

**ALEGRE**DESIGN

Company profile

Create it better

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

**ALEGRE**DESIGN

Since 2002  
[www.alegredesign.com](http://www.alegredesign.com)  
[info@alegredesign.com](mailto: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

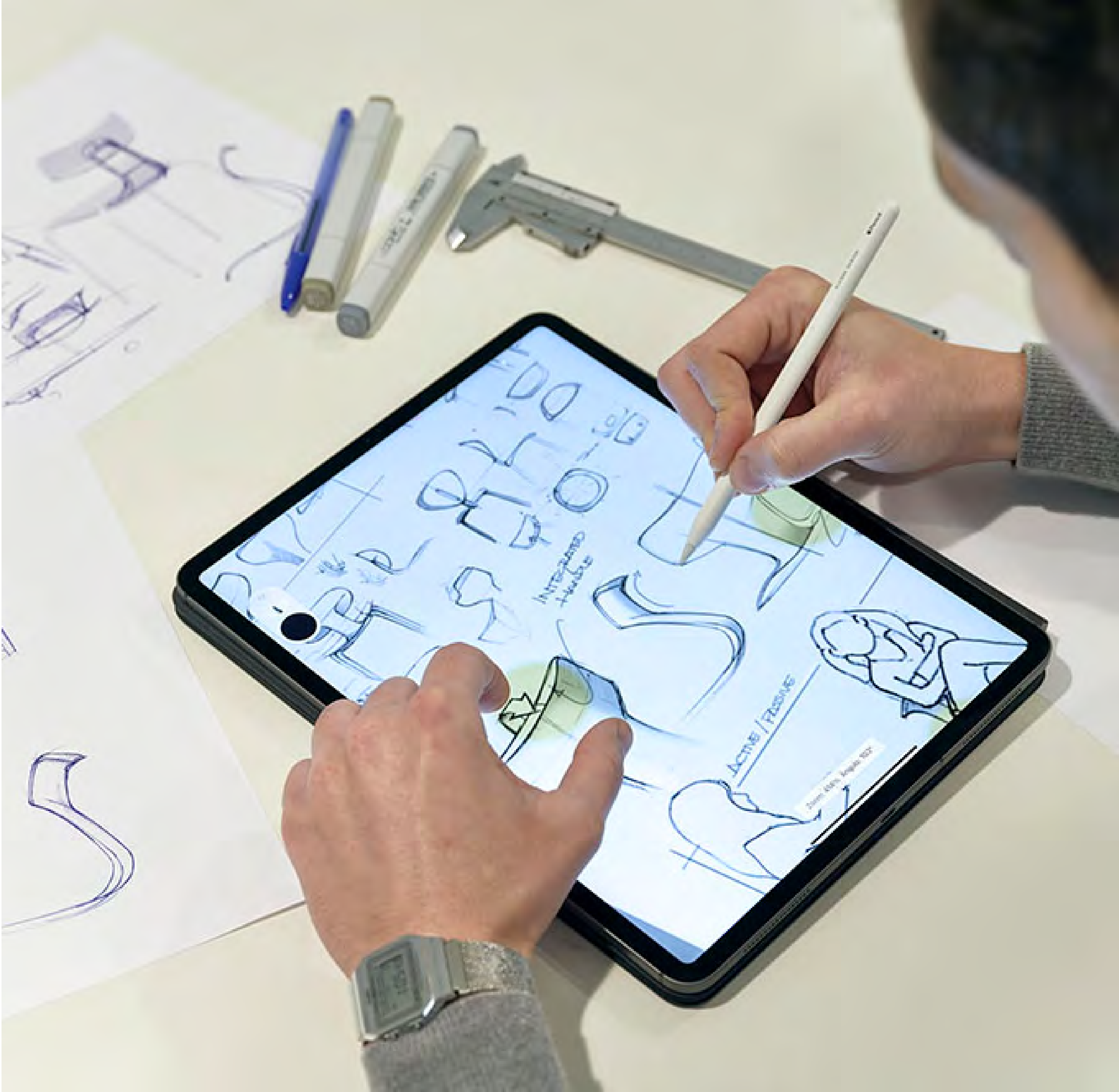
📅 Years

+40

🏆 Awards

17

🌐 Countries



IDENTITY

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

ALEGREDESIGN



x3

Red Dot Award



x5

German Design Award



x2

A' Design Award

GOOD DESIGN

x5

Good Design Award



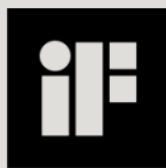
x3

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

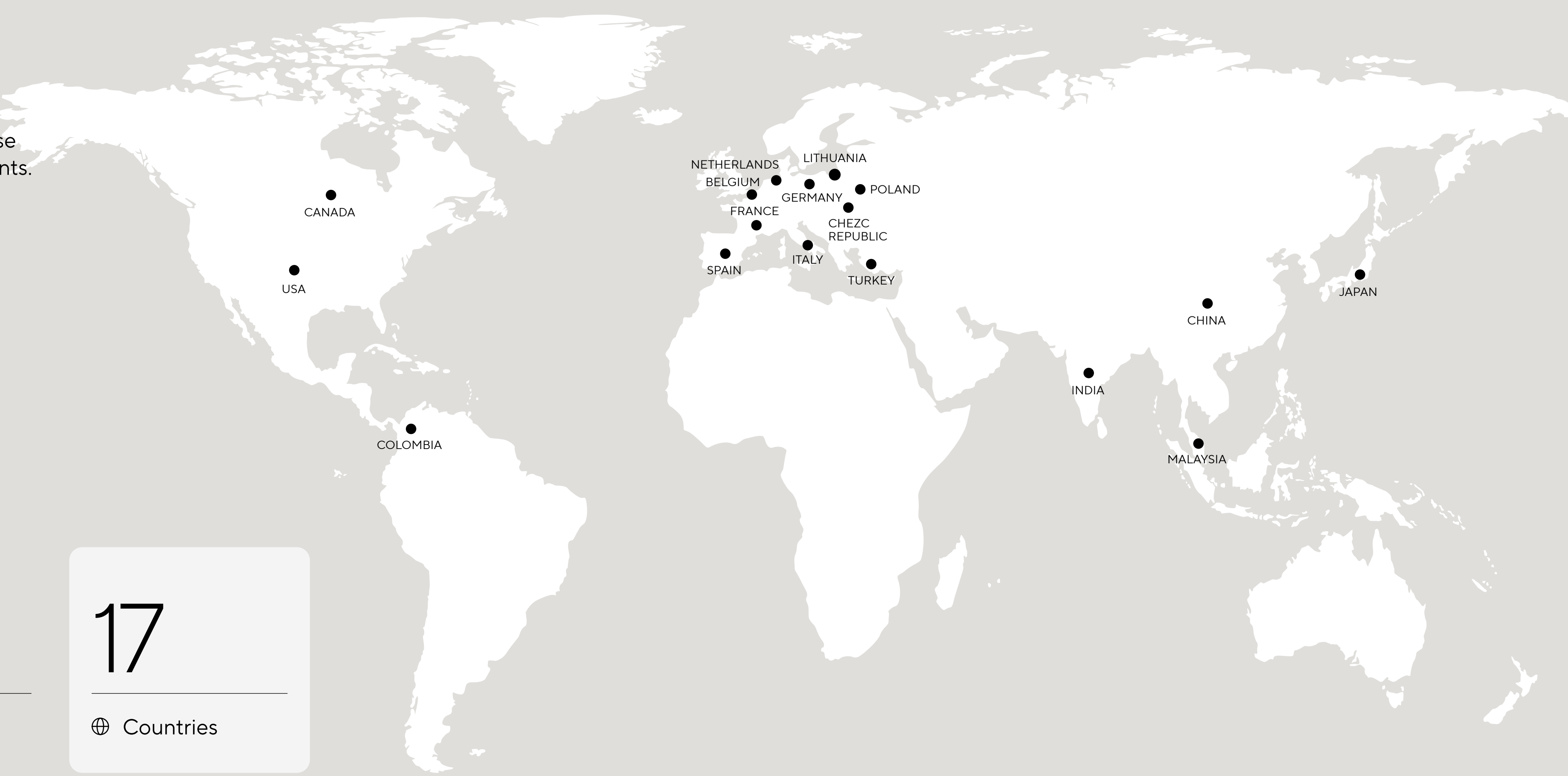


x2

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



IDENTITY

ALEGREDESIGN

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



Vacum Cleaner



KLU Edu



Mysphera tag



Kastombed



Cesta



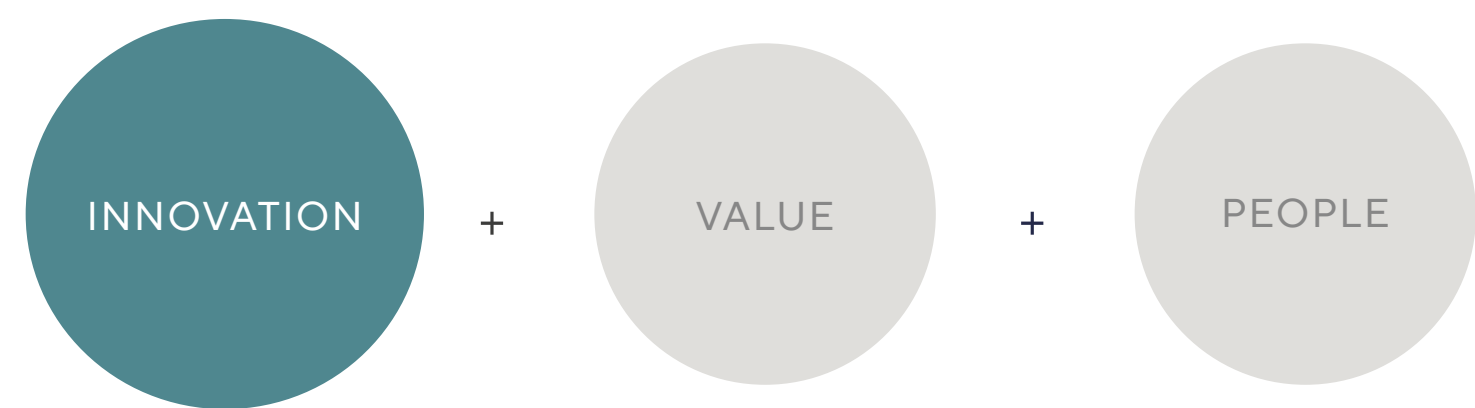
Aria



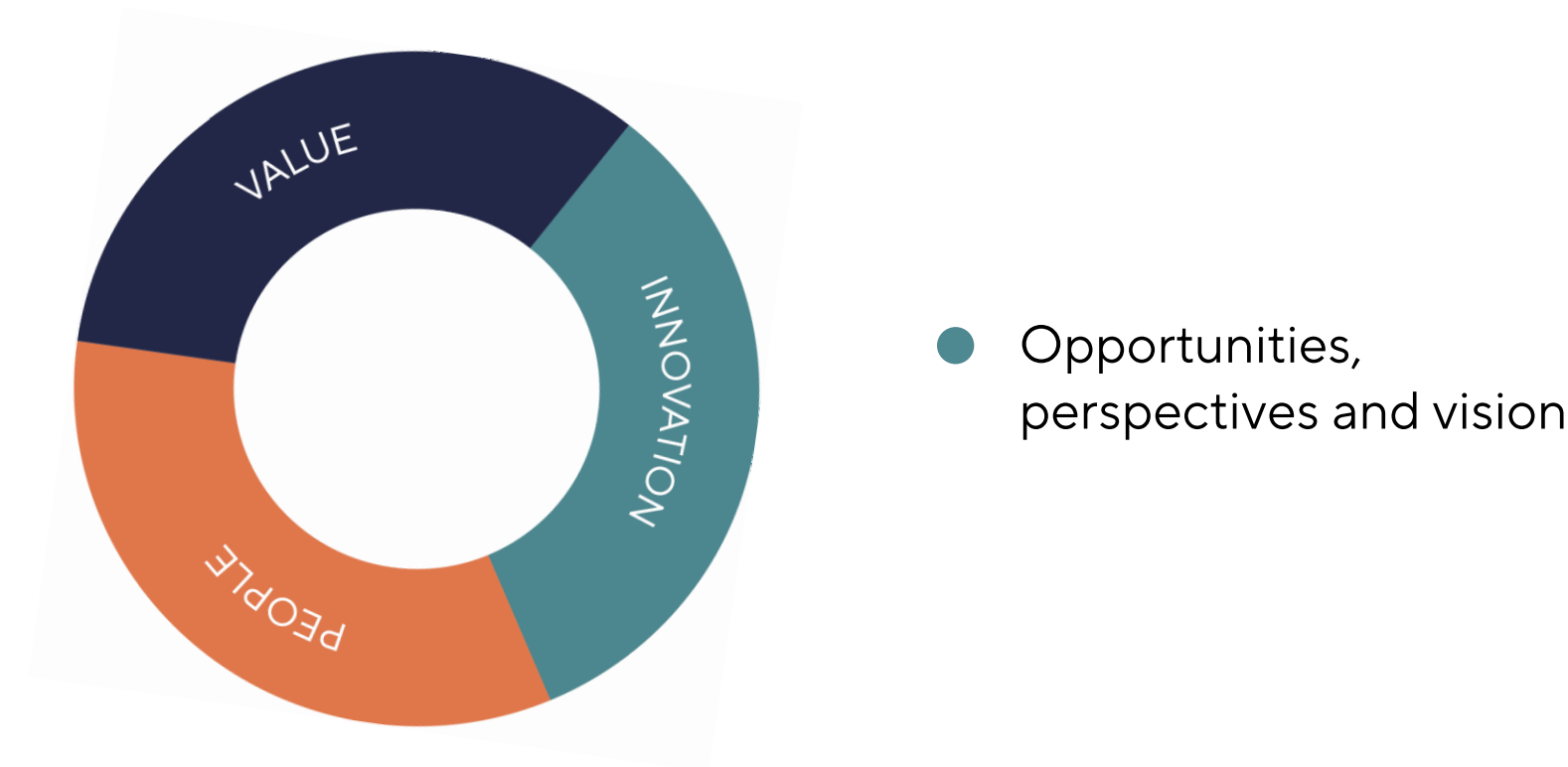


BRAND PILLARS

Adding innovation and value to people's lives



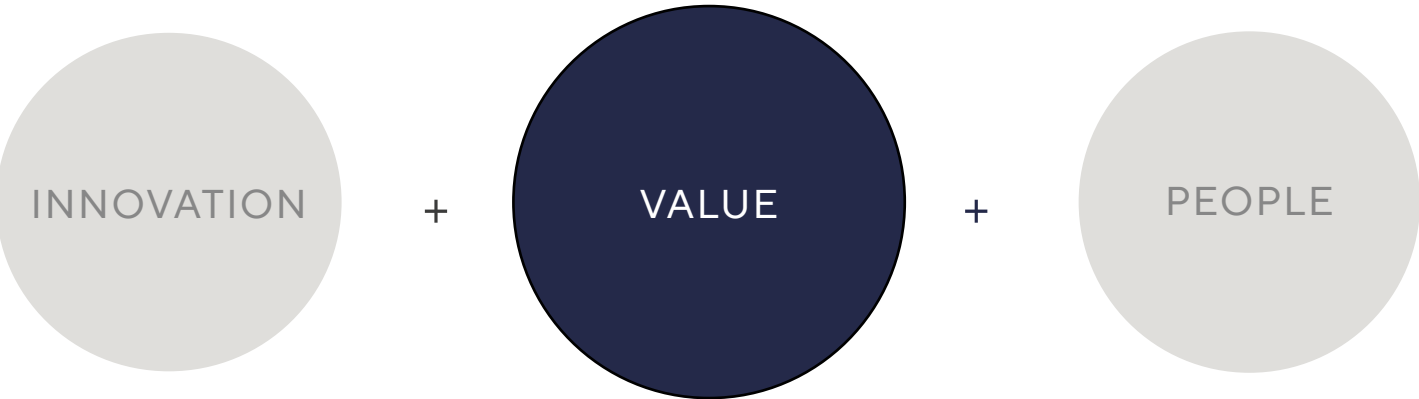
We identify opportunities by exploring new perspectives and anticipating future needs. Innovation emerges from informed vision, strategic thinking and a deep understanding of context.



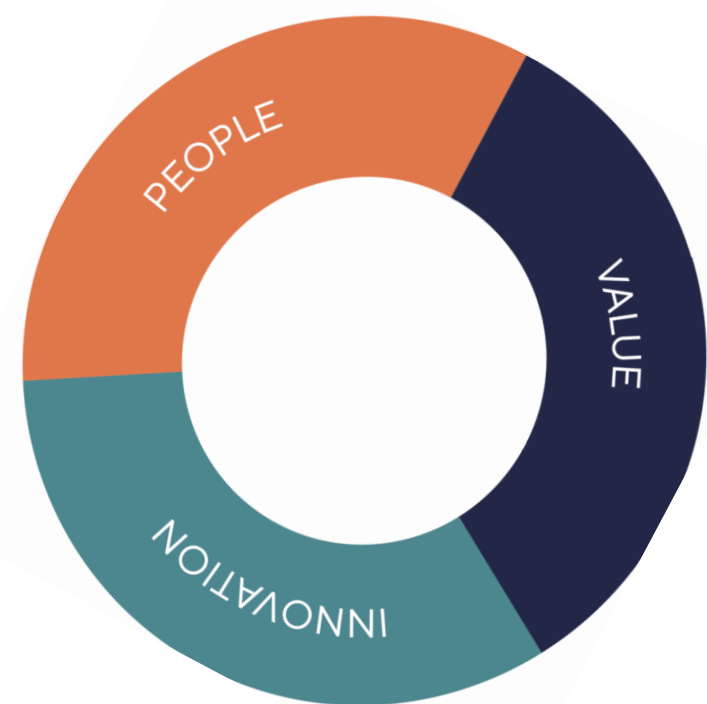


BRAND PILLARS

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.

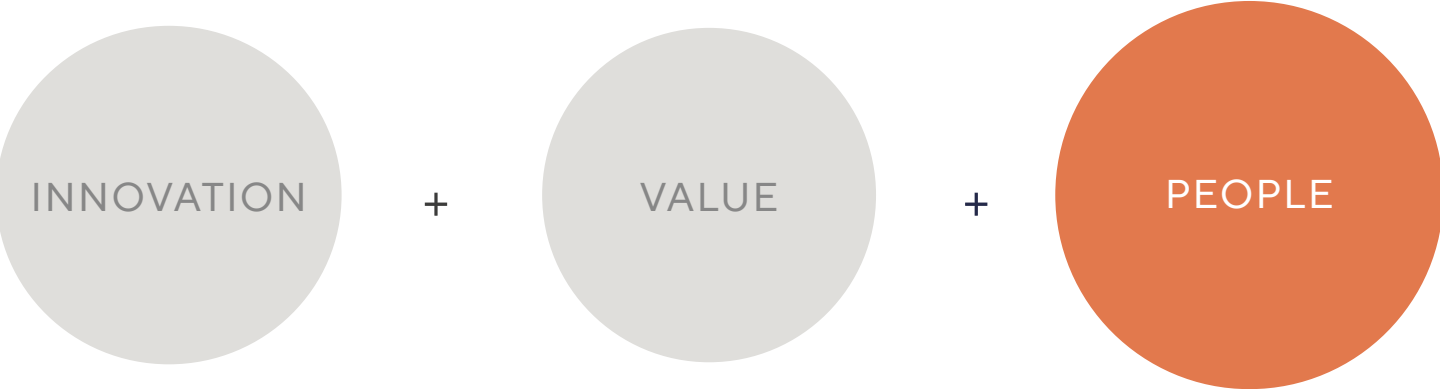


● Cashflow, singularity  
and growth

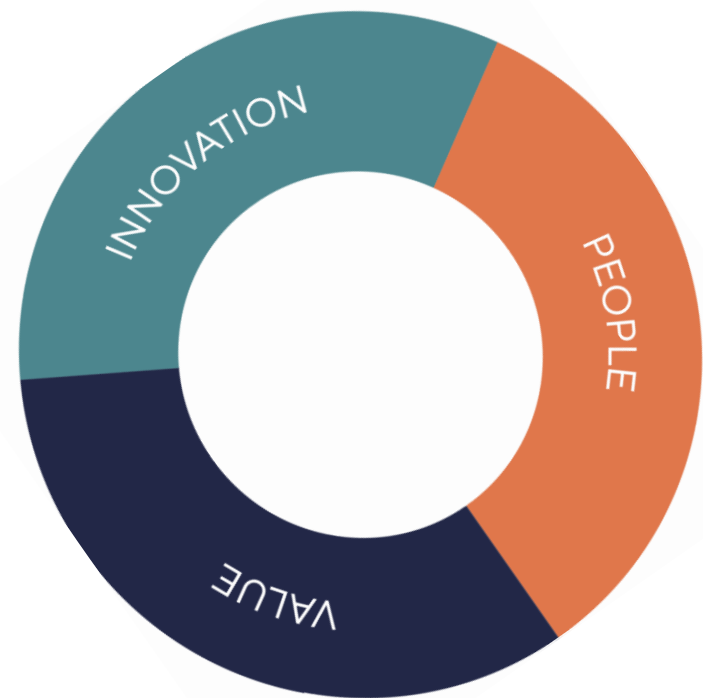


BRAND PILLARS

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.



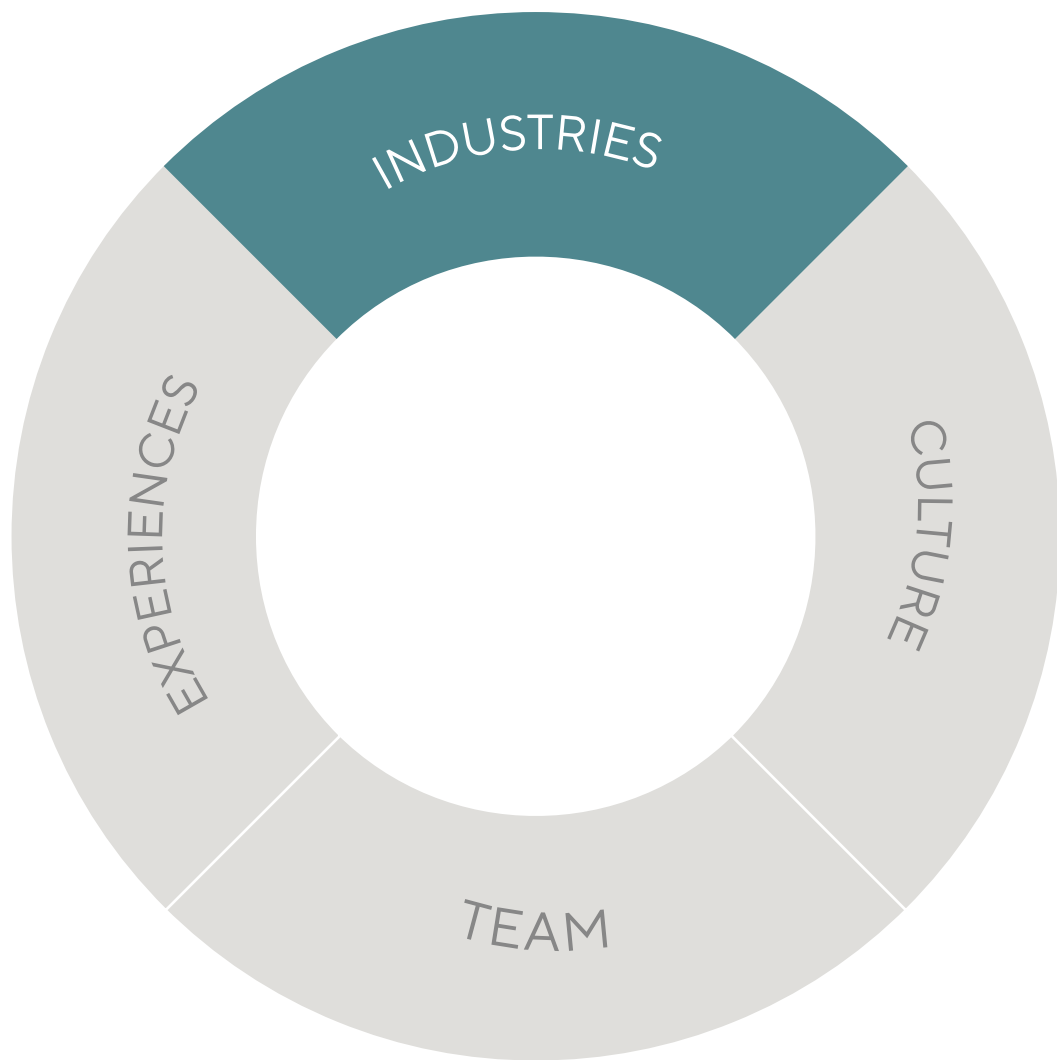
● Expectations, needs  
and user attitudes





BRAND PERSONALITY

# Designing across industries with clarity and rigor



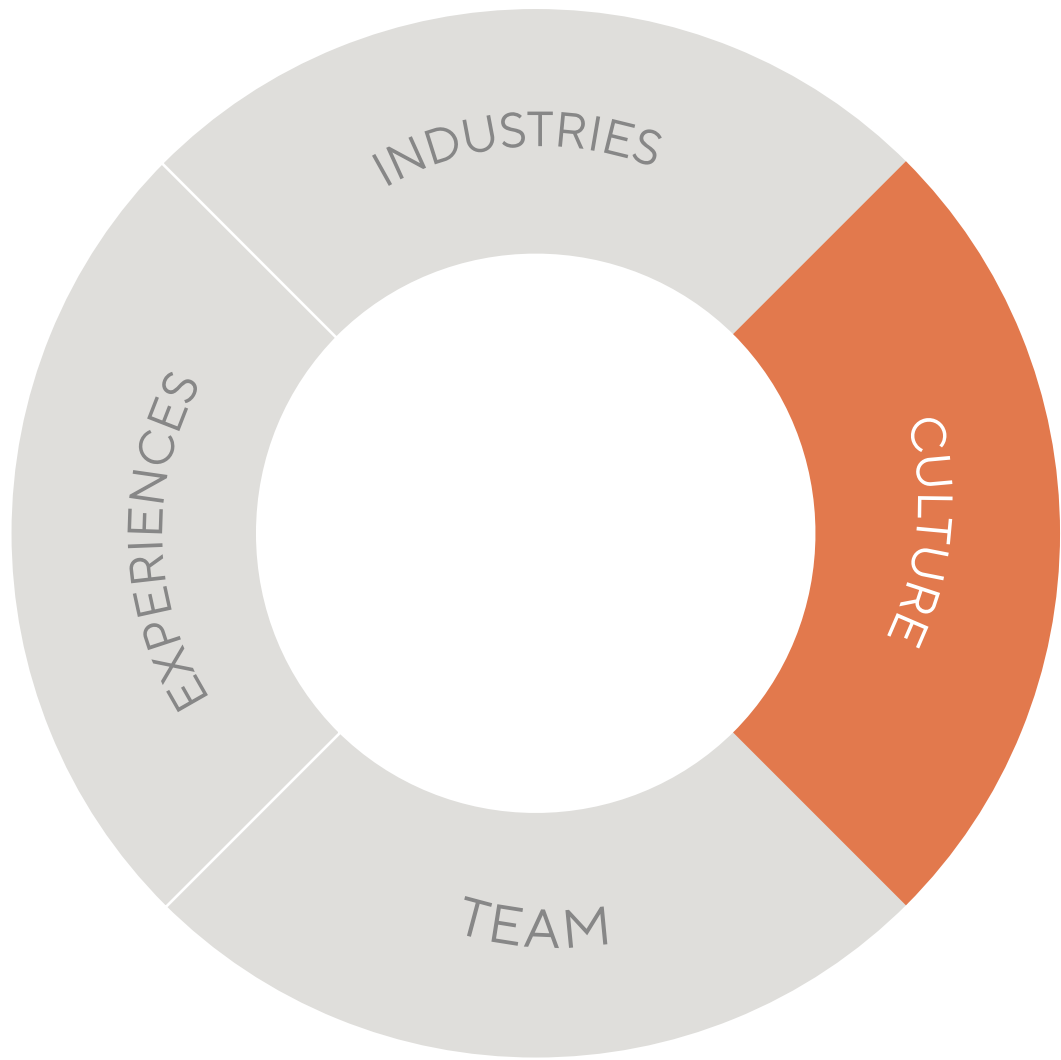
We apply our expertise across multiple industries, adapting our approach to different challenges while maintaining clarity and rigor



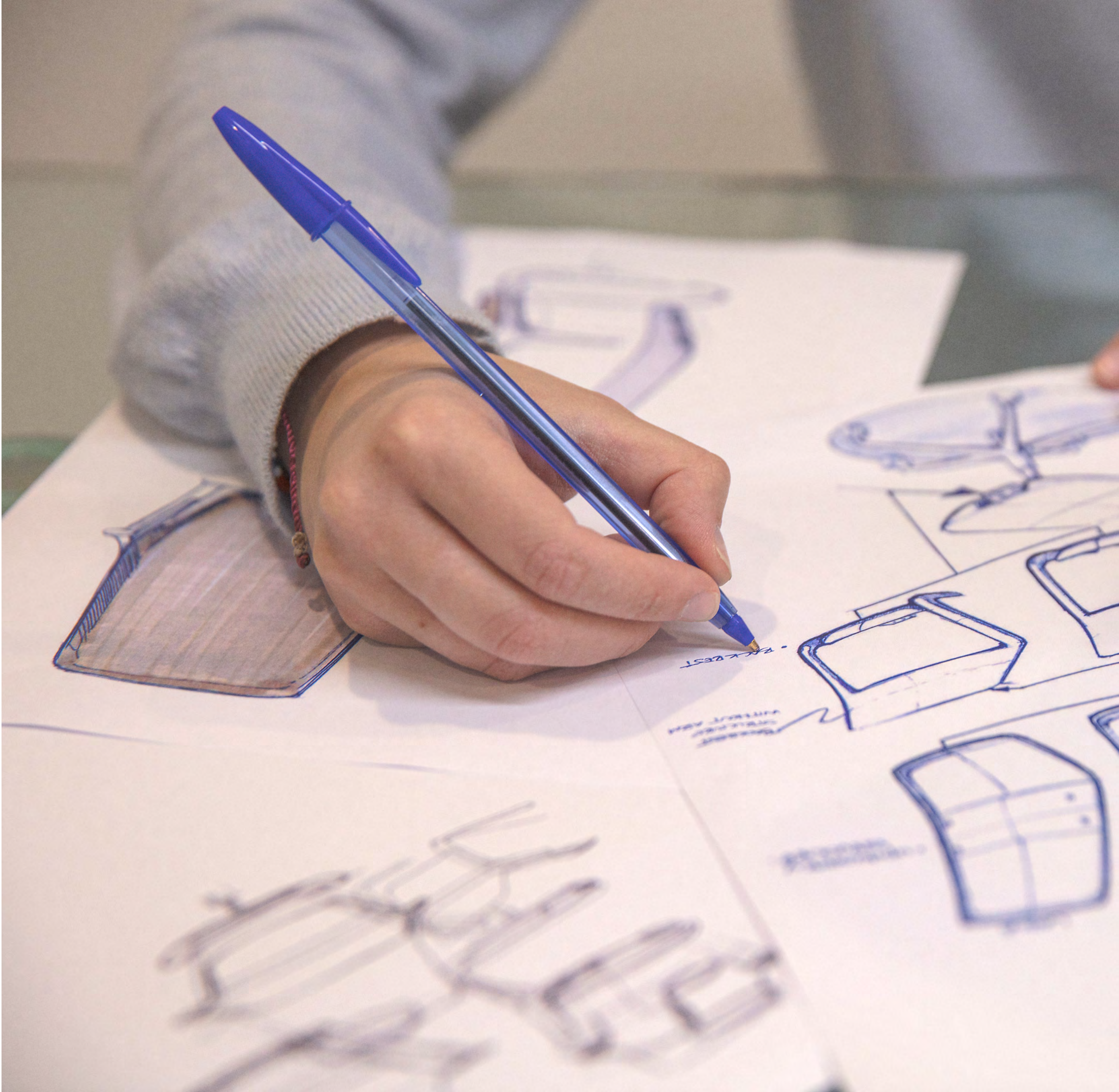


BRAND PERSONALITY

# Designing with cultural understanding and global perspective



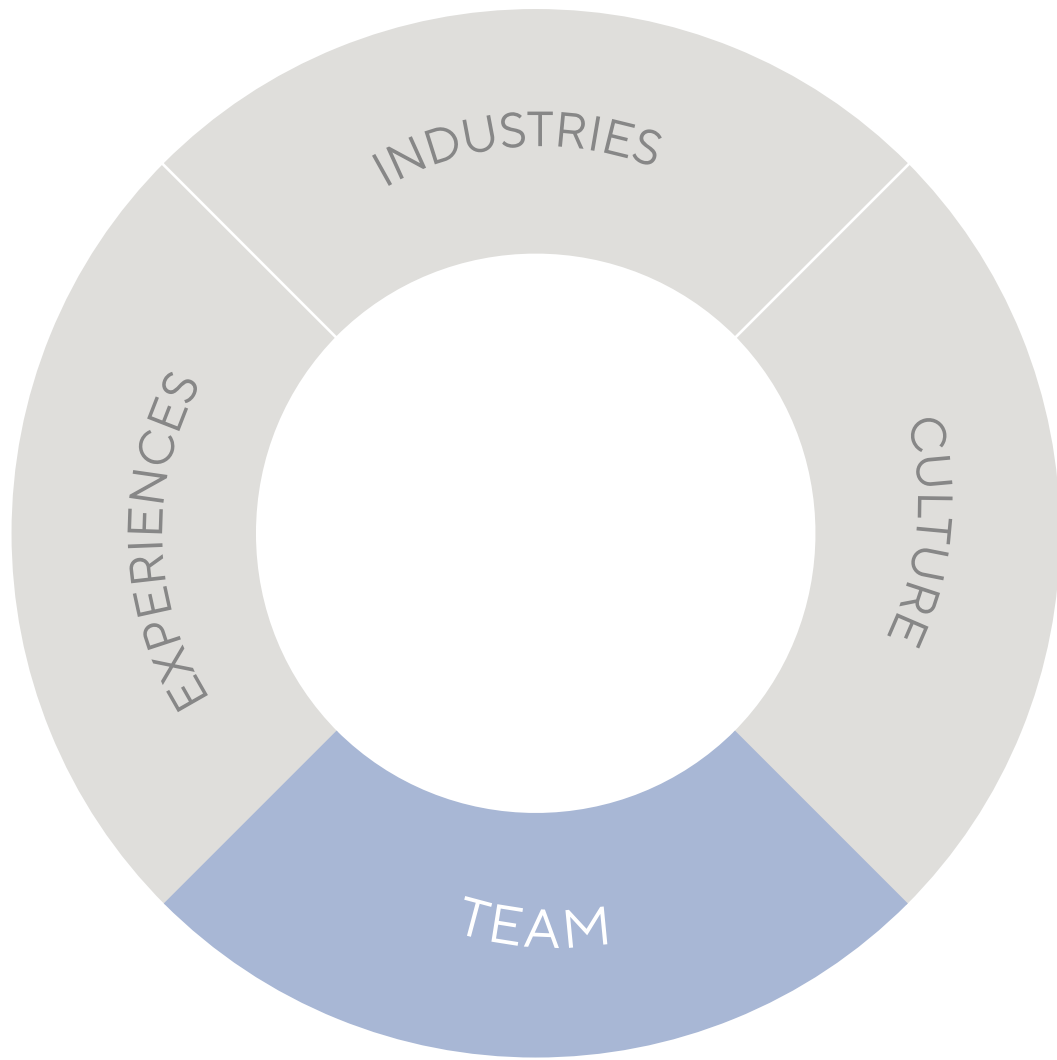
We engage with different cultures to understand local contexts and design solutions that work on a global scale





BRAND PERSONALITY

# Designing through collaboration and diverse expertise



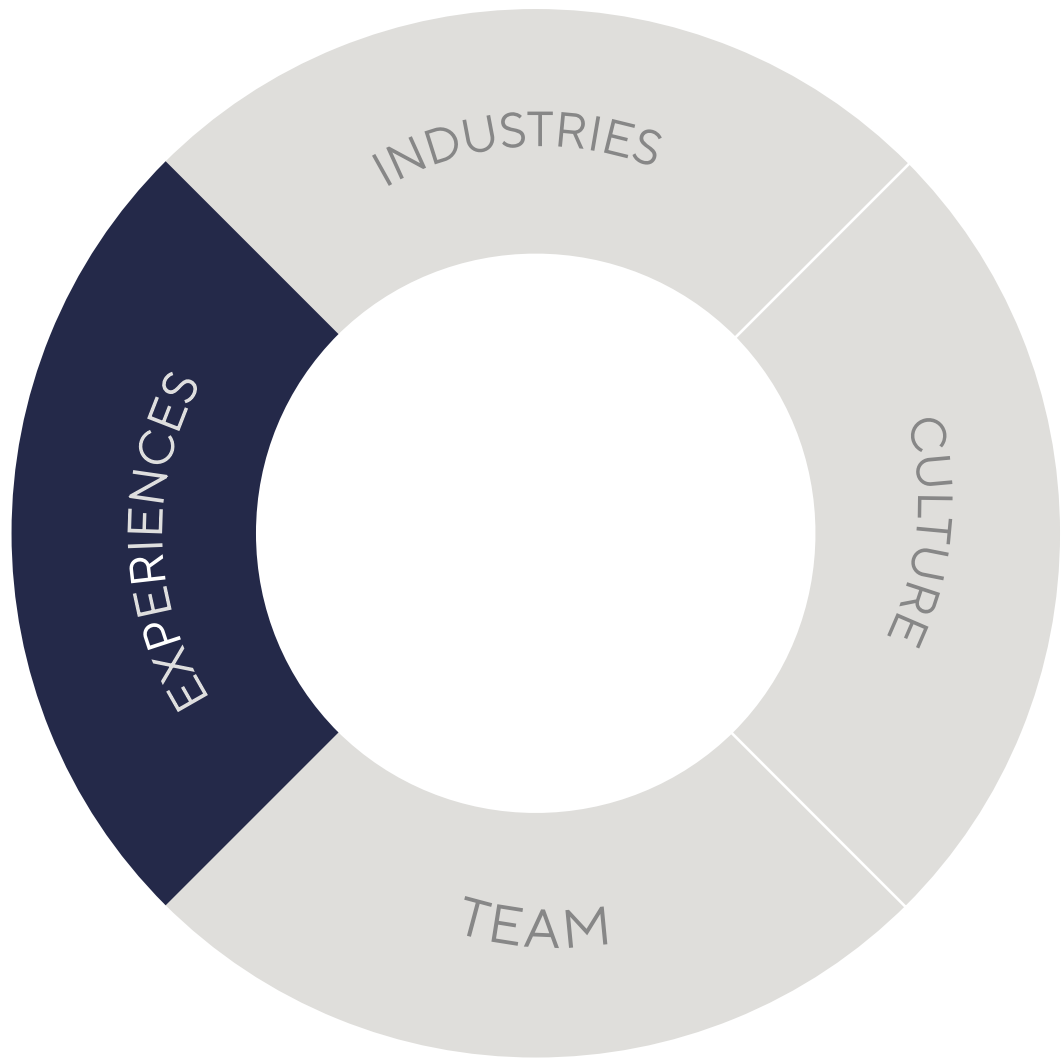
Our team brings together diverse skills and perspectives, working collaboratively to achieve precise and coherent results.





BRAND PERSONALITY

# Designing with experience and long-term visión



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

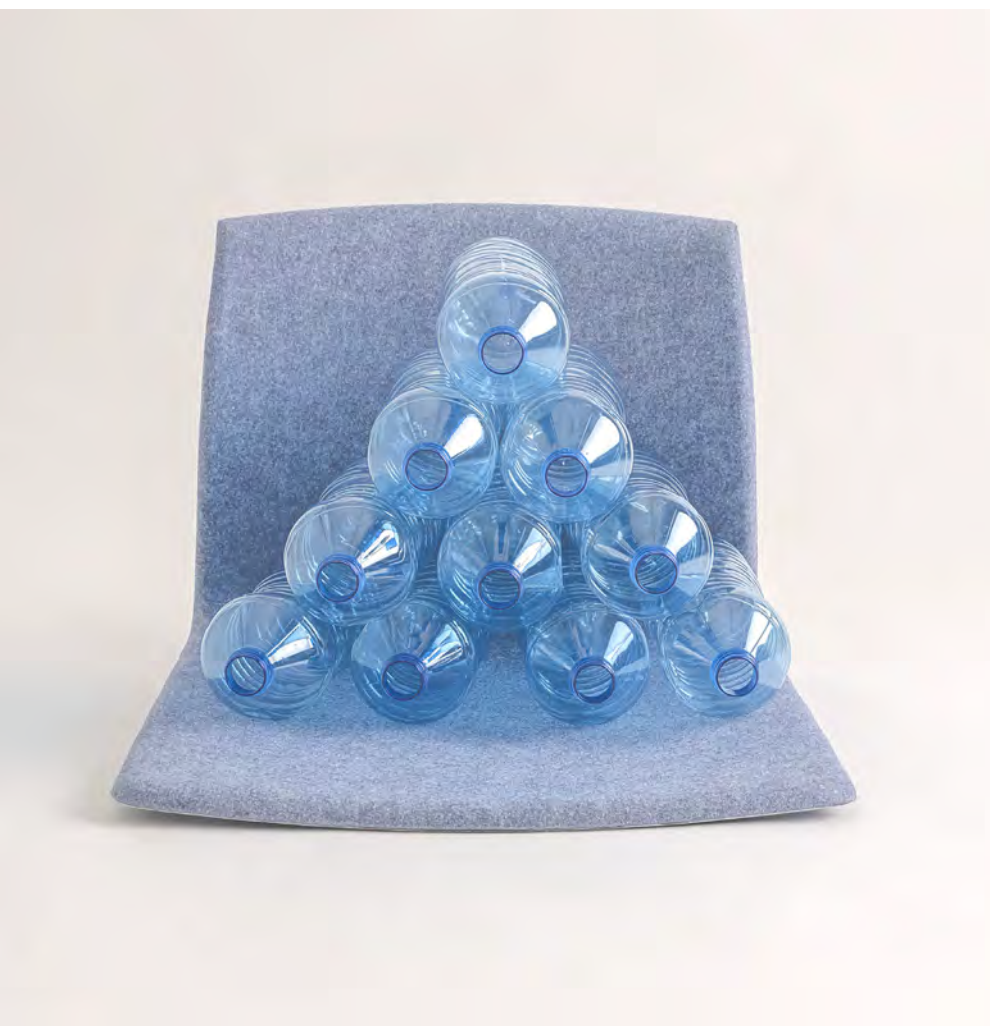




METHOD BRAND

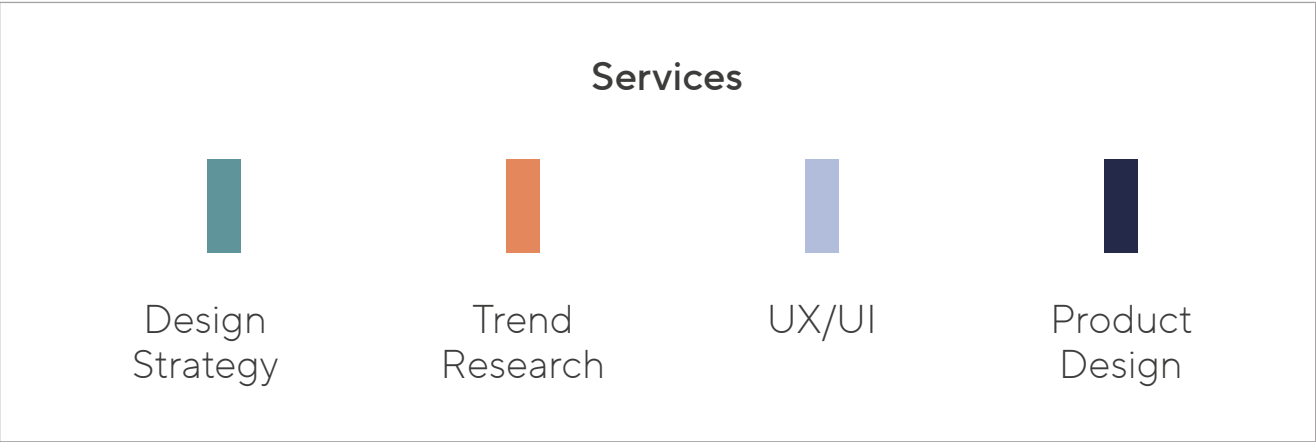
# Enriching designs with distinctive details

Value	Enriching design with distinctive details years developing succesful products
Differentiation	Succesful design, with distinctive details years developing products
Brand identity	Developing succesful products design with distinctive
User experience	Distinctive details years developing succesful products
ECO Impact	Responsible design with long-term impact



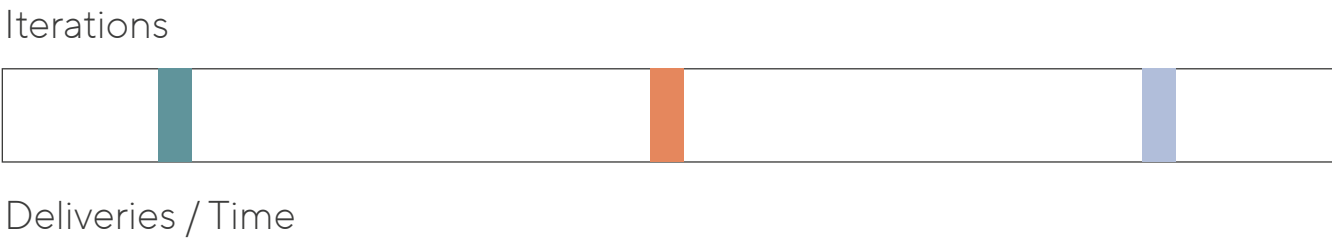


# Innovative approaches to engage and work together



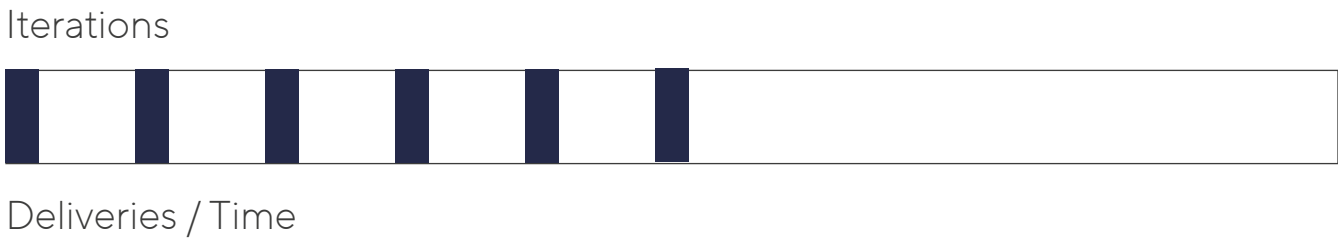
**FOCUSED SUPPORT**

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



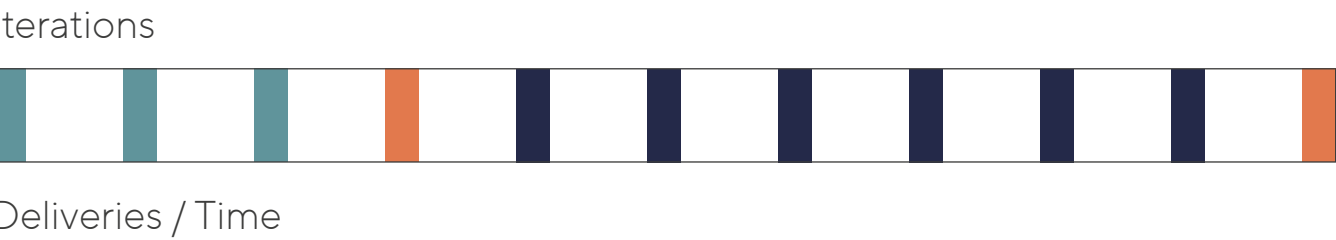
**DEFINED PROJECT**

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



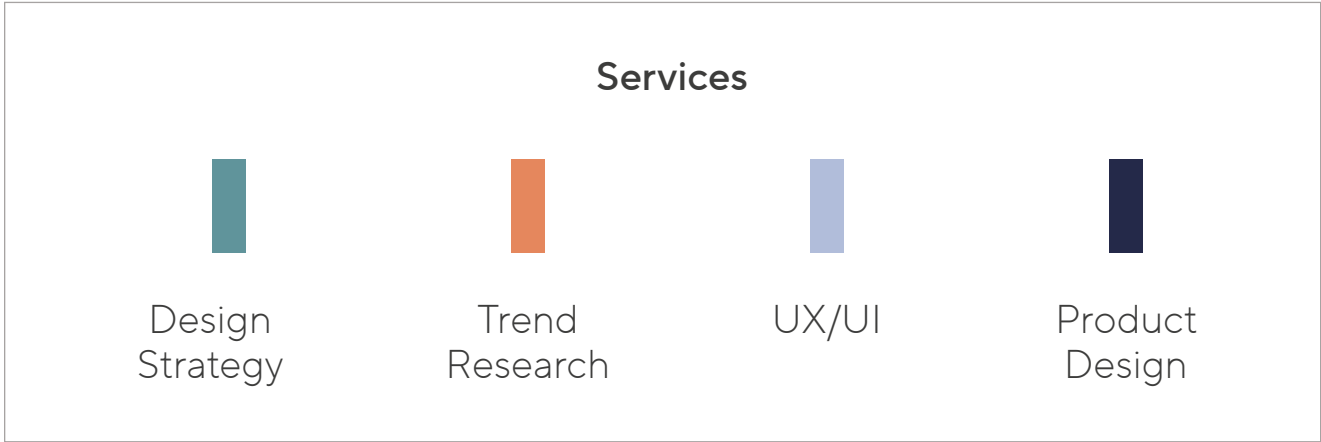
**LONG-TERM COLLABORATION**

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





Our integrated product design is a synergy of creativity and strategy



DESIGN DIRECTION  
Innovative solutions to people and business

TREND RESEARCH  
Creating tomorrow’s trends

PRODUCT DESIGN  
Making products with real innovation

	Design Thinking				Holistics			UX/UI			Creative Design			Creative Engineering		Launching
	Training				Senses											
Methodology	D1 Innovation Consulting	D2 Venture Design	D3 Product Direction	D4 Corporate Development	T1 Trend Forecasting	T2 User Insights	T3 CMF Design	U1 User Experience	U2 User Interface	U3 UX/UI Testing	P1 Concept Creation	P2 Product Refinement	P3 Design Finalization	P4 Design Pre-Engineering	P5 Final Design Supervision	P6 Launch Process
	How to find innovative opportunities.	Ventures/ partnerships between companies.	Management tasks: perspective, coordination and strategy.	Train, motivate and share knowledge.	Analysing new products and ecosystems looking for innovation.	Understanding what people need and to develop the right products.	Create global product ranges, finishes and details.	Defining user requirements for product or service design.	Advanced interface design adapted to a target market.	Tracking and testing user interactions to refine design solutions.	Creation of the product concept, adapted to the customer.	We fine tune the concept to suit the necessities.	Bring the design in line with the production processes.	Defining the details that allow us to obtain a final result.	Accompany the client in the set-up process.	Support in product launches, services and experiences.
Delivery	Project follow-up	Project follow-up	Guideline	Learning sessions	Reporting	Reporting	Presentation CMF Guide	Reporting UX research	Presentation UI mapping	UX/UI Test	First Concepts	Rendering	3d Modelling	3d Files	Sourcing and Pre-production	Collaboration with client



OUR TEAM

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.

ALEGREDESIGN





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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[www.alegreddesign.com](http://www.alegreddesign.com)

**ALEGRE**DESIGN

ALEGRE DESIGN SL

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