

foleydesigns

## About Us

We are a multi-disciplinary studio bringing a holistic perspective to any design challenge. Transforming simple insights into impactful experiences by design.

## About Us

Our team of experts use an interdisciplinary approach to deconstruct complex problems into simple challenges, creating an accessible environment for design partnerships with your business.

## Our Experience

**225**

CLIENTS

**6700+**

PROJECTS

**100**

SECTORS

**30+**

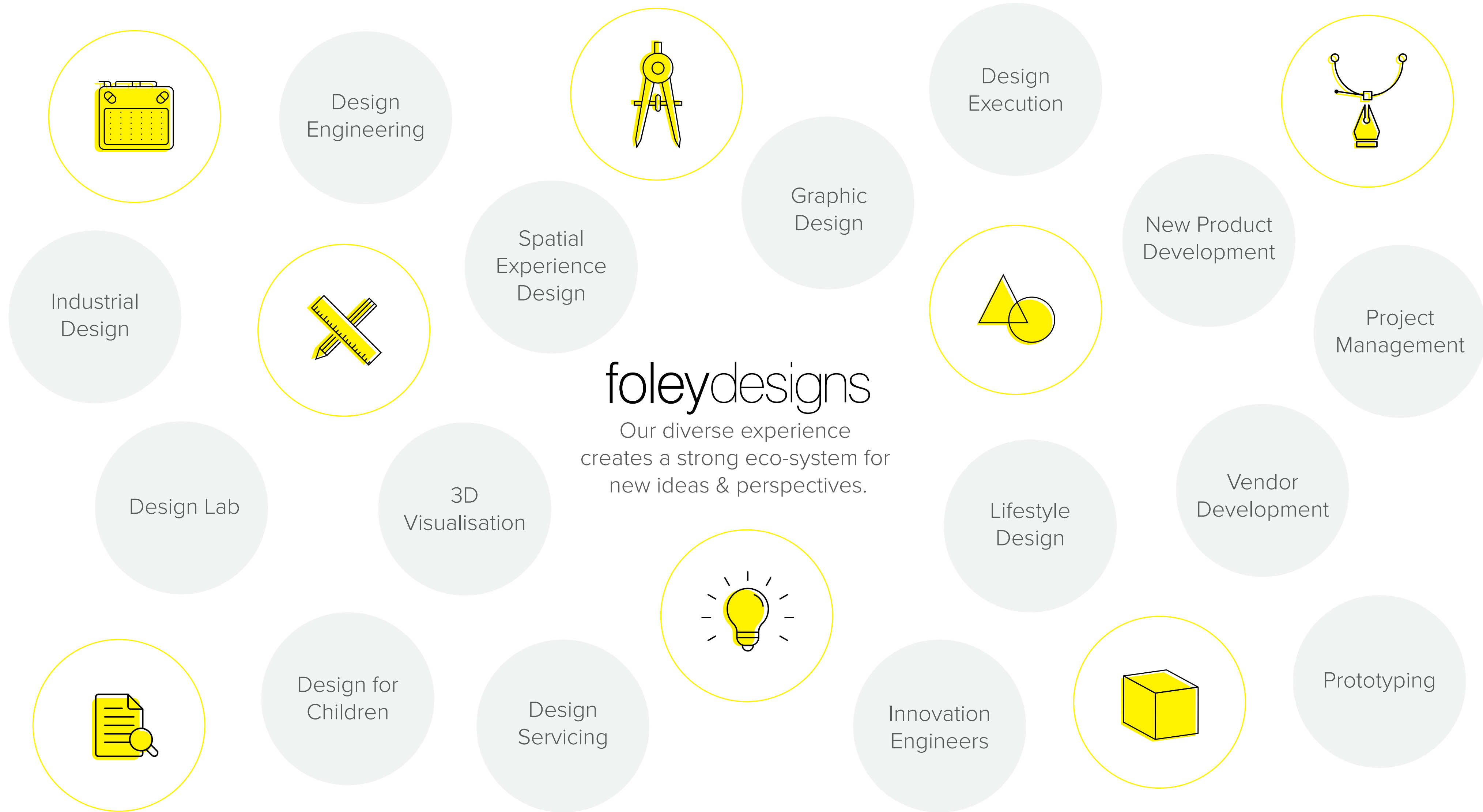
AWARD-WINNING  
PROJECTS

**50**

PEOPLE STRONG

**13+**

YEARS & RUNNING



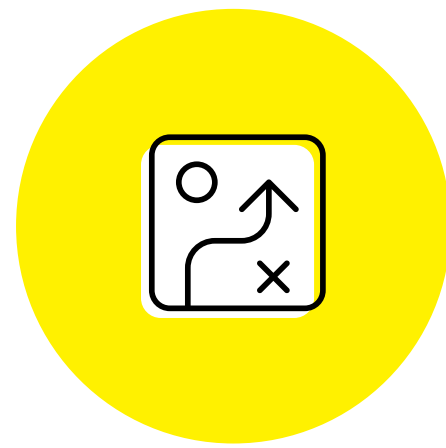
## Our Design Expertise

Our versatile studio structure helps teams go beyond the brief, providing innovative solutions to design challenges. Our end-to-end expertise lets us partner with you from recognising opportunities till the design reaches the market.



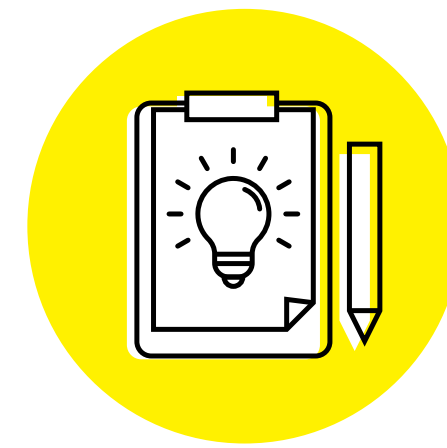
### CONTEXT

**Setting the challenge in the relevant context through research, consumer study and trend analysis.**



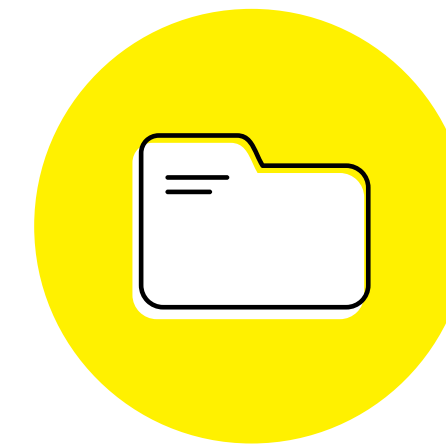
### STRATEGY

**Creating a roadmap for long term success by helping clients discover possibilities for innovation.**



### CREATE

**Transforming strategy into impactful designs. Designs that are prototyped and proofed.**



### EXECUTE

**Designs that are engineered, validated, produced, and supplied.**

## Our Domain Expertise

### Strategy

Insight Generation  
Opportunity  
Mapping  
Brand Positioning  
Service Design  
Design Language  
Brand Architecture  
Trend Mapping  
Competition  
Benchmarking  
Future-scaping

### Product Design

Product Identity  
Lifestyle Design  
Industrial Equipment  
Product Portfolio Design  
Proof-of-Concept Design  
Design Research  
Bespoke Development  
Design Supervision  
Design for Children  
Design for Elderly  
UI/UX  
Design Engineering  
Colour, Material, Finish  
Trophies and Memorabilia

### Brand

Brand Architecture  
Visual Identity  
Visual Language  
Packaging Design  
Communication  
Collaterals  
Visual Asset Development  
Environment Graphics  
Graphic Design  
Digital Media  
Point of Sale Design

### Experience Design

Environment Design  
Retail Design  
Furniture Design  
Visual Merchandising  
Public Design  
Lighting Design  
Navigation Design  
Exhibition Design

### Design Lab

Proof of Concept Development  
Process Innovation  
Material Innovation  
Technology Innovation  
Innovation for Defence  
Sustainable Development  
Trends Prediction

### Design Execution

Trophies and Mementos  
Corporate Gifting  
Brand Collateral  
Turnkey Execution  
Project Management  
Space & Environment  
Spatial Installations

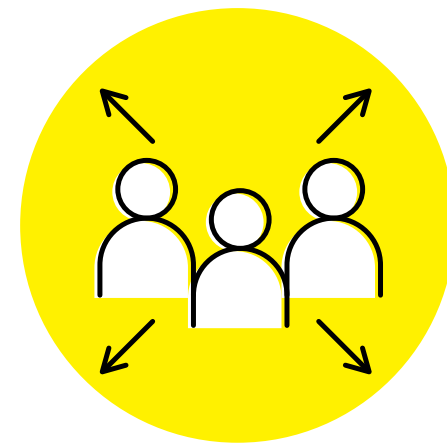
## Our Approach

We believe in collaborating with you to get a deeper understanding of your consumers needs, challenges, and help you stay relevant through design.



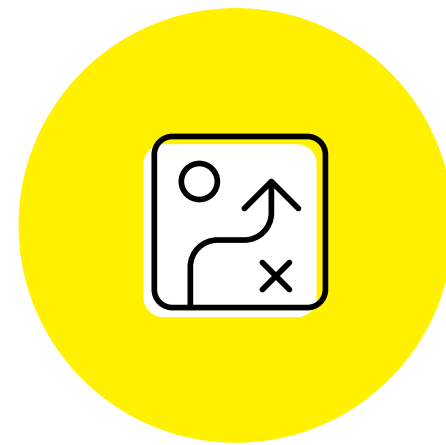
CONSUMER INSIGHTS

**Understanding the consumer's route to your product, and defining opportunities.**



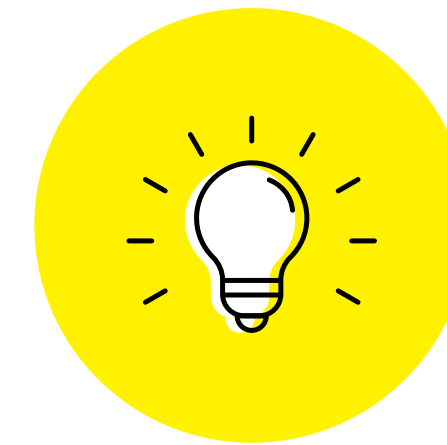
MARKET OPPORTUNITY

**Recognising the potential for design with a perspective of changing market dynamics.**



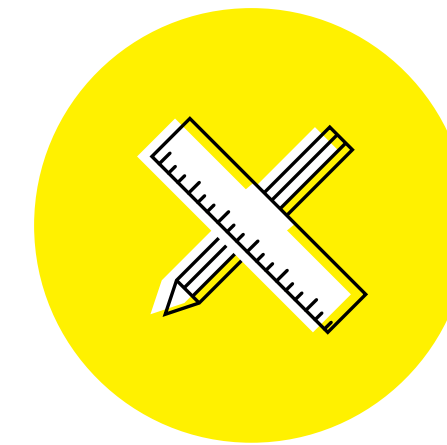
STRATEGY

**Developing approaches that would fit with your business and consumer.**



IDEATION

**Connecting insights, opportunity and strategy to create impactful products.**



DEVELOPMENT

**Translation of concepts into manufacturable solutions through prototyping and technical design.**



# 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 (ITO)



HINDUSTAN UNILEVER LIMITED



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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.



JAQUAR ARTIZE



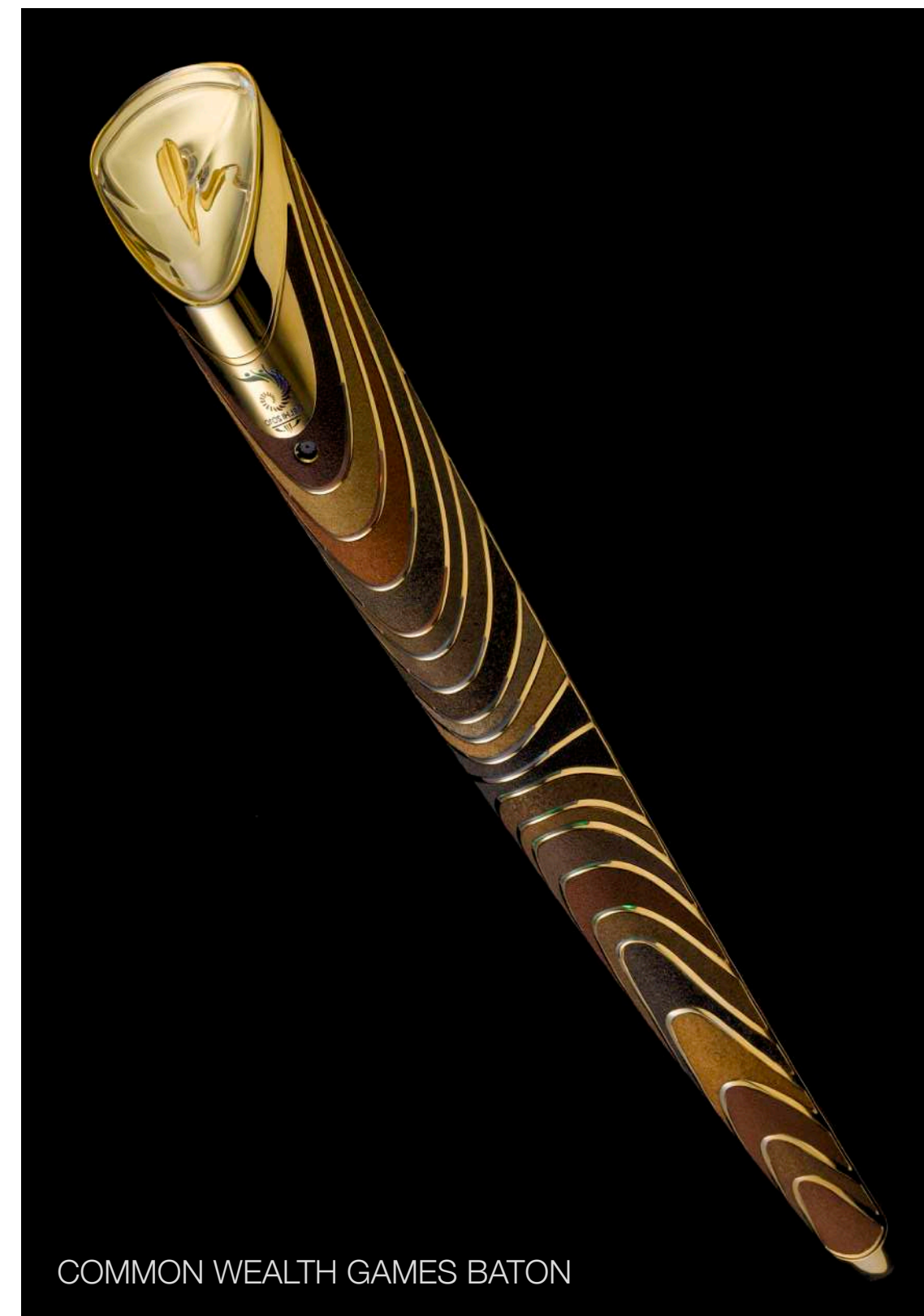
BLUARMOR



ET TROPHY



JAWA



COMMON WEALTH GAMES BATON



SOUTH INDIAN BREAKFAST SET

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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



IME STORE & MERCHANDISE



TANISHQ



AMRUT



DSP BLACK WHISKY LIMITED EDITION



PAUL JOHN WHISKY CHRISTMAS

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## 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



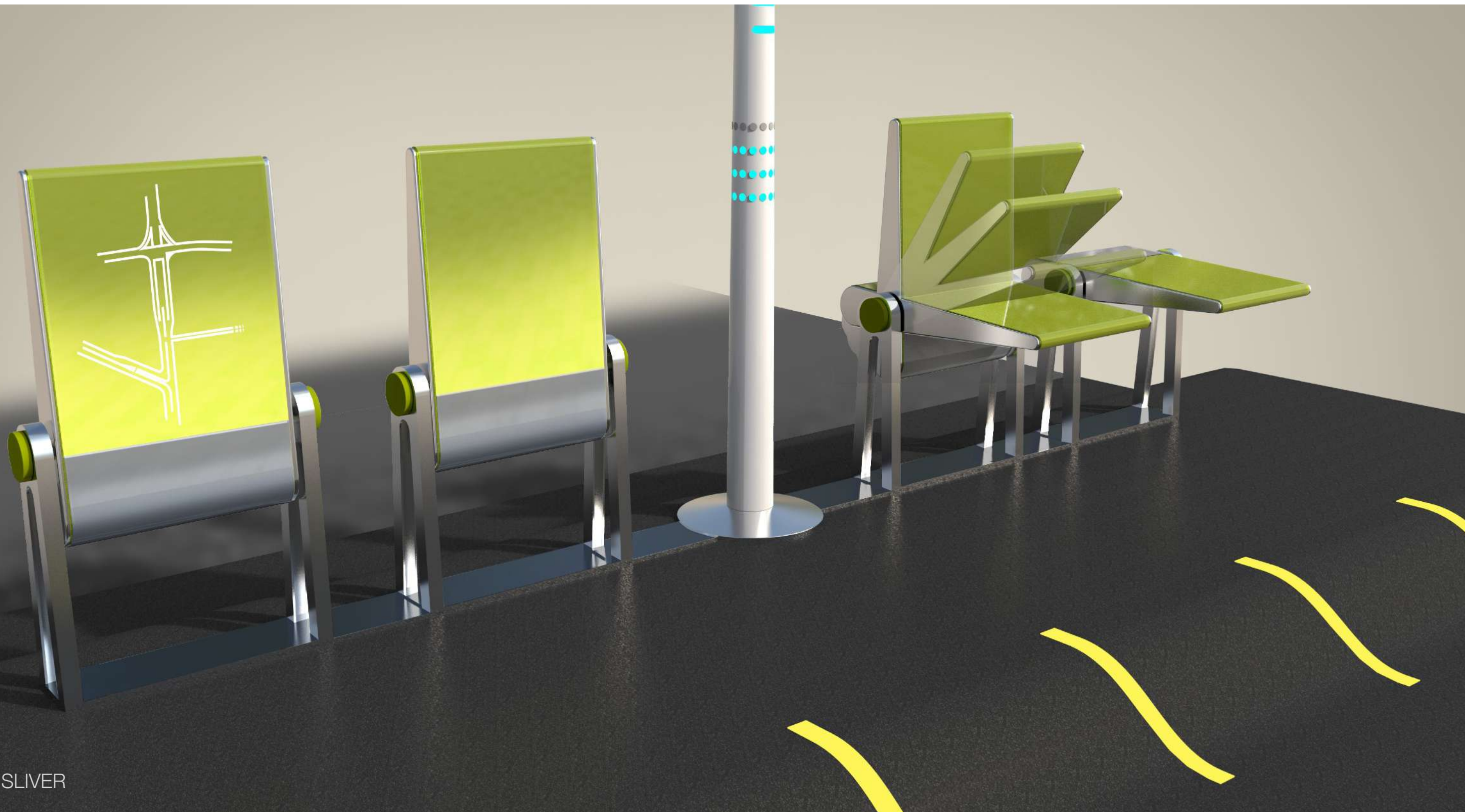
CORNERSTONE

## 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

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## 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 + tlk tlv product solutions

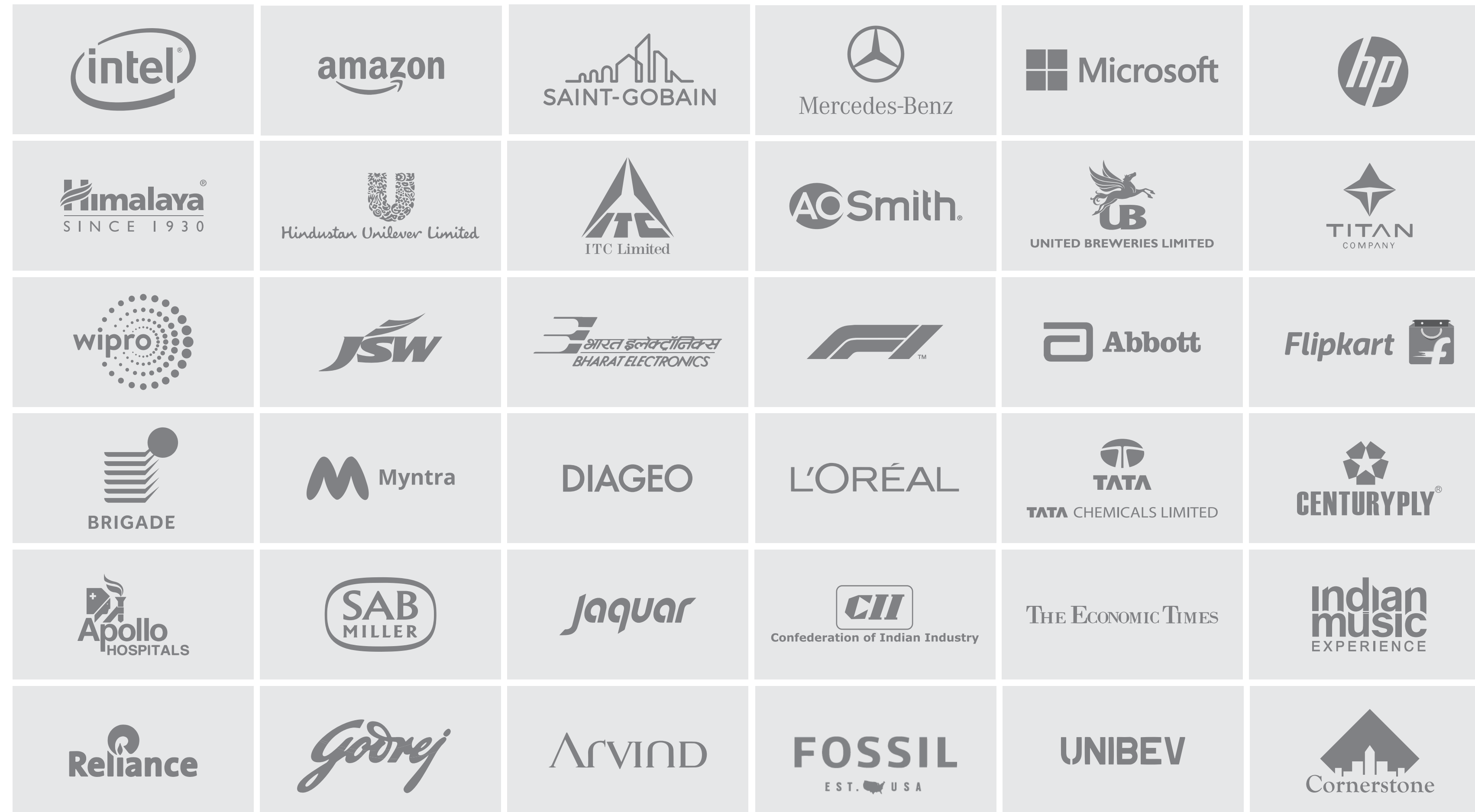


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## Our Clients

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.

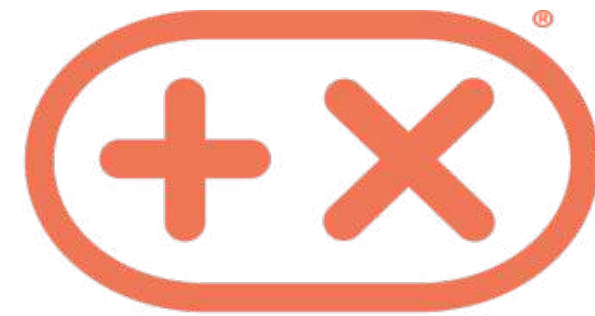


## Awards

Over 30 awards won



Mercedes-Benz

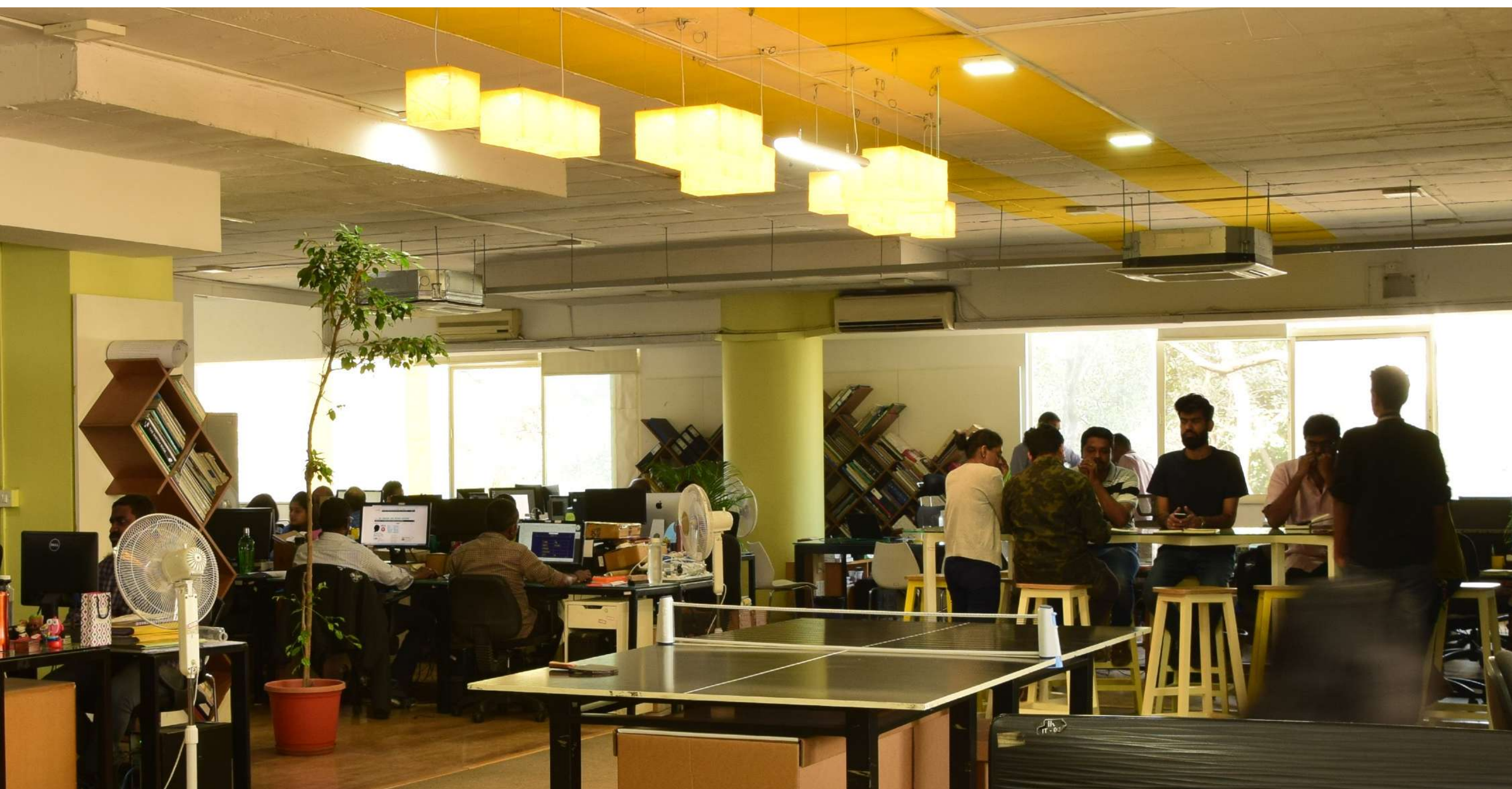
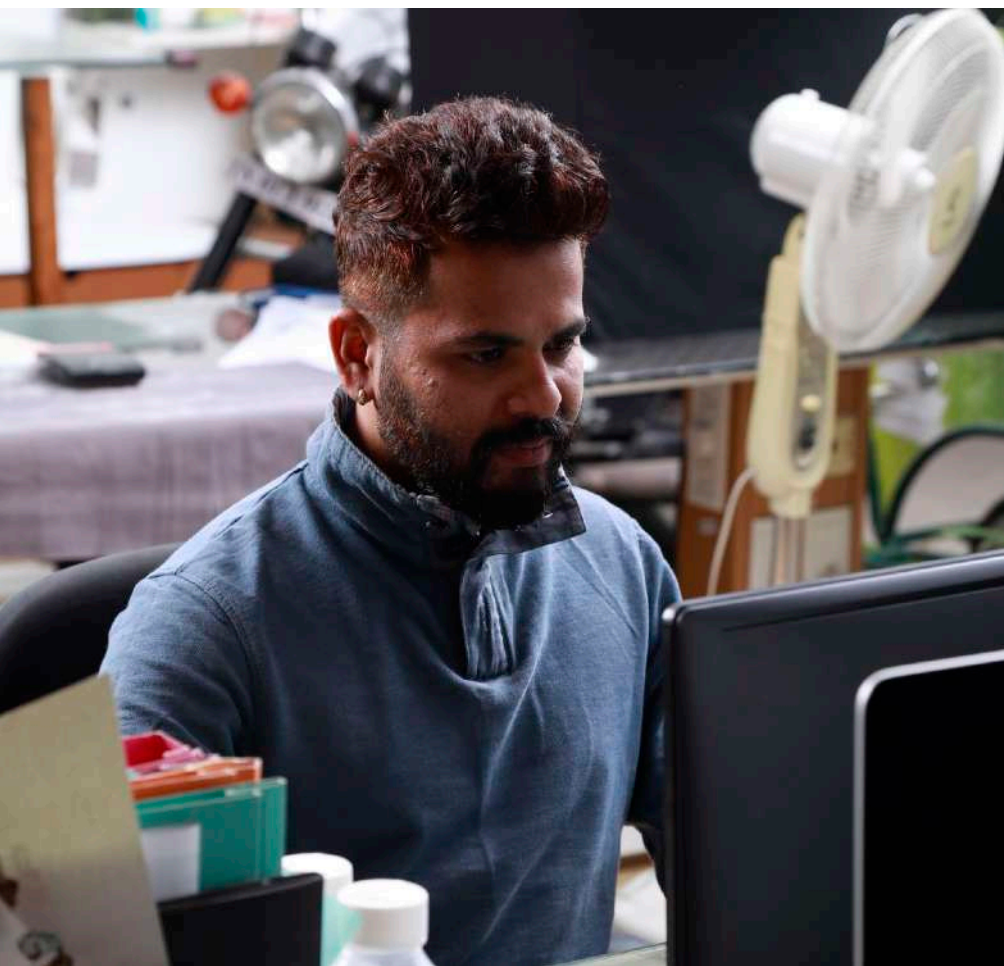


PLUS X AWARD®





The Studio



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[info@foleydesigns.com](mailto:info@foleydesigns.com)



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