



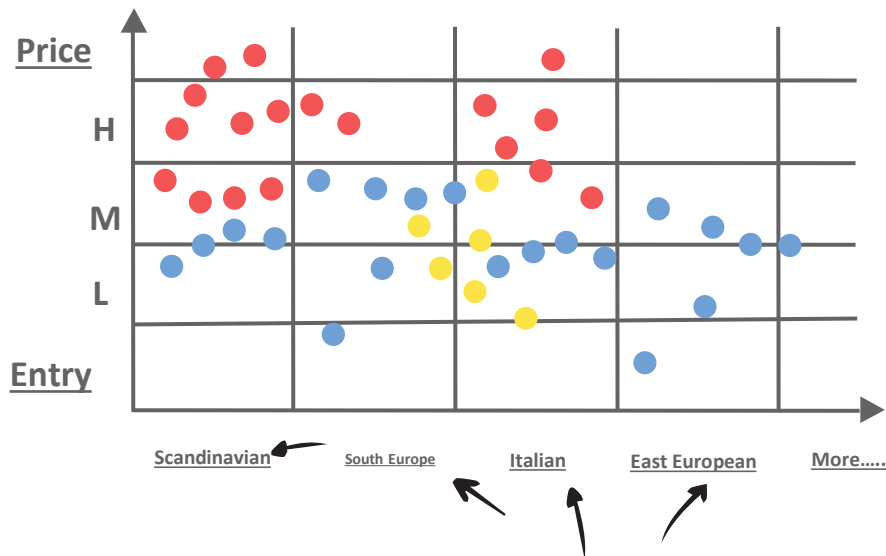
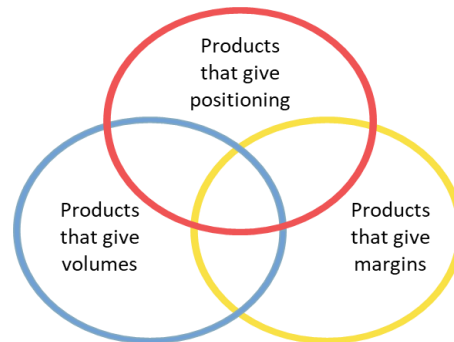
**Service Three**  
**Identikit of your Reference Ideal Range**

**Background** You already have your own range of existing products and your own design team and production. Maybe you are already exporting to North America or Europe, you want to enter one of these specific markets or perform better.

It can be that you simply want to create a range of products “Italian Style” or “Scandinavian Style” , “South European Style” or “British country Style”.

You and your team need and want to know .... What Italian, European, Scandinavian really means? What ultimately defines that style?

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

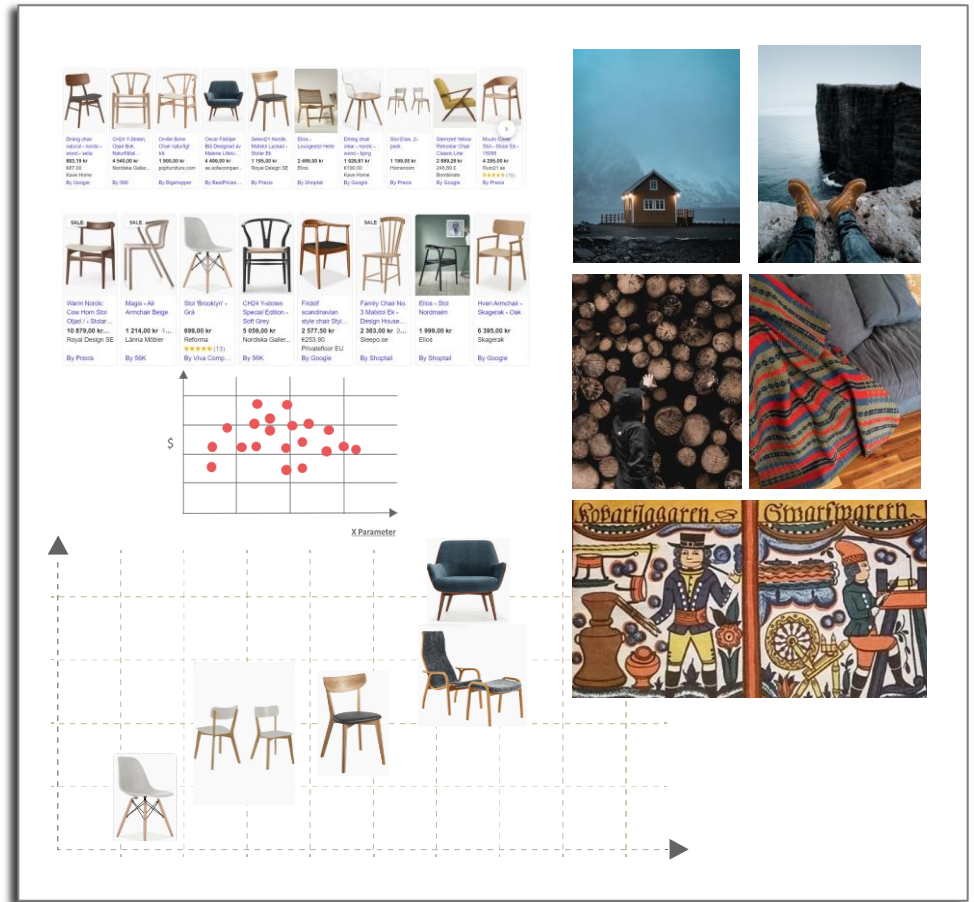


**What** We provide you with a reference range of existing products, timeless, Iconic examples of the style you want to recreate or be inspired by.

You will receive several boards with a representation and descriptions of existing products in that style, the identikit of the perfect range in that specific style of choice, already mapped by price.

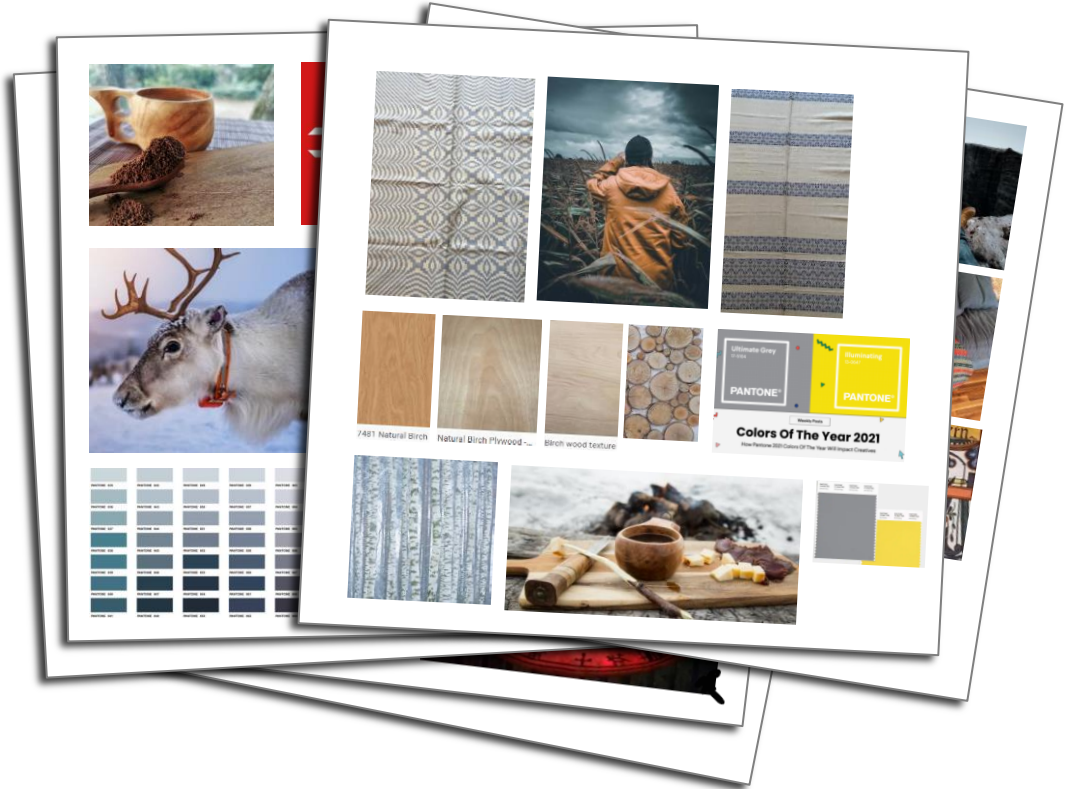
Together with the board of the existing products you will receive all references to each product, from price to material, colour availability, history and curiosity.

We will also provide you with up to three mood boards. Upon request we can buy and ship the items still on the market for you to have a physical reference.



**How** We search the market and our own sources of History of Design and Architecture. Then we choose examples of strongly characteristic, heritage full items that embodies the best of that culture and market.

**Why** European and North American are highly complex countries, with their own uses and customs. For your products to be relevant you need to know sizes of the flats and houses, peoples' behaviour at home indoor and outdoor, local tastes, what's acceptable and what's a no-no.

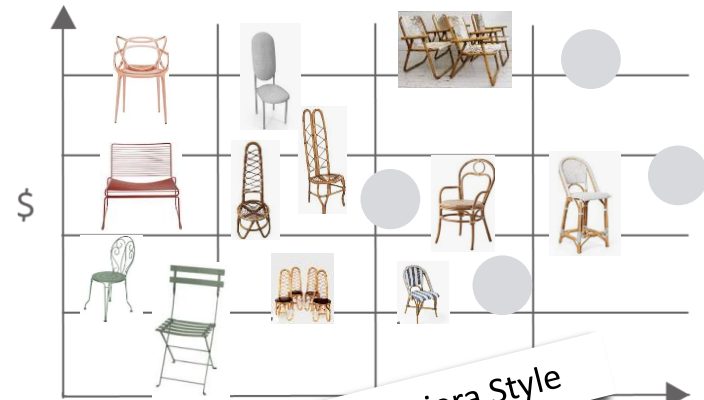


**Value** You and your team will be given tools for years to come to nail what the market needs. To penetrate the culture of your markets. You will be working more focused and with clear directions, more restraints and therefore more space for creativity. The revenues will increase and you can also compete internationally with your own original, thought through design.

**Why us** This tool is been used for many years and the method perfected to make the process simple to follow, interactive, involving and completely personalised on your needs, resources and ambitions.

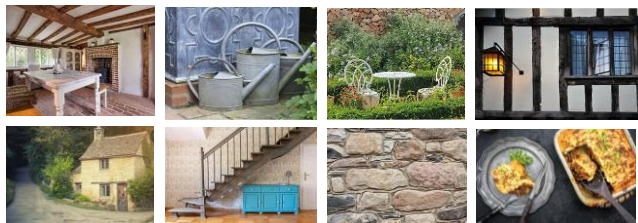
[LuciA Arrigucci](#) has been working for over 20 years within productization with start-up, scale-up and established firms.

Read more in her [articles](#).



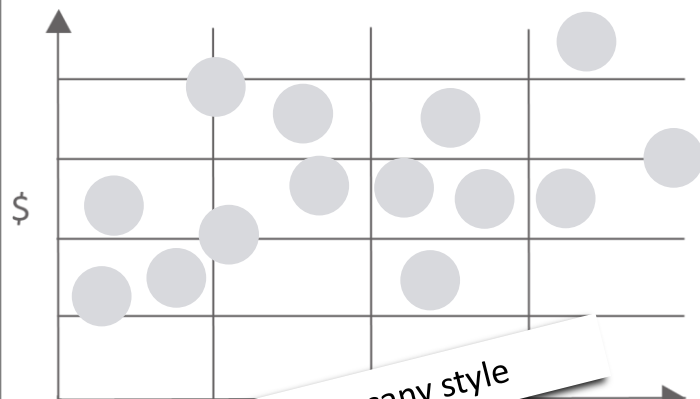
Example: French Riviera Style

X Parameter



Example: British Cottage style

X Parameter



Example: Tuscan style

X Parameter

Example: Spanish riviera style

Example: French countryside style

Example: Milan style





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

