

foleydesigns
PRODUCT

Product

Bringing value to your consumers through our core design service.

With years of experience as a leading Industrial Design studio, we combine relevant insights, with our in-depth knowledge of materials and processes to create path-breaking design solutions.

Product

Our expertise in research, material knowledge, prototyping and manufacturing processes, helps us sketch and visualise the journey of a product and accurately implement your company's product strategy in real time.

Our designs bring together

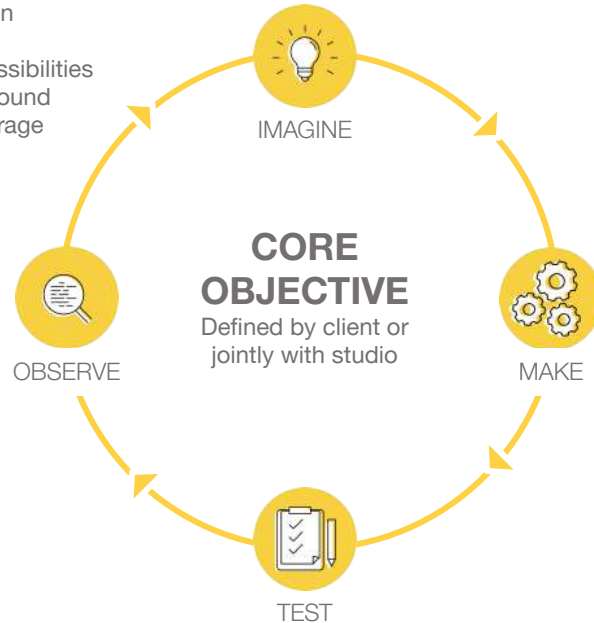


Product

IDENTIFY

Derive Key Insights

- Opportunity Areas for Design Intervention
- Frame Key Criteria for Design
- Pre-empt Short Term and Long Term Possibilities
- Table Stakes and Constraints to work around
- Identify assets and infrastructure to leverage



RESEARCH

Ask the right questions

- Immerse into the context
- Understanding Consumer Behaviors
- Emotional Associations
- Functional Needs
- Know the stakeholders and their expectations

CONCEPTUALIZE

Explore Possible Solutions

- Ideation to address design criteria
- Approach problem solving by exploring both Tangible Assets (*Function, Form, Material, Service*) and Intangible Associations (*Brand, Language, identity*)
- Create Business value by not compromising UX
- **Assess Near Future Products and Path Breaking Solutions**

ENGINEER

Build, Make and Realise Solutions

- Prototype and Prove Working Concepts
- Simulate and Test Prototypes with users.
- Design Refinement
- Design for Production and Manufacture
- Generate Technical Data
- Final Viable Solution

Our Work

Blu Armor
Wearable Tech
New product development
through innovation partnership

CES 2020 Innovation Award Honoree

We partnered with Blu Armor to help build a product that increases rider comfort by providing an add-on cooling device to the rider's helmet. The partnership saw a cross-functional team created between Blu Armor and Foley Designs that worked very closely to co-create, problem solve, prototype, validate and engineer solutions very rapidly. We established a process of iterative development, where each version of the product improved upon the last and consistently enhanced the brand experience of the user.



BluSnap

A battery-operated air-cooler that works through evaporative cooling, and attaches to a rider's full face helmet.



BluSnap2

An easily detachable cooling device for helmets, it was improved by including an easy cartridge-refilling mechanism.



Blu3

The latest model optimised the previous features further, and incorporated a single click surface, along with Smart and Bluetooth Technology.



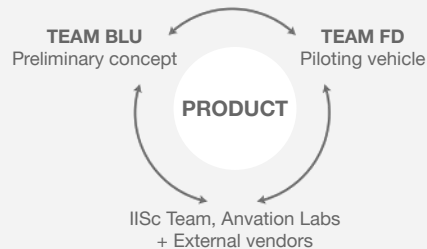
Blu Armor

Wearable Tech

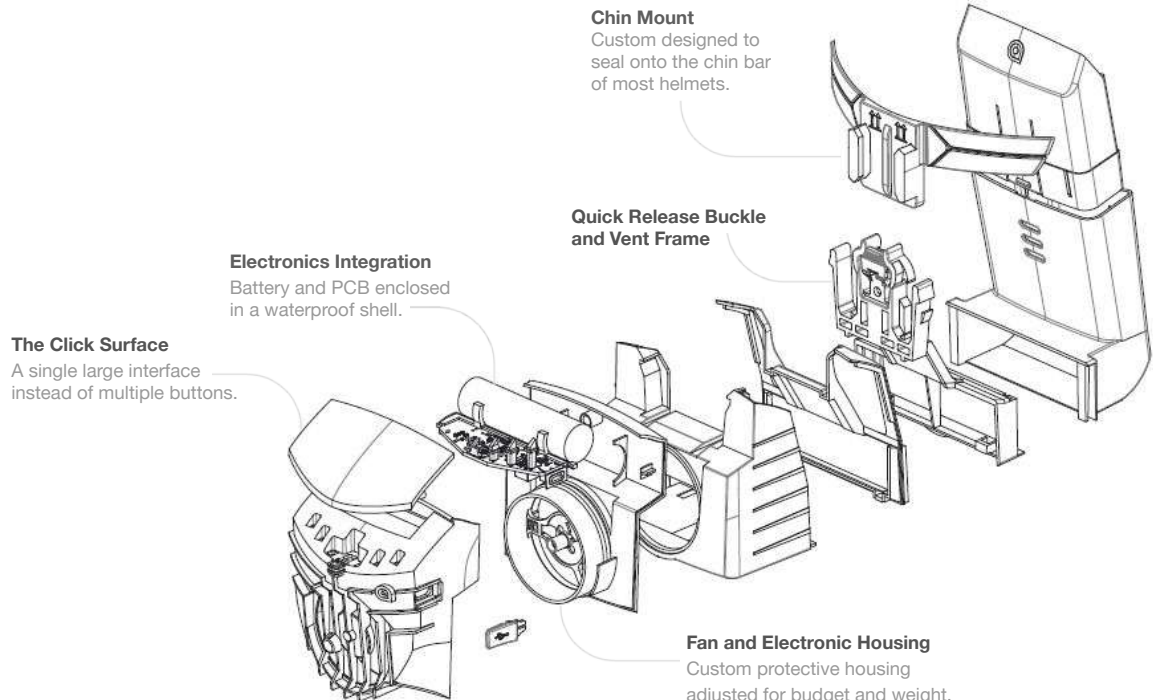
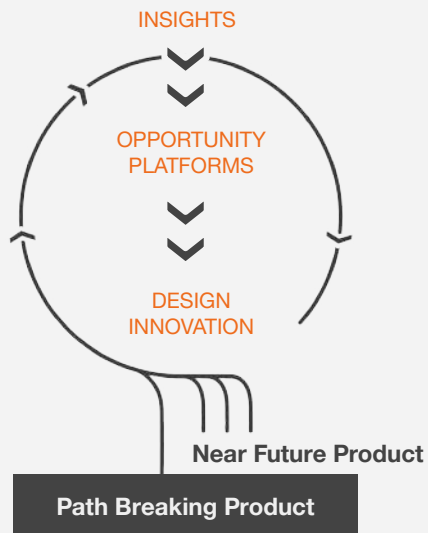
New product development
through innovation partnership

CES 2020 Innovation Award Honoree

Our work with Team Blu is a prime example of the level of involvement we commit to, when it comes to hand holding a fresh idea from conception all the way to its actualisation. We got involved with the product in the preliminary stages, and through constant value engineering at every stage, were able to cut down production costs; and simplify & reduce the number of components.



PROCESS OF ITERATIVE DEVELOPMENT



Livfast & Livguard Inverter & Battery Reimagining design language to redefine a category

With an increased interest in Smart Homes, an entire range of products that support the smart ecosystem now require a greater focus from the point of view of design intervention.

We helped redesign the portfolios of two large brands - Livfast and Livguard. We partnered with them to create two distinct design language directions and an enhanced user experience for their inverter and inverter batteries portfolio with a focus on their brand ethos of delivering power solutions for a fast paced life.



The surface ribs on the side add to the ruggedness of the product.

Inspired from the logo, elements on the front fascia are dynamically arranged.

Continuous edge designed from the top to the front fascia adds more fluidity.



A rounded rectangular outer shape gives a more approachable character to the product.

Display panel with contrasting textures (glossy above grainy) adds a visual movement.

A textured scooped surface on the front fascia gives the product a stronger appearance.



Livfast & Livguard Inverter & Battery Reimagining design language to redefine a category

Our goal was to create a design language that would inspire more ownership pride for these systems and enable them to be featured more prominently in the modern Indian homes. For that, we approached the problems from multiple angles and exhaustive research avenues.

Multifaceted Research

Visiting Indian households to realise the domestic context

Primary research to understand market scope

Visiting suppliers to understand consumer behaviour

Dismantling competitor products to understand construction

CONSUMER INSIGHTS

“Don't have **extra space** in the house.”

“**Hidden** below the stairs.”

“Inverter is placed in the **living room**.”

“Don't feel **safe** around the inverter, battery.”

CHALLENGES

- Limited user engagement
- Non-interactive segment
- Safety concerns of consumers
- Segment dominated by industrial looking designs



BRAND ETHOS AND DESIGN LANGUAGE

DURABLE
Strength & Tenacity.
Endurance, Resilience

DYNAMIC
A Better Tomorrow.
Betterment in Consumer
Satisfaction and Environment

FRIENDLY
Energizing Lives.
Minimal & User-friendly
Interface.

Ottomate

Smart Fan Range

**Cross-range value
engineering for innovative
design and optimum costs**

Most smart fan brands in the market stem from existing home appliance brands, which then evolve to incorporate smart features. However, the Ottomate brand was launched purely as a smart fan brand from the beginning and therefore the design language needed to reflect that.

We delved deeper to understand the consumer usage patterns and sensibilities, integrated new configurations for smart products and transformed traditional design codes in the fan category to create a new visual language that was carried across their entire range.



Ottomate

Smart Fan Range

Cross-range value engineering for innovative design and optimum costs

Value Engineering Process to find optimal design for different materials



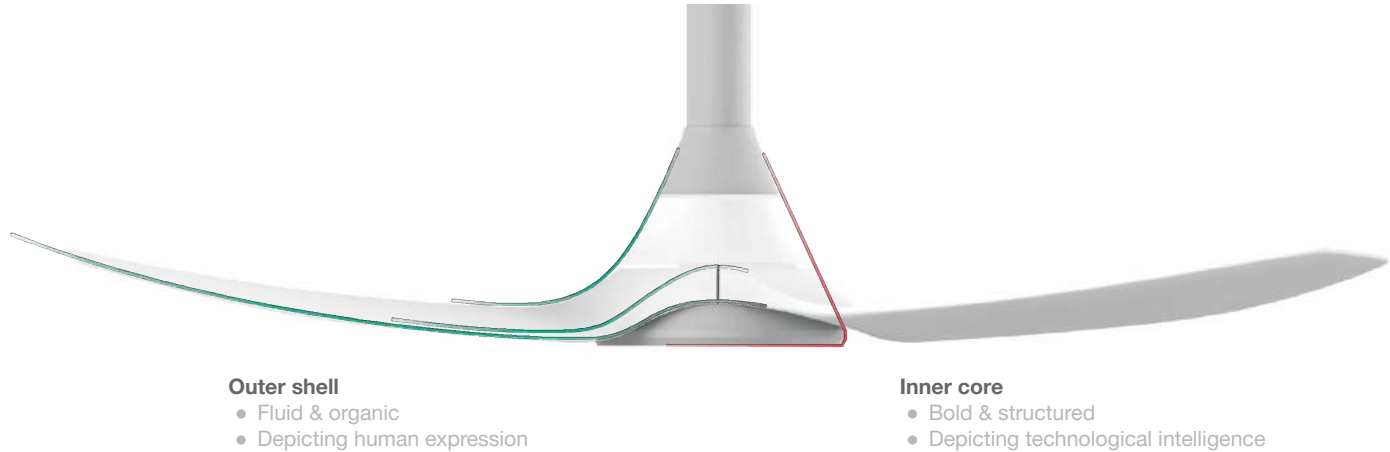
OTTOMATE SMART FAN RANGE

Different materials used for different price offerings

PREMIUM
(metal)

ECONOMIC
(plastic)

Unified Design Code reflected through the entire range



Our design interpretation of Smart Technology was inspired by the perfect blend of human understanding and cutting-edge tech.

TIAARA by Artize
Award-winning Faucet
Artistic expressions carried
through a luxury bathroom line

GOOD DESIGN Award 2015

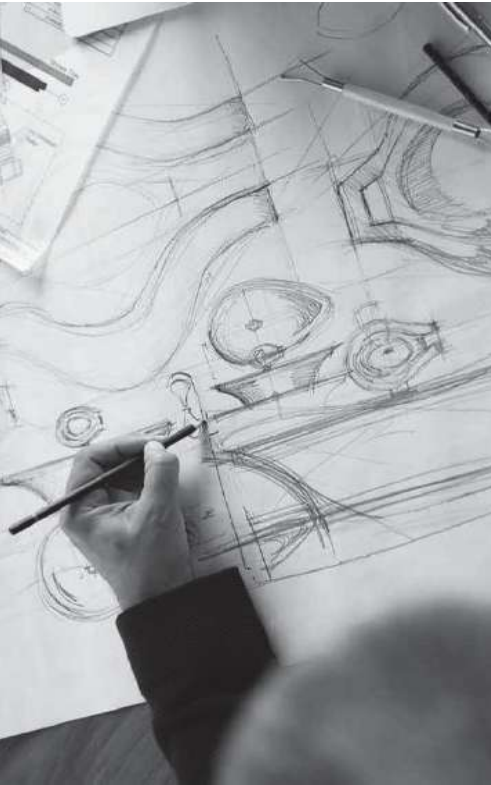
A manufacturer of luxury products, Artize from the Jaquar Group was inspired by finely crafted jewellery, with the Tiara faucet as the crowning jewel.

There were two unique challenges presented to us in this project -

- Creating a **custom water flow system** for the uniquely contoured Tiara faucet
- Creating an entire **luxury bathroom line**, inspired by the Tiara

PLUS X Award 2015

ELLE DECO International Design Award India 2015



TIARA



TIAARA by Artize
Award-winning Faucet
Artistic expressions carried
through a luxury bathroom line

The unique contoured design for the Artize Tiaara faucet posed challenges in the water flow. Because of its unique shape, the water flow mechanism needed to be custom built. Our design engineers took charge of this by working closely in an end-to-end partnership with the technical and manufacturing team at Jaquar, value engineering every aspect of the faucet till it was completely in line with the overall design intent and other technical parameters.



In order to bring in a similar aesthetic to the entire luxury bathroom line, we drew inspiration from the flamboyant curves and organic flared edges of the Tiaara faucet.



Ergonomic curves and intuitive functions for enhanced user experience. While the entire bathroom range is inspired by its memorable silhouette, the Tiaara faucet shines bright like a jewel in the crown.



JAWA 42
Classic Cruiser Bike
Last-mile brand touch
points and CMF Strategy

An iconic bike like Jawa has a permanent place in people's hearts. A part of the experience and magic of the bike is also based on its overarching design language. We knew that we could not make drastic changes to that if we wanted a favourable consumer reaction. We wanted the new design to be reminiscent enough of the older model to evoke nostalgic memories of days gone by. To understand the brand and its potential customers better, we interacted with many bikers and two-wheeler enthusiasts, and took into account every little detail of user experience and expectations on a bike like this.



JAWA 42
Classic Cruiser Bike
Last-mile brand touch
points and CMF Strategy

This was a motorcycle beloved by generations. Our challenge was to create a look for Jawa that was relevant to today's modern aesthetic, and would help riders feel like they were one with the legend without distorting the original image.

We worked on a brand intervention and looked at unique touchpoints that would help riders feel like they were one with the legend. Colours inspired by the classic, gold trims that ran along the entire sides of the bike and specially crafted '1929' origin tags made one feel like they were a part of the bike's history.



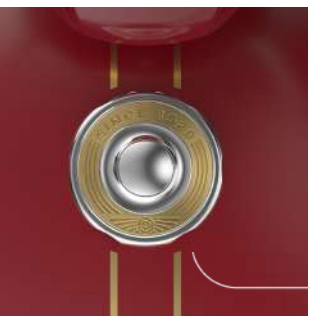
Tachometer Design

Engine Badging



Mirror Styling

Horn Cover Design



Fuel Cap Design



Trim Elements



Badging



Seat Styling

JAWA 42
Classic Cruiser Bike
Last-mile brand touch
points and CMF Strategy

Since we were limited in our scope to play with the overall design language, we chose to fine-tune the existing features.

- We modified the ergonomics of the seat and the handlebars.
- We tied in the classic brand colours with newer colour palettes.

Our mission was to incorporate and highlight the new specifications into a familiar and recognisable brand, with enough surprise elements to maintain the novelty.

Modern Interpretation
For a contemporary audience



Classic Colours

To maintain the nostalgic ethos

Brighter colours
keeping female
bikers in mind



foley designs

JAWA 42

Classic Cruiser Bike

Last-mile brand touch points and CMF Strategy

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Classic Colours

To maintain the nostalgic ethos



Modern Interpretation

for a contemporary audience



Brighter colours
keeping female
bikers in mind



Queen's Baton for the 2010 Commonwealth Games

Bespoke Design

Comprehensive Design,
Development and Production

The Commonwealth Games baton designed by us embodies a fusion of diverse India - a multifaceted, enterprising young nation. The baton exemplified the studio's collaborative partnerships combining intelligent design, precision manufacturing, technology integration, software coding and craftsmanship.

With an innovative and fundamentally symbolic idea of using soil collected from every state in India, the baton came together with a strong message of representing our country's story of unity in diversity.



The shape of the baton is created using a triangular section subtly tapering to help grip the form. The baton weaves an intricate soil pattern finally culminating at the pinnacle in the form of a gold leaf – a 'symbol of life' encapsulated in a clear housing.



A plethora of soil ranging from white sands, deep reds, warm yellows, dark browns and several other hues spanning all corners of India, created a diverse palette of colours representing different parts of India. Designed with a light 'internal' aluminium frame that is layered with soil in a graduating pattern, it creates a unique mix of soil colours.

Queen's Baton for the 2010 Commonwealth Games

Bespoke Design

Comprehensive Design, Development and Production

The Queen's message is symbolically engraved on a 'miniature' gold leaf, representative of the ancient Indian 'pathras'. The gold leaf is inscribed using a modern laser micro calligraphy.

Unique collaboration

The baton provided Foley Designs with a rich opportunity to partner with Titan Industries for its expertise in high precision manufacturing, Bharat Electronics for its strength in wireless technologies and the Indian Army, who played a pivotal role in helping gather soil from all over the country.

TECHNOLOGY IN THE BATON

- The baton could capture real-time images and unique sound-bites, as the runner travelled through different countries.
- A direct link to a webpage in the Commonwealth Games site would stream the sights and sounds of the baton's journey.
- An inbuilt GPS tracker showed the global position of the baton at any point of time.
- Triggered by the GPS module, the embedded LED lights would be illuminated in the national colours of any country that the baton passed through.
- Quotes from youths around the world could also be sent to the baton as text messages, which could be later downloaded when the baton is docked for charging.



QUEEN'S MESSAGE

The 'gold leaf' as a carrier of the Queen's message, weaves in the essence of the richness of culture of 'ancient' India with its contribution to science and technology that has created the 'modern' India. Gold as a part of the design symbolizes, power, strength, perfection and achievement – a representation of India of the past and the future.

Godrej Navtal Nxt
Lock & Key
Design Language
and **Product innovation**

Being the unofficial safeguard of India's doors, wardrobes and homes, the Godrej padlock is a staple feature in all Indian households. Therefore when we were presented the challenge of redesigning the classic Godrej padlock for the Navtal Nxt line of 6-lever locks, we knew that we had to go beyond aesthetic enhancements. The goal was to polish up the lock and implement it with further value for an enhanced customer experience.



Original Form

Separate plaque for contrast & a contemporary look.



Elongated Loop
For an alternative feel of completeness and being secure

Bevelled Edges
enhance a sense of strength



Godrej Navtal Nxt Lock & Key Design Language and Product innovation

We set out on our mission by analysing consumer behaviour. These heavy-duty padlocks are often entrusted by Indians to lock their main doors or other low security, dimly lit areas. However, the internal moving ferrule posed a challenge to users, as it often needed extra time to be aligned with the barrel and the key itself. This caused customer discomfort, especially in poor visibility areas.

We partnered with Godrej's R & D team and redesigned the key to enhance utility and safety, conceptualised as a ferrule-less form with an asymmetric entry eliminating the need to fumble at night. The path breaking asymmetric key was born, removing the need to align your key to the lock, giving the user a smoother product experience.



KEY & KEYHOLE REDESIGN

Asymmetric key
to intuitively align
your key to the
hole

Ergonomic play
- concave
surface for better
grip.

The use of
forming process
in a **P shape** -
increased
security & safety



Retaining old elements to carry forward the trust associated with the brand.

- The 'HARDENED' emboss on the shackle
- Brass Body



Engage Eau De Parfum

Bottle Structure

Design Language and Product Innovation

Engage started its brand and consumer journey in the deodorant space. After making it as the No. 2 player in the country, the brand was looking at expanding market share in the mid-premium fragrance space.

Playing up Engage's brand strategy of playful chemistry and the excitement of romance between a man and a woman, the Engage Eau De Parfum Bottles were designed to complement each other, using a single shape identity, yet inverted to create unique identities for each category. An angled glass plane at the bottom etched with the words man and woman created a distinct reflection when placed on a table.



Top View



Men

With the angular edges facing the front the form has a masculine feel.



Women

Softer edges towards the front give the bottle a feminine touch.

Mirrored form inspired by the chemistry of the couple continues the design language while creating a distinct difference.



A simple clean round cylindrical cap to give a more feminine feel.

Angular branding (MAN, WOMAN) on the base for on the shelf drama

Shaped like a racetrack, the wider cap enhances the masculine shape of the bottle.

Fiama Di Wills
Personal Care Line
Brand Signature Design
through Innovative Processes

Driven by innovation, ITC launched a unique range of Fiama Gel Bars, developed through years of scientific research. They wanted us to create a unique brand signature and experience through the design of their products.

We created a unique design language that broke the clutter in the market and communicated the soft, moisturising aspects of their products while bringing out the aspect of scientific research. The design language created brand moments that stayed with the consumer long after purchase.

A new innovative method of soap-making which involved pouring of the material, rather than forming, informed our design language inspired by a soft, fluid form of a water droplet.



Self contoured tall, elegant feminine form with fluid pleats

Similar caps used to give a family look to different structures



Masculine grip form with dots for grip

The Hex soap has an edgy masculine form to connote the gender and has been drawn from logo elements.



HUL Pureit
Water Purifier Line
Unified Design Language
through Path-breaking
Category Codes

We created a unified design language for Pureit water purifiers that was translated across a wide range of their products.

The studio partnered with Unilever to build a range of purifiers catering to several segments of the market. We created several experience hook innovations that have stood the test of time such as the 'blue light' for the Ultima device that lights a column of water when dispensed.

EXCELLA

Inspired from a dew drop, the drop in the logo was extruded into a clear cylinder form.

A leaf like form for the faucet to give it a water nature feel to it.



ULTIMAA

The first black purifier in the category. The form is clean and geometric with a silver horizontal wave to break the geometry.

A light was added to the tap to throw blue light in the glass to show the purity of the water. It is also helpful at night to prevent spillage when the light is low.

HUL Pureit
Water Purifier Line
Unified Design Language
through Path-breaking
Category Codes

We created a unified design language for Pureit water purifiers that was translated across a wide range of their products. We designed devices for Bangladesh, Indonesia, Brazil.

- Pure geometric rectangular form.
- Asymmetric fluid wave maintained on all devices for a continuous language, connoting the flow of water.
- Defining category cues on the surface.
- Defining colours - black for premium devices, white for basic devices.
- The display & UI for all devices has been designed specifically for the device by the Foley Design's team.



Blue backlit to show technology of RO + MF (micro filtration)

COPPER

One of the more recent models, the Pureit Copper RO + UV Device channeled the health benefits of copper by imbuing the ethos of a handmade copper vessel. It also brought in an edgier version of the "wave" that runs through the entire collection.



Fabelle Luxury Chocolates

Product Innovation in a Saturated Market

When ITC was launching its Fabelle chocolates in the market, they wanted to create a unique experience for the consumer. With a market already dominated by global players like Cadburys, the brand Fabelle needed a distinct and memorable experience with the consumer. We worked with them to create a range of bars with a unique interplay of shapes creating a very distinct design and an intuitive connect to the signature brand pattern and the Fabelle Logo, keeping in mind the bite sizes and manufacturing constraints.

Filled Bar

Breaking away from the conventional cube shape, the rounded edges at opposing corners give the chocolates a soft, melt in your mouth feel.

The rounded form also takes inspiration from the Fabelle Star, with softer edges imitating the concave part of the star.



Layered Chocolate

Part of our aesthetic choice for the Layered Chocolate was to keep the middle layer visible from the side as well as the top. By incorporating the Fabelle Star in the layer pattern on top, consumers are able to view the filled-in layer with every tempting bite.

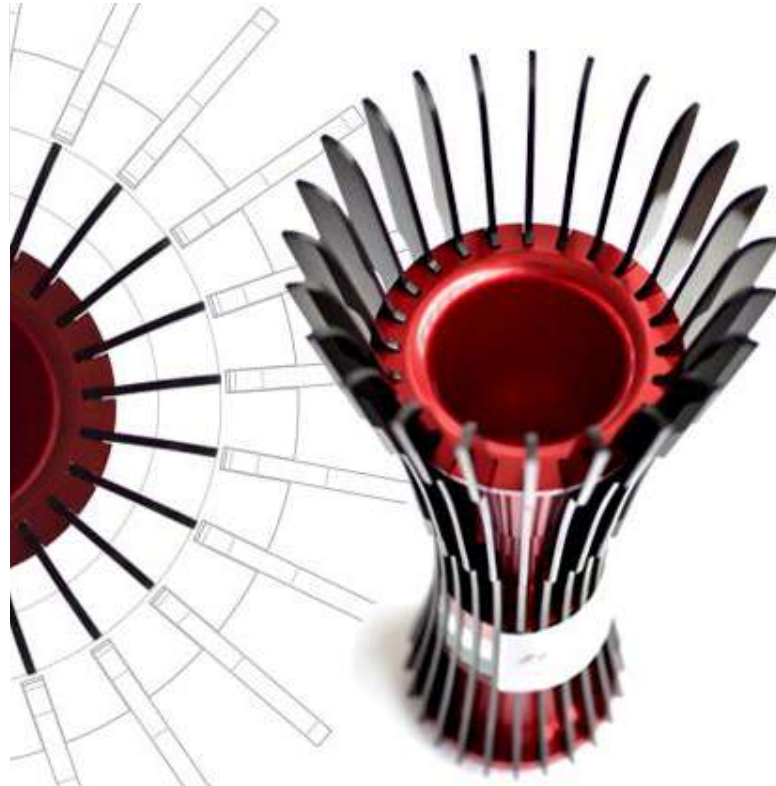
Formula 1 Indian GP
Sporting Event Trophy
Custom Trophy Design

Reflecting the scale and magnitude of the sporting events, design here plays a key role in symbolising victory, camaraderie and the spirit of sports. These awards are inspired by the sports they represent and designed to create iconic symbols of each event. Designed, engineered and crafted with extreme precision and care, each of them have a very unique story to tell.



FORMULA 1 INDIAN GP
TROPHY 2012

The 24 faces of the Indian Chakra created the geometric basis of the shape with the front surface cut open to reveal the inner facets. A soft and muted matte surface on the exterior, contrasts with the brightness of the mirror polished inner surfaces, highlighting the flag colours.



FORMULA 1 INDIAN
GP TROPHY 2013

The design of the trophy is an aesthetic interpretation of a contemporary and forward looking India on a global pedestal. The concept driving the trophy stems from a unique expression of the sport using a fusion of exquisite craftsmanship and high precision engineering.

Pro-Kabaddi League & World Cup

Sporting Event Trophy

Custom Trophy Design

Our trophy and award services extend beyond just design, to seamlessly move into execution, giving you a finished product that would take your event to the next level. Working closely with our sister concern, TLV Solutions, we supervise every aspect of the design delivery to ensure the very best quality.

Envisioning
the award



Validating
the Drawings



Budgeting



Prototyping



Pilot award
and sign off

PRO KABADDI LEAGUE TROPHY DESIGN

The concept depicts a pair of inverted forms intersecting to create the dynamics of a single player against seven. The interplay of seven players against one creates the underlying design inspiration of the trophy. The seven different finishes depicts the varied qualities amongst the players.



KABADDI WORLD CUP TROPHY DESIGN

Envisioned to give the idea of the winner conquering all the other opponents, the Pro Kabaddi World trophy brings the impact of the winning team on the world through the reflected shadow of the world map on the golden ball inside.

Corporate Events
Awards & Mementos
Custom Design & Production

Because of our close association with TLV Solutions, we are able to seamlessly transition between design vision and execution, and provide awards and mementos for corporate events.

- Custom designed trophies, awards & mementos for your organisation
- Developing existing designs & delivering them
- Service provided within time & budgetary limits
- Mass production & supply of mementos



Strategy

Our thirteen years of multi-disciplinary experience allows us to provide precise insights from diverse perspectives and create design strategies that are right for your company.



M'CAFFEINE



OTTOMATE



TITAN EYE PLUS



HIMALAYA



ENGAGE (TC)



HINDUSTAN UNILEVER LIMITED

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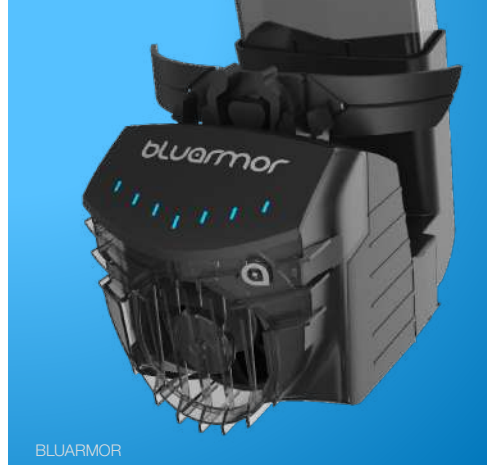
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Product

Industrial design is at the core of the studio's capabilities with expertise spanning concept design, engineering, and pilot production support. We believe in a problem solving approach and creating intuitive solutions.



JUAQUAR ARTIZE



BLUARMOR



ET TROPHY



JAWA



COMMONWEALTH GAMES BATON



SOUTH INDIAN BREAKFAST SET

foleydesigns

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Brand

With a deep understanding of consumer behaviour we help create powerful brand experiences that bring the personality of your brand to life.



FIAMA DI WILLS



INDIAN MUSIC EXPERIENCE
HARMONIUM STORE & MERCHANDISE



TANISHQ



AMRUT



DSP BLACK WHISKY LIMITED EDITION



PAUL JOHN WHISKY CHRISTMAS

foley designs

Experience Design

Our spatial design experience has helped us craft unique customer environments, powerful retail identities, and immersive brand experiences.



TITAN INSTALLATION



MICROSOFT



IBTC



ORION



CORNERSTONE

foley designs

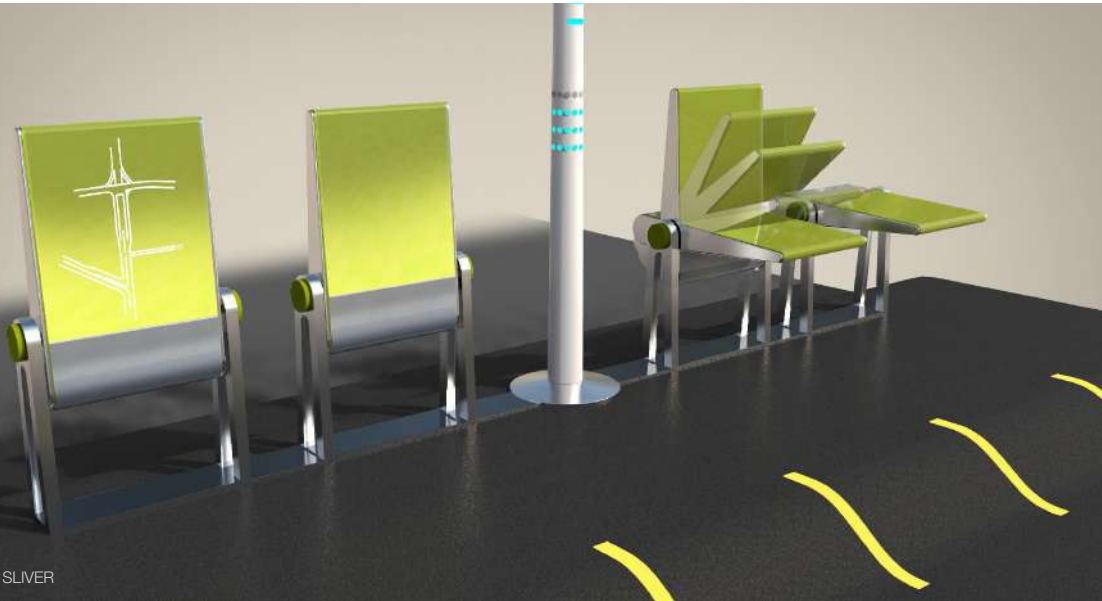
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Design Lab

Recognising evolving trends, gathering insights, and transforming them into opportunities have lead to many innovations in product, processes and technology for clients and for our own in-house initiatives.



E BIKE



SLIVER



WIREFREE CHANDELIER

foley designs

Design Execution

With the combined expertise of design consulting and our partner TLV Solutions, we can provide an end-to-end solution to take projects into production and execution.

foleydesigns + tlvs



HIGGINBOTHAMS



DUOFLEX SLEEP LAB



KIAL DIWALI VM



PRO KABBADI



UNACADEMY

foleydesigns

PRODUCT DESIGN

Concept design
User experience design
Design engineering
Product design language

EXPERIENCE DESIGN

Environment design
Furniture design
Public design
Navigation design

DESIGN LAB

Product development
Proof-of-concept design
Material exploration
Process innovation



**DOMAIN
EXPERTISE**

STRATEGY

Insight & opportunity mapping
Design research
Future-scaping
Product design strategy

BRAND

Packaging design
Brand architecture design
Visual identity
Environment graphic design

DESIGN EXECUTION

Corporate gifting
Trophies and mementoes
Project management
Turnkey execution

Our Clients

Our passion to convert ideas to reality have led to partnering with companies from diverse backgrounds. From start-ups to mid-level organisations to prominent national players, we have solutions for everyone.



Awards

Over 30 awards won



Mercedes-Benz



PLUS X AWARD®



foleydesigns



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