



**Service Five**  
**We design your own collection**

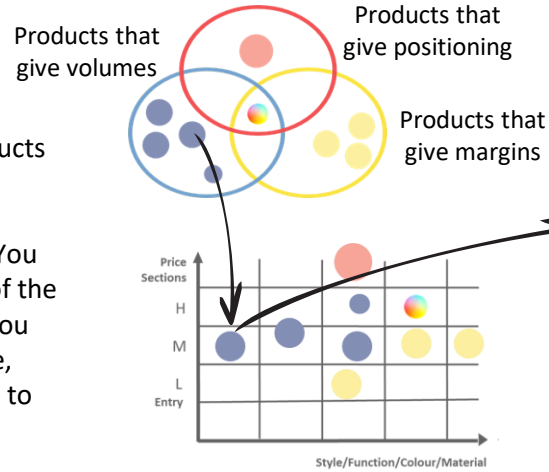
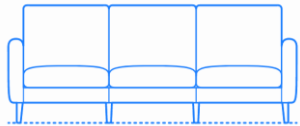
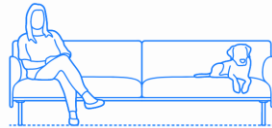
**Background** You already have your own range of existing products and your own design team and production.

Maybe you are lacking resources to deliver according to plan. You may want to reinforce your team temporary. Delegate a part of the range that is not interesting for you but still needs designing. You may want a base to work from to compete internationally. Else, you need some routine projects covered so you free resources to take part in that international competition.

Maybe you simply need to create a collection in a specific style and need a base to work from.

We sketch your own original collection.

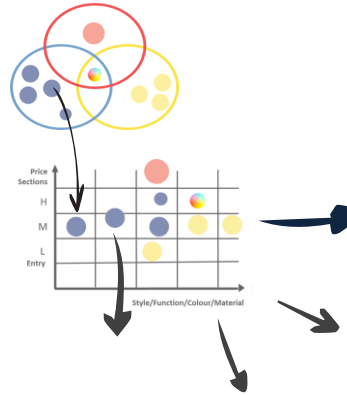
**If you can see it, you can be it!**



**How** We can sketch a full collection of products in the price range, material and style of your choice, according to briefing.

**Value** You will receive the drawings at the level of detailed execution you and your team need to take the next stride. From sketches for the in-house team to re-work to fully designed items, with the software of your choice. You will receive boards documenting the process, from mood boards to the products taken as a reference point.

The collection of products will be designed in accordance with your existing range of products and based on your business goals.





We support start-ups, scale-ups and established firms  
to make an idea, a service or an item  
into a product that can be sold  
with our competence and global network  
of experienced partners.

No-nonsense approach guaranteed.

*Thanks for your attention!*



## LuciA Arrigucci



Since 2015 LuciA Arrigucci is running [Arrigucci of Sweden AB](#), working with Innovation and sustainability.

LuciA's core competence is **Productization**, supporting start-ups, scale-ups and established firms to make an idea, a service or an item into a product that can be sold. Surrounded only by top competence in each field LuciA likes creating growth throughout sustainable products that meet a real need. No-nonsense approach guaranteed.

**Innovation and growth** is the red thread across LuciA's working life.

2001 First **start-up**, Legnidoro Design, based on an Innovation of a process to impregnate wood in partnership with [Henkel Loctite](#).

2003 **Marketing Communications Manager** in a 24/7 retail operation counting 700 people workforce. **Internal and External Communications Coach** for all the Marketing Managers across [UK](#).

2007 - 2011 **Global Product Owner** for two different business areas on behalf of IKEA, first white goods then tables and public use furniture.

Development, improvement and launches of dozens of products, managing turnovers in the hundreds of millions €.

Lived in 4 European countries.

**Business Mentor** at the [University of Lund](#).

## Core Team

Arrigucci of Sweden AB business model is to work on a network. This allows the agility needed to meet the demand for complete tailoring and top quality of our services for current and future clients and partners.

The network is global, so our clients and partners can have a local approach. Meet the core team.



Reverse Innovation  
Branding



Eliseo Pausa  
Industrial Design



GreenGap Sweden  
Sustainability



Vincent van der Pas  
Photography



Linda Ranalli  
Videomaking



Will Gray  
Knowledge  
Management



Norah Ngoc Vo  
Digital Performance  
and Data Analysis

