

#25 Eyes on Beauty

SWEDISH DESIGN

Who does not look at Swedish designs to find inspiration?

Swedish creativity is known for its disrupting codes and the creation of them. Always in search of innovation, Swedish design is contemporary and even futuristic.

A more flexible, more daring culture that develops strong graphic identities.





BJÖRK BERRIES

“Swedish Secret”, that’s how the brand calls the essence of the formula of their products. With a birch, also known as a life giving tree, being their signature ingredient, Björk Berries proposes best of Sweden's nature.

>> Pure Design • Iconic shape as a Strong identity

Dr SANNAS

This vegan skincare brand expresses its organic formulas with wildly picked ingredients through hand-drawn graphical elements and raw materials. The goal for Dr Sannas is to make it easy to live healthy every day.

>> Natural • Traditional feeling • Softness & simplicity



MOONSUN ORGANIC

Skin care of the future! The brand is reducing the waste of packaging as well as water and energy when manufacturing by creating holistic and unisex ranges that can be used by the whole family. Using Moonsun Organic you will feel like an environmental hero!

>> Focus on numbers • Monochrome label • Educational approach

SKIR

A soft breeze on your skin. Formulas, containing handpicked ingredients, designed to soften, soothe and smooth over life's rough edges.

>> Soft pastel colours • Structured design
• Straight forward



BRUNS PRODUCTS

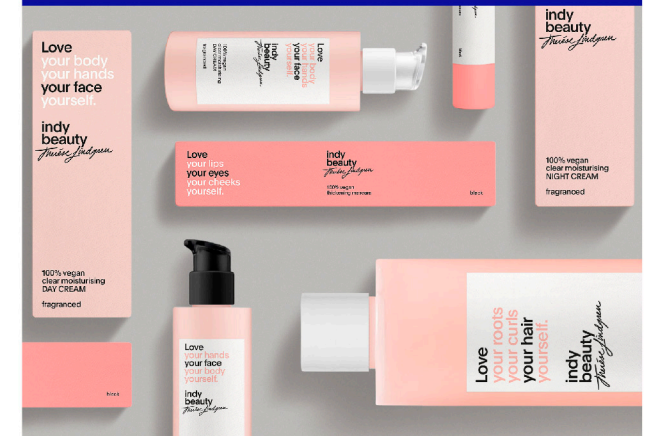
Then, created in one of the founders kitchen, today the Bruns Products is an award winning brand. A great example of a modern business: formulas made with natural raw materials and strong support of environmental organizations.

>> Soft pastel colours • Structured design
• Straight forward

INDY LOVE

Created by a Youtube star and renowned Swedish influencer, these 100% vegan products inspired by love are created without superfluous elements.

>> Pink shades • Word games • Positive message



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TO THINK FURTHER...

- 1 Minimalistic design a smart way to be focused on the message.
- 2 Disruptive codes to create a unique and impactful identity.
- 3 Natural codes/materials to express transparency, engagement and build a natural feeling.

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