

ALEGREDESIGN

Company profile

Create it better

“Design is the intuition of creating
what people expect.”

ALEGREDESIGN

Since 2002
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info@alegredesign.com

WE ARE

Contemporary design studio built on more than two decades of practice

Alegre Design approaches product development as a long-term discipline, guided by precision, clear decision-making and purpose.

Each project is shaped through thoughtful criteria, adapted to its specific context and grounded in industrial reality.

Our work translates complex challenges into reliable and durable solutions, developed with rigor from concept to implementation.

ALEGREDESIGN



VISION AND PURPOSE

Designing with a long-term perspective

Vision

We design products and solutions with a long-term perspective, guided by clarity, precision and informed decision-making.

Purpose

Grounded in real industrial conditions, our work aims to create reliable solutions that respond to genuine needs and bring lasting value to everyday life.



IDENTITY

We design for people, grounded
in industrial reality

Over more than two decades of practice, Alegre Design has developed products through continuity, accumulated knowledge and informed decision-making

+25

Years

+40

🏆 Awards

17

🌐 Countries



Building a brighter future one product at a time

Our work has been recognized internationally for its clarity, rigor and lasting value, reflecting a consistent approach to design across industries and contexts.

+25

Years

+40

Awards

17

Countries



x3

Red Dot
Award



x5

German Design
Award



x2

A' Design
Award



x5

Good Design
Award



x3

FX Design
Award



x2

European Product
Design Award



x2

iF Design Award



x1

IDA Design
Awards



x4

Delta Awards



x3

Archiproducts
Design Awards



x2

Adi-Fad Award



x2

DesignPreis



x1

Iconic Awards



x1

Clap Award



x2

ADCV Award

We accompany companies and leaders developing products built to last

We collaborate with companies and teams worldwide, adapting our expertise to diverse cultures, markets and industrial environments.

+25

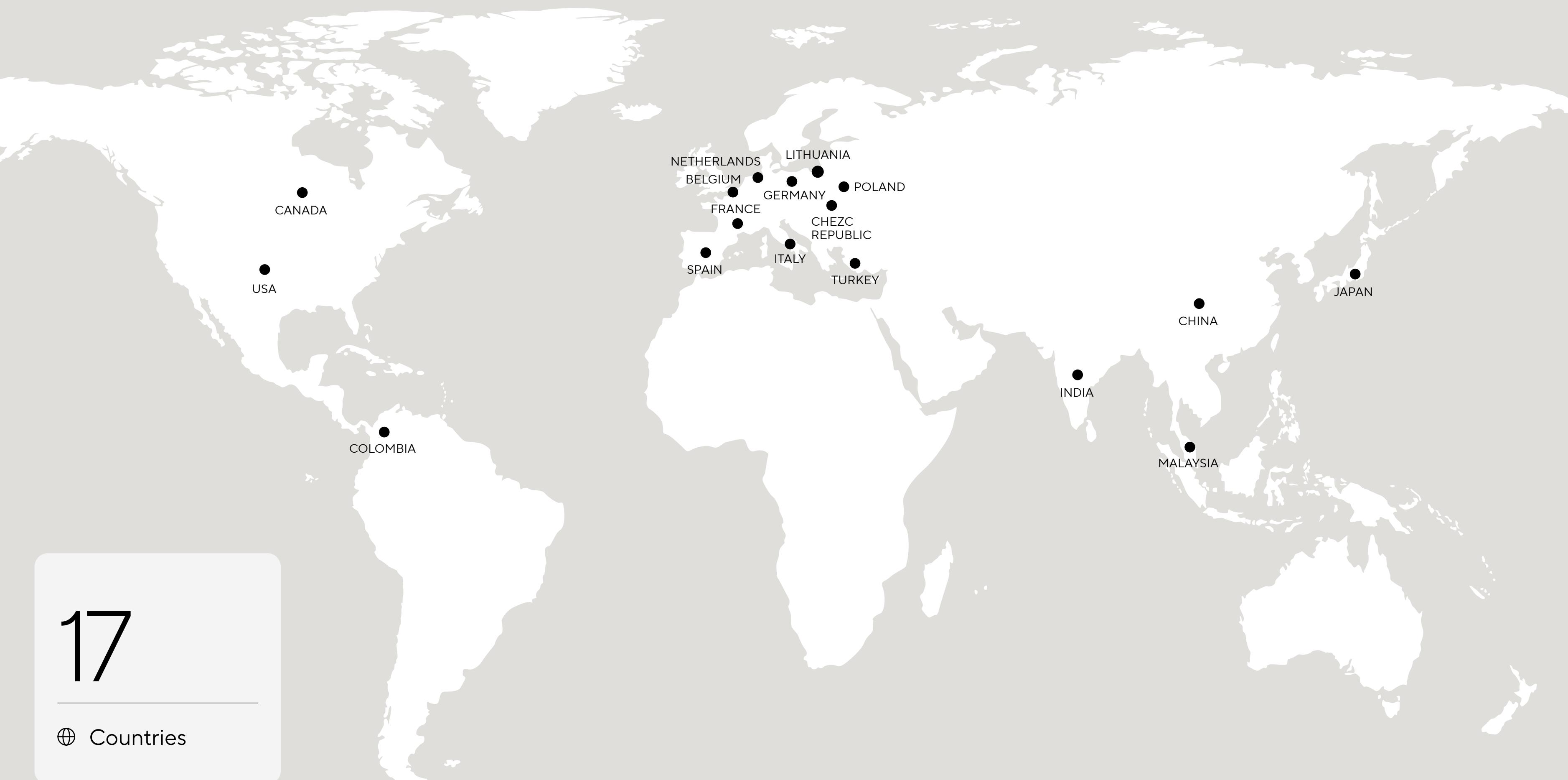
Years

+40

Awards

17

Countries



We redefine the way we live,
connecting purpose, passion and
innovation

Product design

Design Direction

Trend Research

ALEGREDESIGN

Raw materials

Suppliers

Industrial sectors

Transfer knowledge

Childcare

Consumer Electronics

Facilities

Healthcare

Home living

Mobility

Office

Dental pacifier



Vacuum Cleaner



KLU Edu



Mysphera tag



Kastombed



Cesta

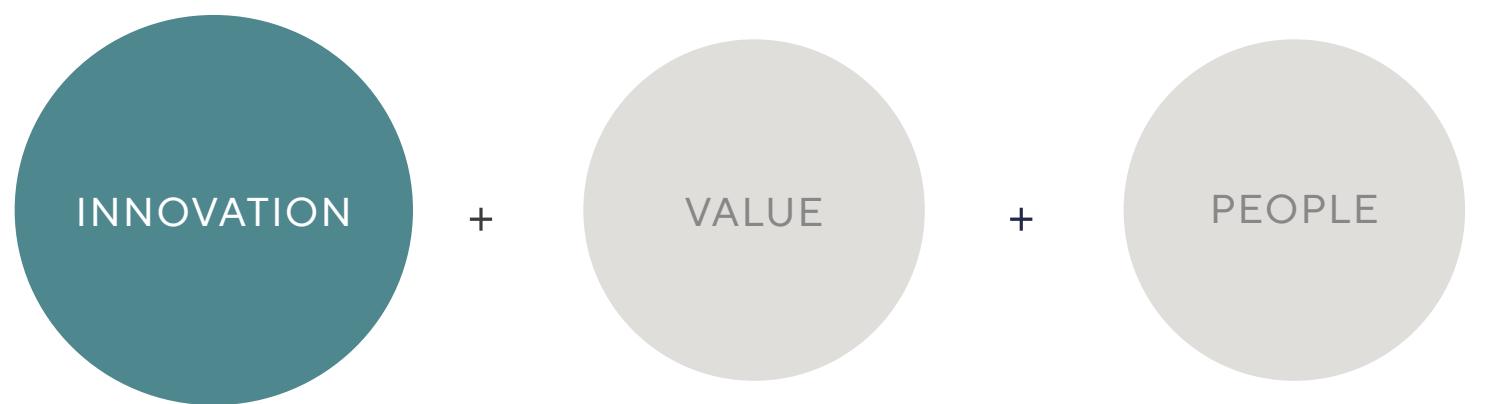


Aria

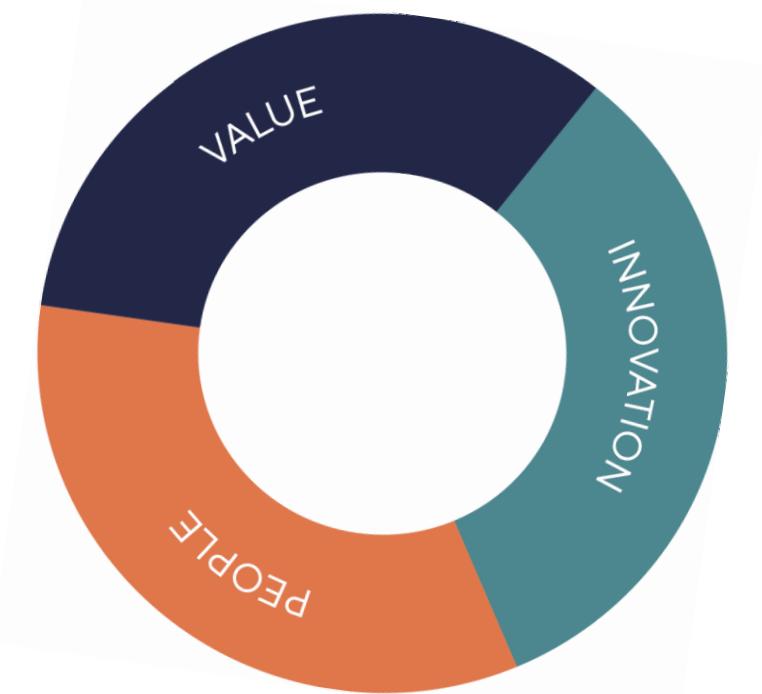


BRAND PILLARS

Adding innovation and value
to people's lives



We identify opportunities by exploring new perspectives and anticipating future needs. Innovation emerges from informed vision, strategic thinking and a deep understanding of context.

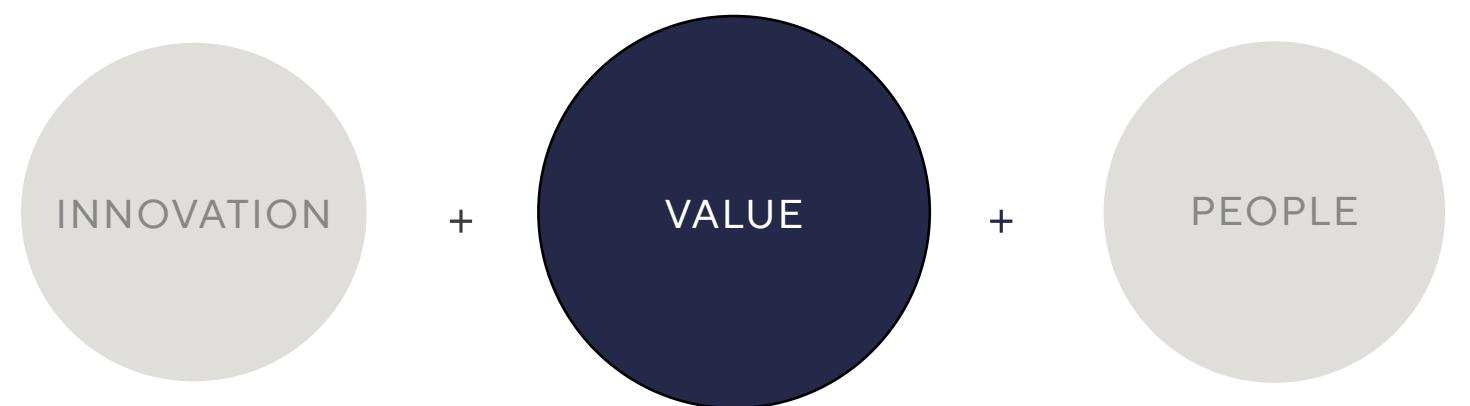


- Opportunities, perspectives and vision



BRAND PILLARS

Adding innovation and value
to people's lives



We create value by balancing singularity with feasibility, ensuring solutions that support sustainable growth and real business performance over time.



- Cashflow, singularity and growth

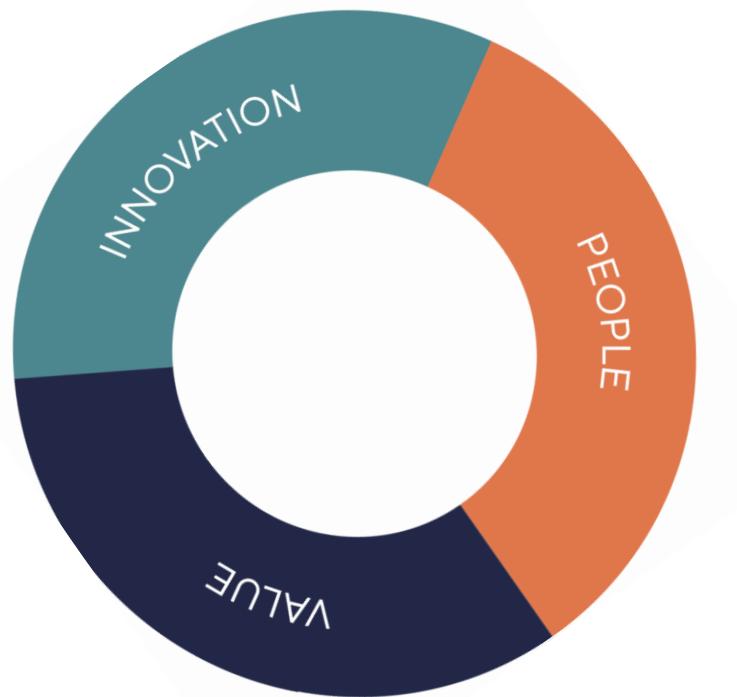


BRAND PILLARS

Adding innovation and value
to people's lives



We place people at the center of every project, understanding expectations, needs and behaviors to design solutions that are meaningful, usable and lasting.

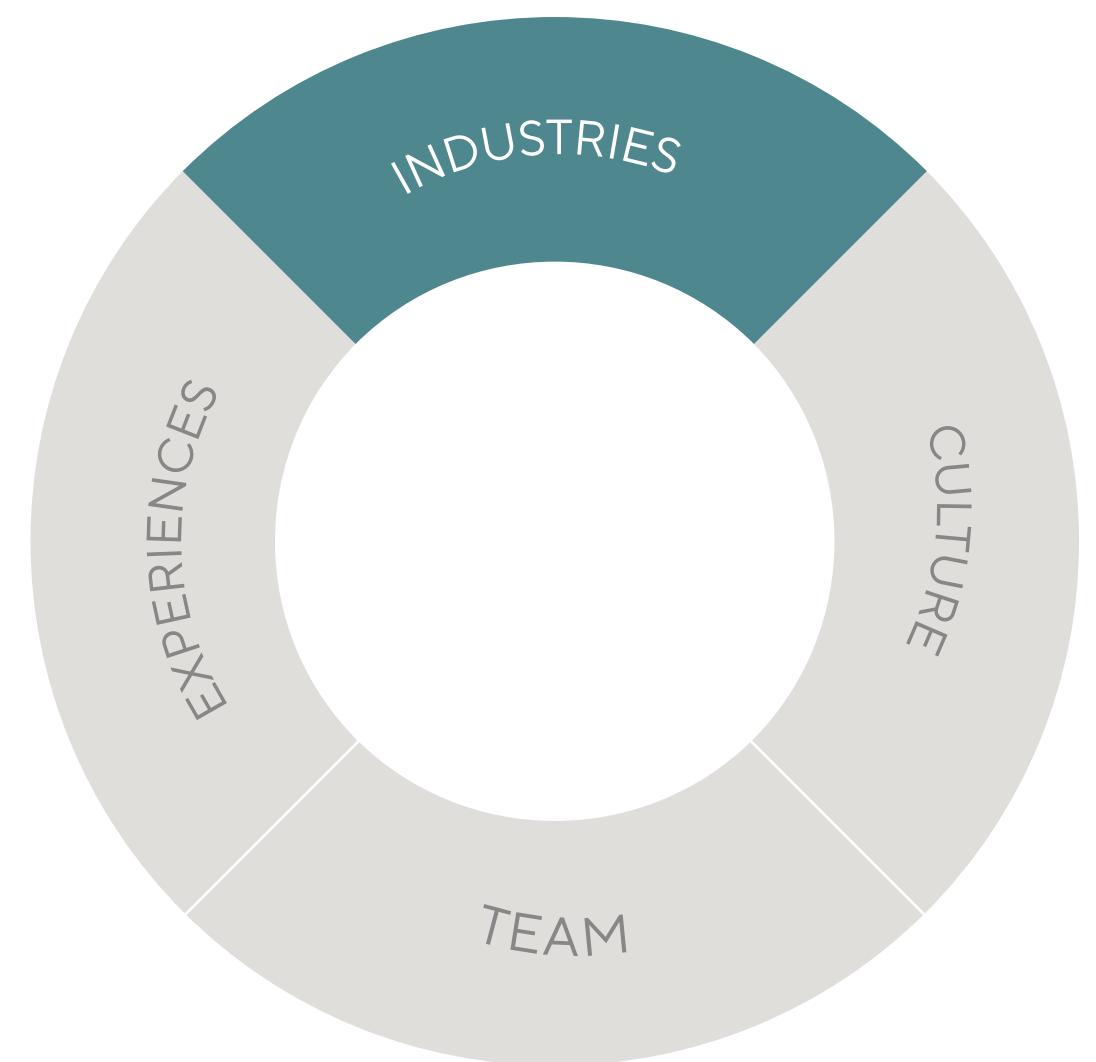


- Expectations, needs
and user attitudes



BRAND PERSONALITY

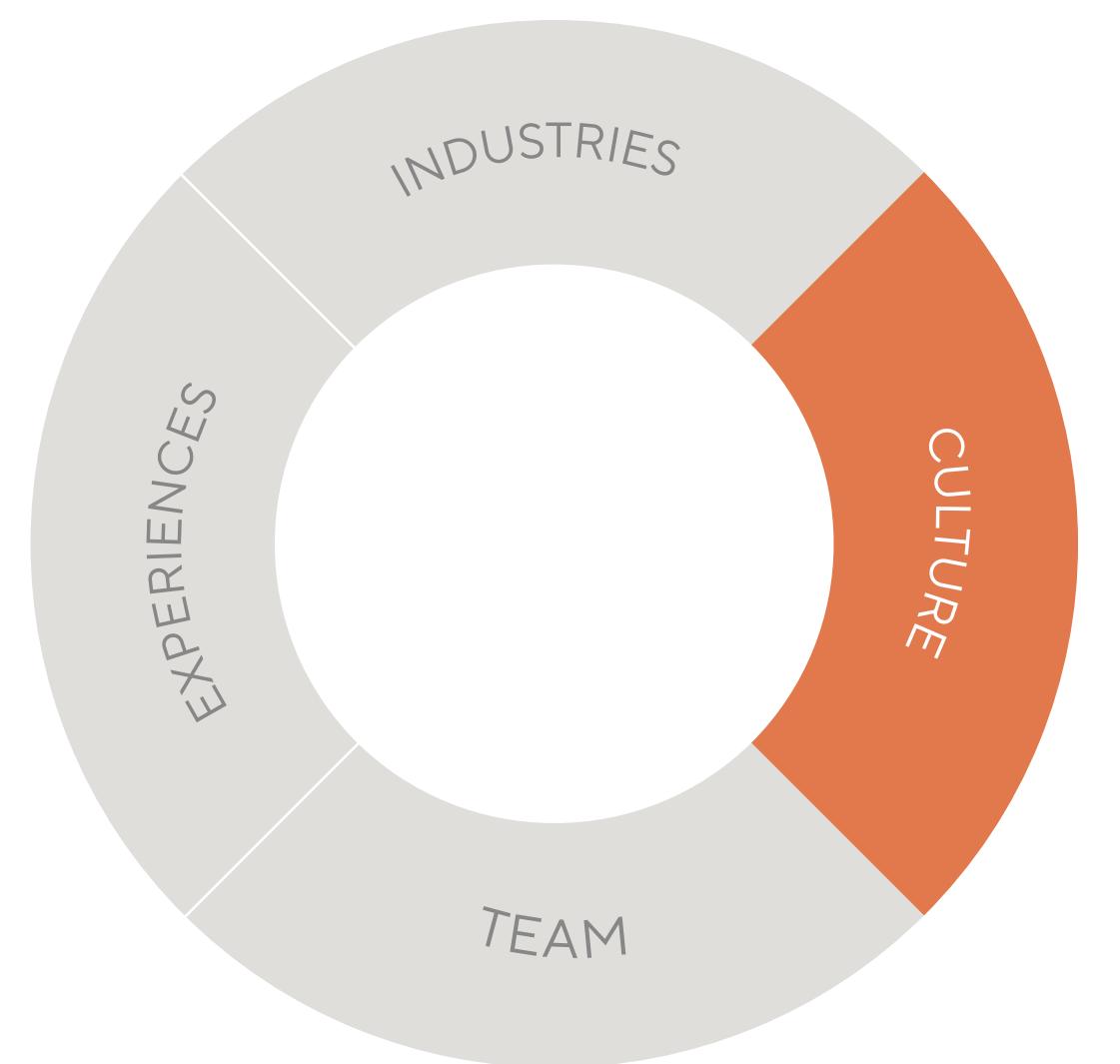
Designing across industries with clarity and rigor



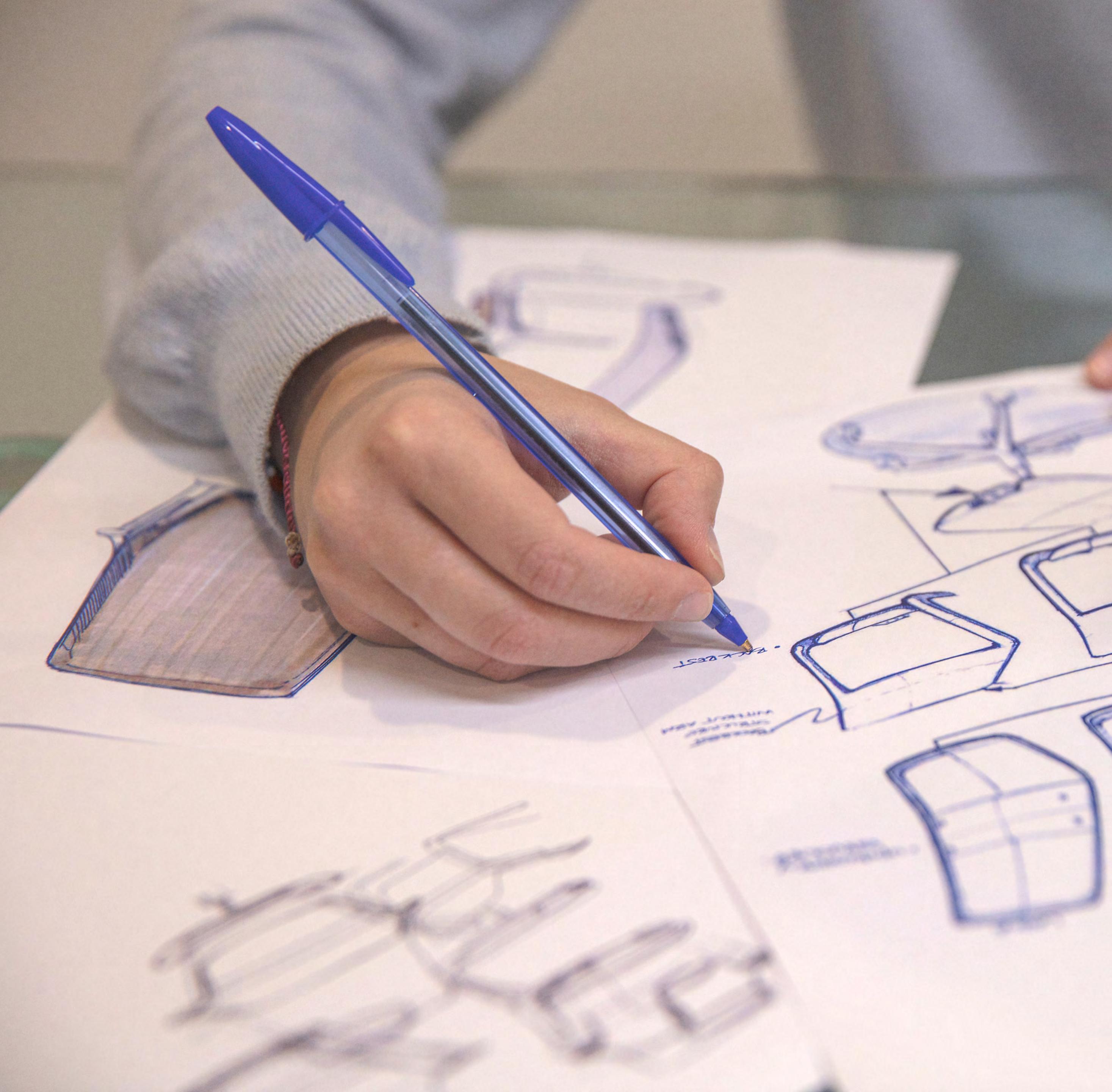
We apply our expertise across multiple industries, adapting our approach to different challenges while maintaining clarity and rigor



Designing with cultural understanding and global perspective

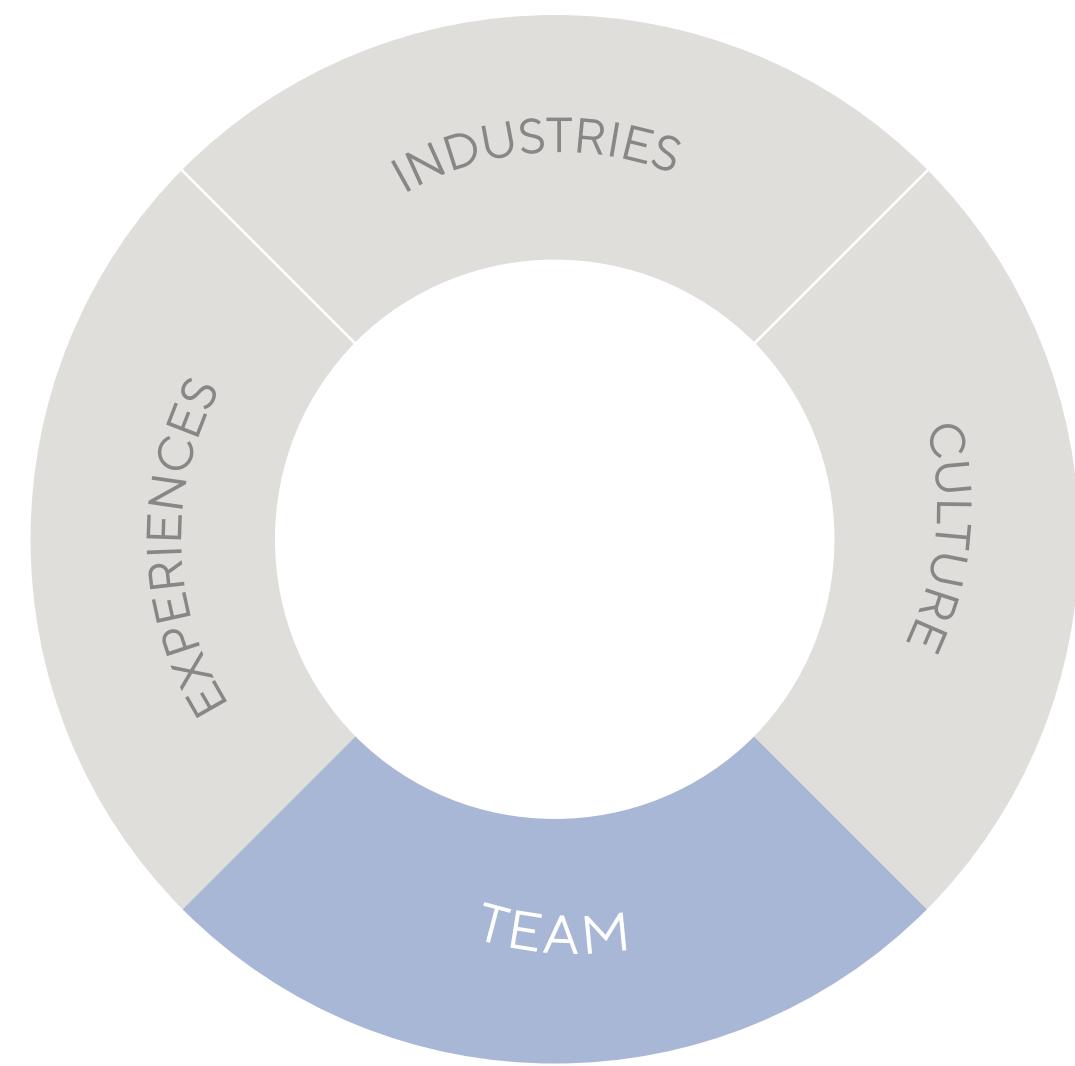


We engage with different cultures to understand local contexts and design solutions that work on a global scale



BRAND PERSONALITY

Designing through collaboration and diverse expertise

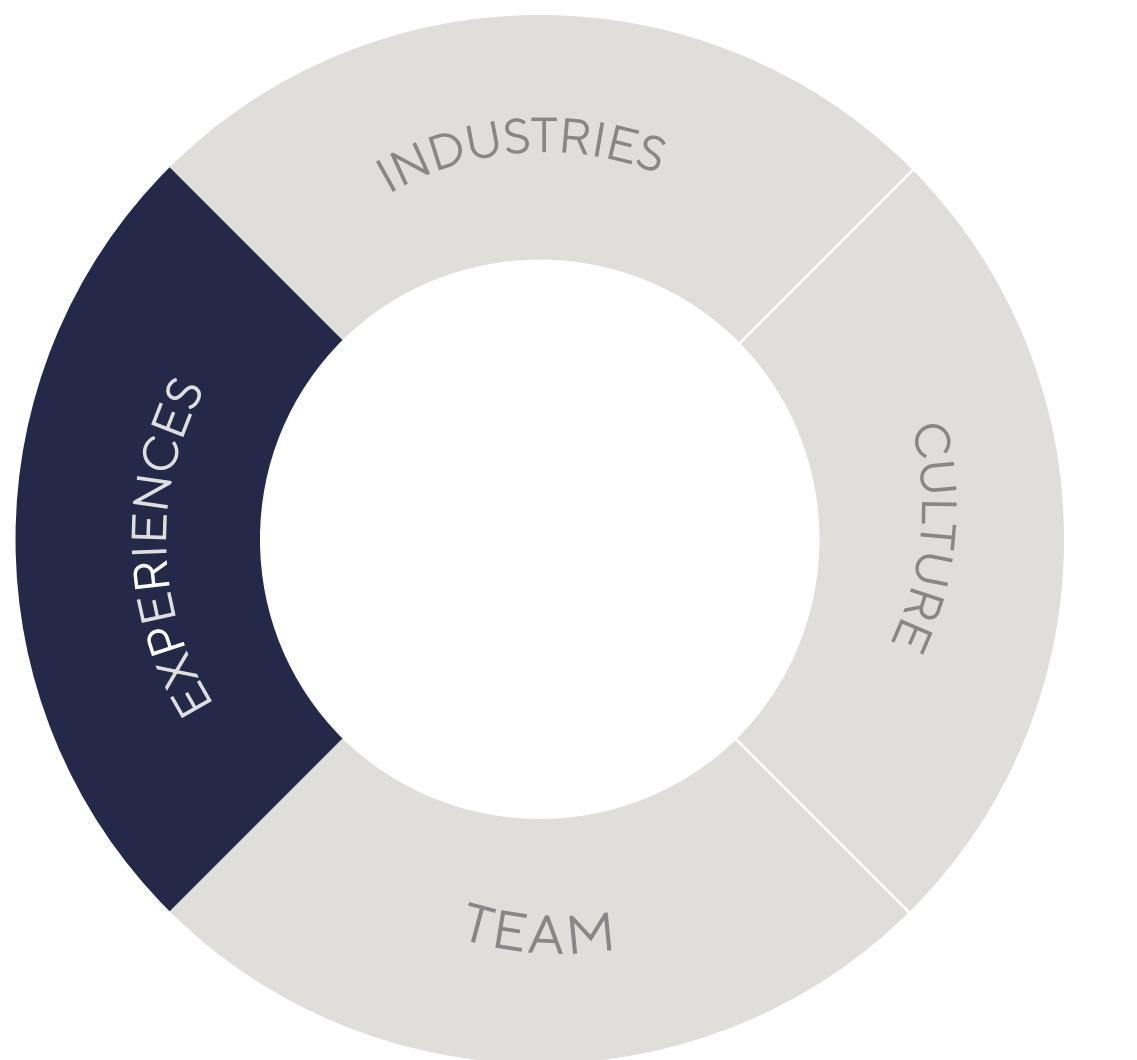


Our team brings together diverse skills and perspectives, working collaboratively to achieve precise and coherent results.



BRAND PERSONALITY

Designing with experience and long-term visión



More than 25 years of experience shaping products through continuity, knowledge and informed decision-making.



METHOD BRAND

Enriching designs with distinctive details

Value

Enriching design with distinctive details
years developing successful products



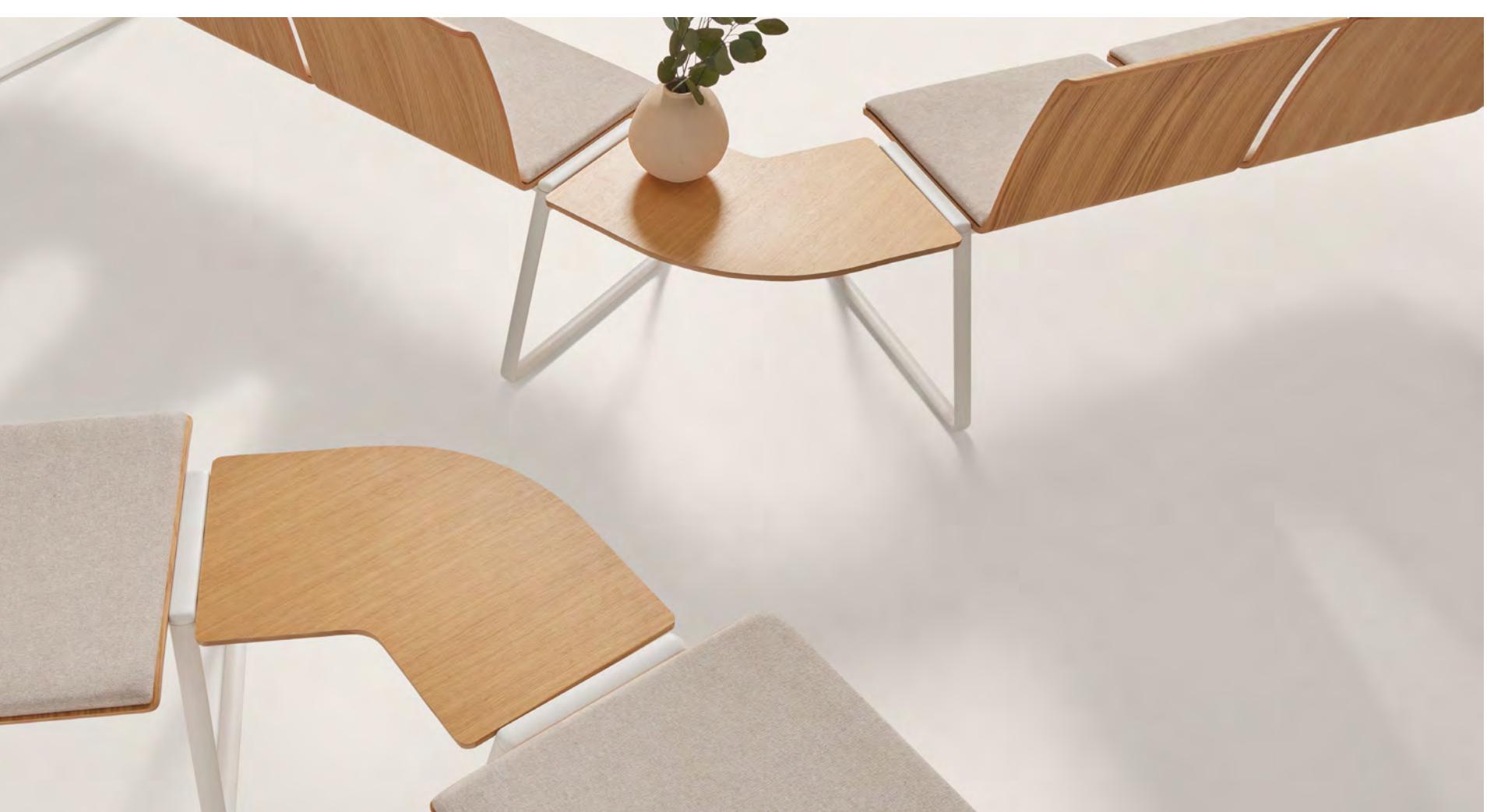
Differentiation

Successful design, with distinctive details
years developing products



Brand identity

Developing successful products design
with distinctive



User experience

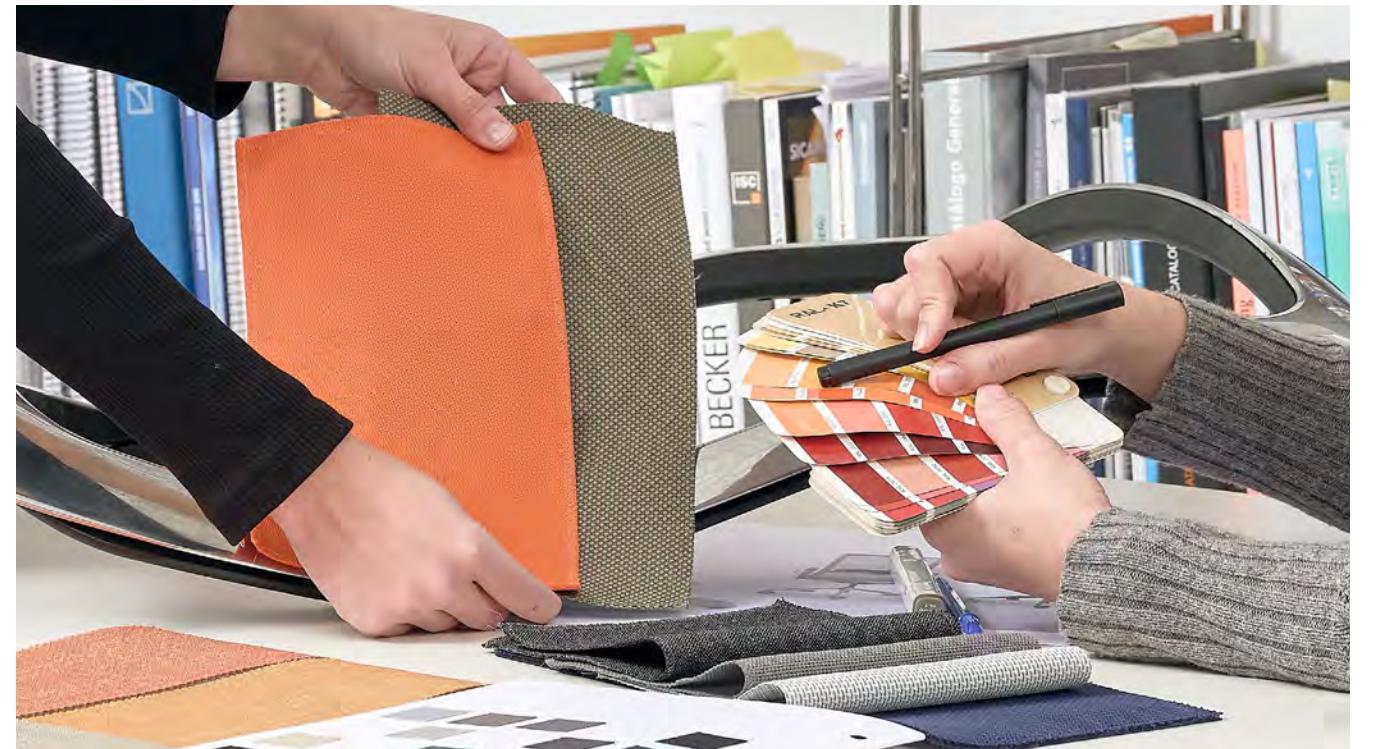
Distinctive details years developing
successful products



ECO Impact

Responsible design with long-term
impact

Innovative approaches to engage and work together



FOCUSED SUPPORT

Our expert team provides specific support to your project to make it yours.

Iterations



Deliveries / Time



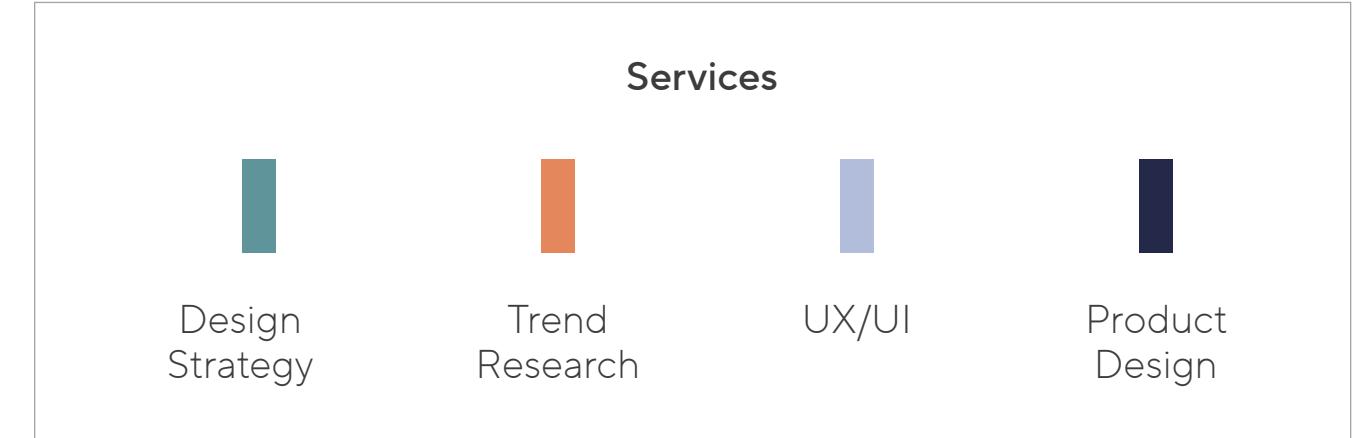
DEFINED PROJECT

With specific objectives in mind our team seeks to deliver innovation and value.

Iterations



Deliveries / Time



LONG-TERM COLLABORATION

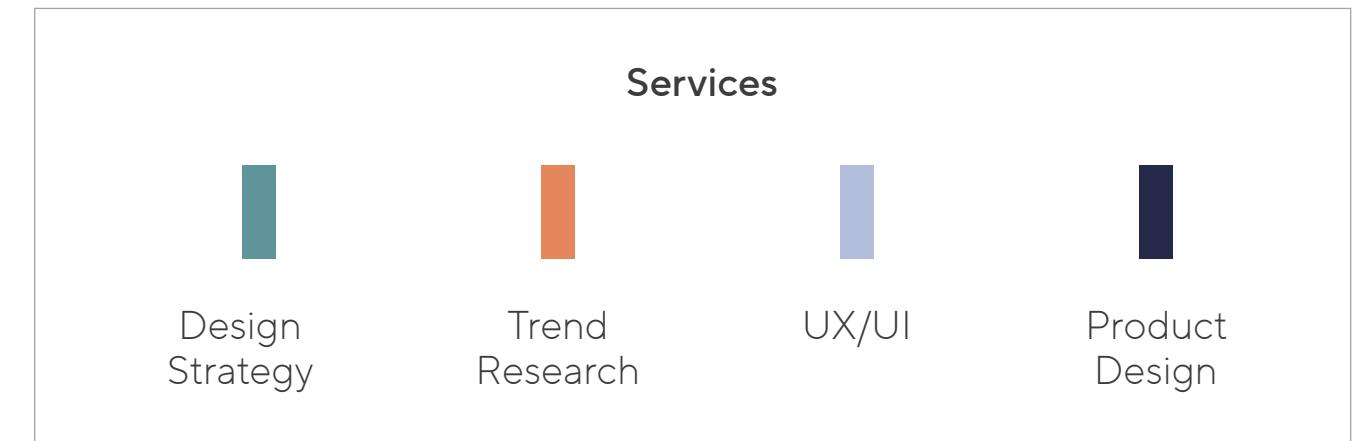
A constant flow of collaboration is formed to deliver dynamic company growth.

Iterations



Deliveries / Time

Our integrated product design is a synergy of creativity and strategy



DESIGN DIRECTION

Innovative solutions to people and business

	Design Thinking	Training		
Methodology	D1 	D2 	D3 	D4
Delivery	Innovation Consulting How to find innovative opportunities.	Venture Design Ventures/partnerships between companies.	Product Direction Management tasks: perspective, coordination and strategy.	Corporate Development Train, motivate and share knowledge..
	Project follow-up	Project follow-up	Guideline	Learning sessions

TREND RESEARCH

Creating tomorrow's trends

	Holistics	Senses	
Methodology	T1 	T2 	T3
Delivery	Trend Forecasting Analysing new products and ecosystems looking for innovation.	User Insights Understanding what people need and to develop the right products.	CMF Design Create global product ranges, finishes and details.
	Reporting	Reporting	Presentation CMF Guide

PRODUCT DESIGN

Making products with real innovation

	UX/UI	Creative Design	Creative Engineering	Launching
Methodology	U1 	U2 	U3 	UX/UI Testing Defining user requirements for product or service design.
Delivery	User Experience Defining user requirements for product or service design.	User Interface Advanced interface design adapted to a target market.	UX/UI Testing Tracking and testing user interactions to refine design solutions.	Concept Creation Creation of the product concept, adapted to the customer.
	Reporting UX research	Presentation UI mapping	UX/UI Test	First Concepts Rendering
	3d Modelling	3d Files	3d Modelling	Collaboration with client

Alegre Design is defined by the people who practice design and solutions every day

Designers, solution specialists and strategic thinkers work together as a cohesive team, sharing knowledge, responsibility and a common set of criteria.

The studio's strength lies in accumulated experience, dialogue and informed decision-making. Each project benefits from a collective approach where precision, consistency and long-term thinking guide every step of the process.



We collaborate with unique companies, leaders and visionary entrepreneurs

⌚ +25 years of design expertise

⊕ Global experience

⌚ Aiming for innovation, that adds real value for people and companies.

⊕ Detailed and transparent pricing.

⌚ Entire projects, adapting the specific needs to the client

⌚ Agile project management with flexible and collaborative delivery.

⌚ Entire projects, adapting the specific needs to the client



Find us anytime at:

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