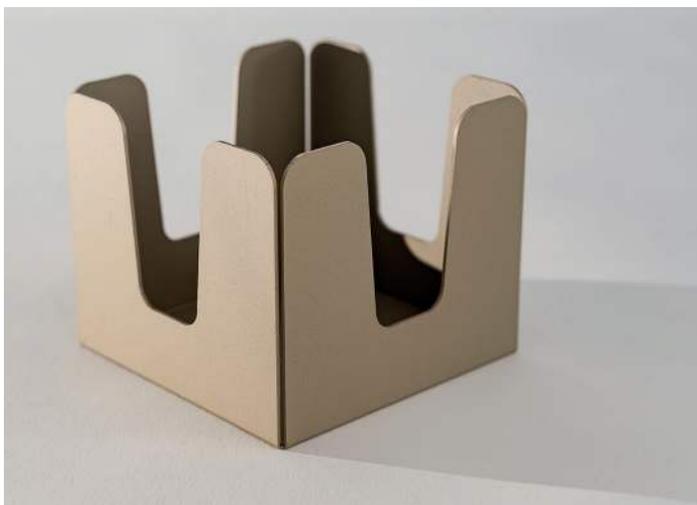
**LAVAZZA**  
TORINO, ITALIA 1899







blend the solutions







LAVAZZA  
TORINO, ITALIA 1899





connect the details





**LAVAZZA**  
TORINO, ITALIA, 1895





characterize the brand





 pursue essentiality



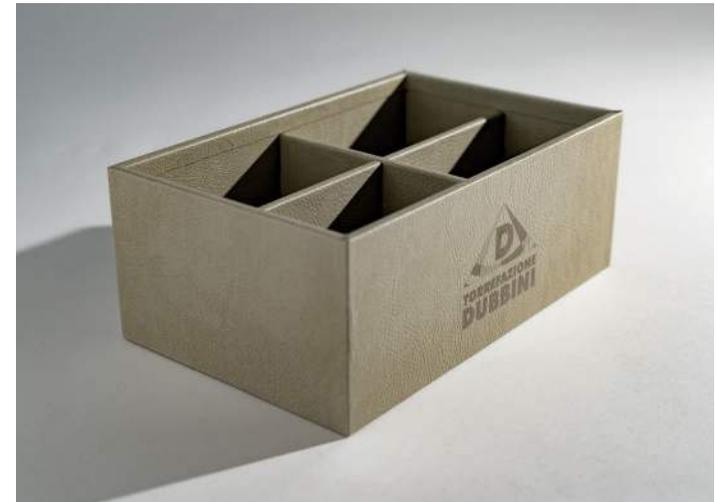


Musetti





distinguish the imperceptible

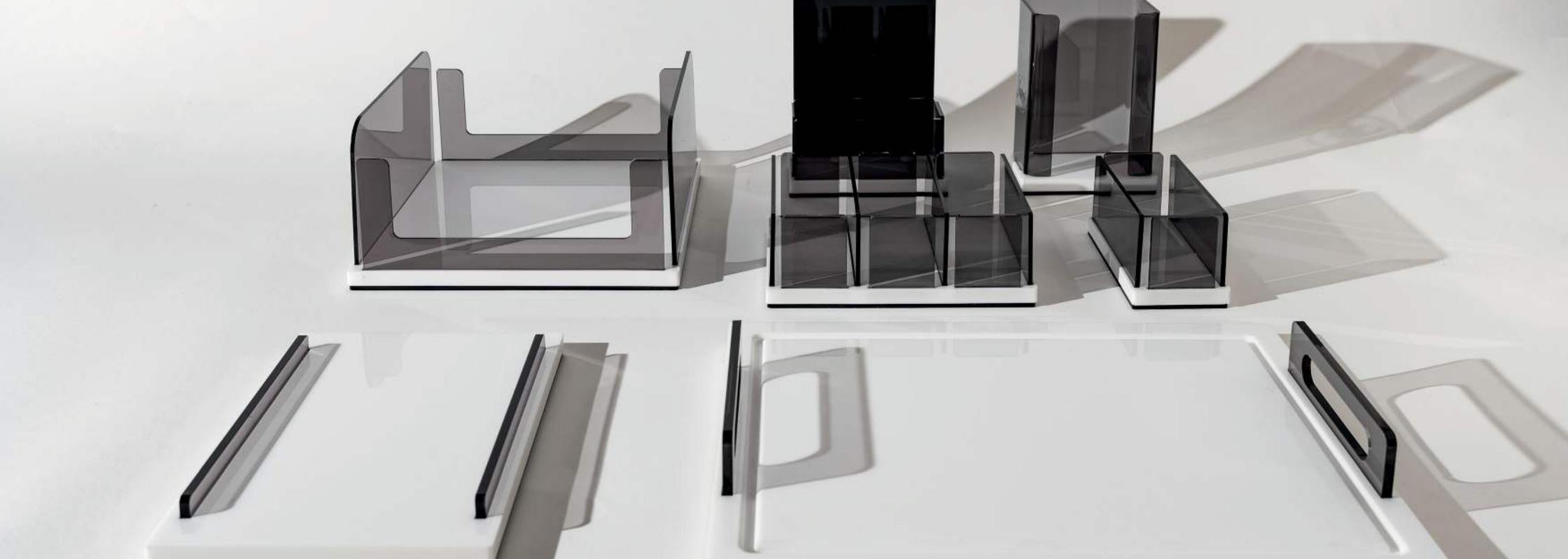






imagine something else



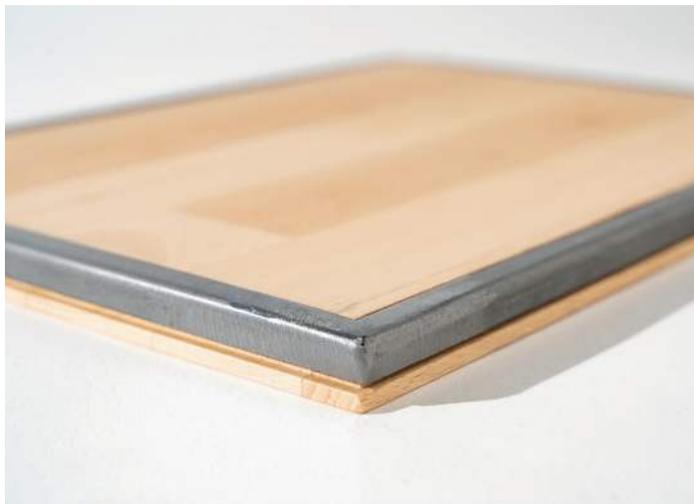


**utility**  
PLAY SMART





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