

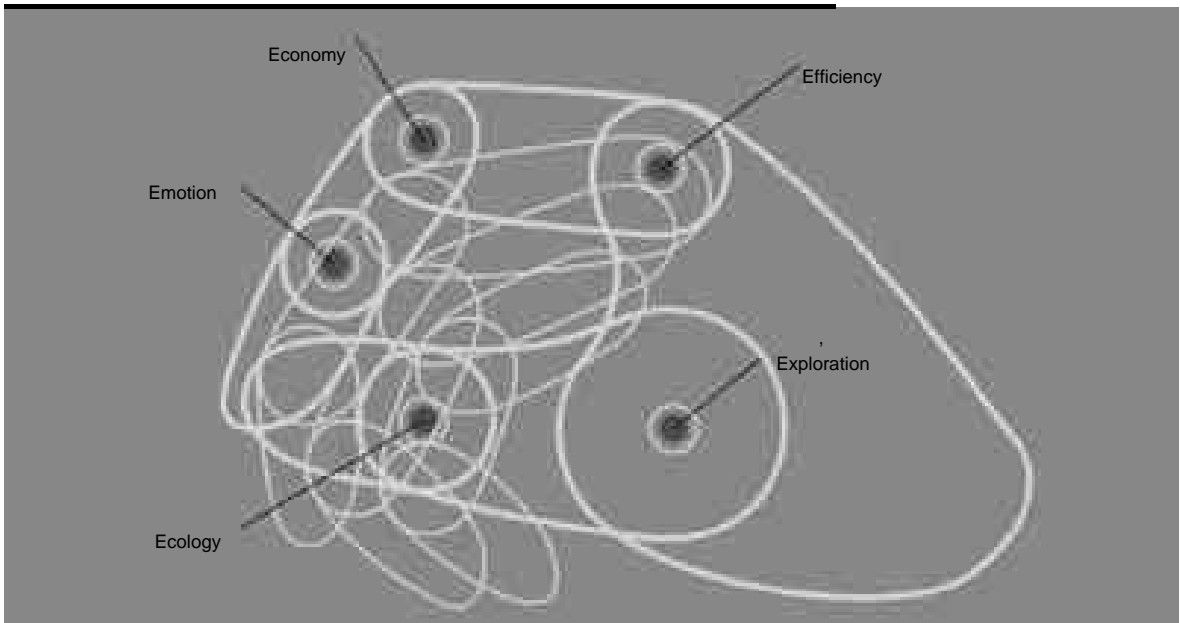
LOE

# LOE DESIGN

One of the most influential design firms in China

LOE

SUN Feng, China  
Managing Director, LOE DESIGN



LOE

LOE 1995 가

, 1998

LOE Co., Ltd가 52

가 R&D 가

## LOE DESIGN

Three founders founded LOE Design Studio in 1995. In 1998, it merged two other design studios and established the LOE DESIGN Co., Ltd officially. LOE Design consists of 52 employees with design teams. The firm has expertise facilities including home appliance R&D center, prototype mould manufacturing studio, and industrial design center.

LOE

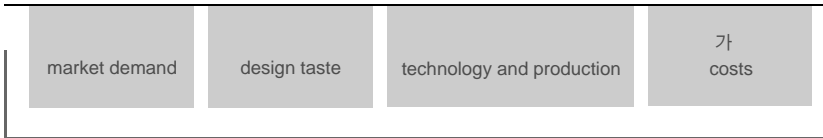
LOE

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### Design Philosophy of LOE Design

LOE Design's major concern is the "balanced design" considering market demand, design taste, technology, production, and cost.



1.

LOE

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ODM

### Strategy for Chinese Design Market

#### 1. Establish wide and stable client base to develop our own design brand in the industry.

LOE Design cooperates with various types of companies to set up a broad and stable client base. First, the multinational manufacturing companies with global brand (Panasonic, Kodak, and Electrolux) are the major clientele. We also cooperate with the large-scale domestic manufacturing enterprises(EASTCOM, SAKURA, HUAWEI) and domestic ODM companies(Lamo, Zion, and MOON's).



Microwave oven, Panasonic



(2003 IF )  
Children Mobilephone, Eastcom  
(TOP SELECTION of IF design award China 2003)



(2003 IF )  
Water dispenser, Lamo  
(IF design award China 2003)

2.

LOE

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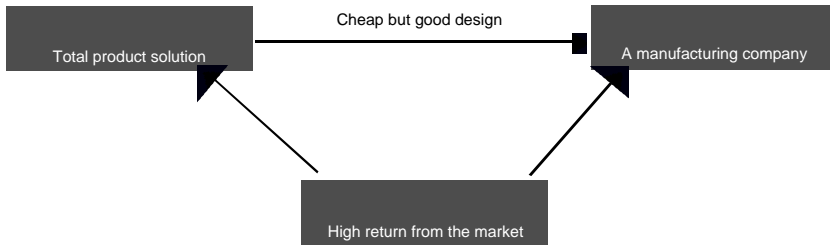
#### 2. While providing the design services, actively participate in the related industries.

Besides the design services, LOE Design practiced a strategic design service system to participate in the company management, marketing, sales, and production, which increased the added value of LOE.

3.

**3. Cooperate closely with the industry to develop an influential product to the market.**

By maintaining a close relationship with the industry, we can develop a product that has a practical influence in the market, and share the high benefit from the market.



4.

**4. Carry out the broad international communications and cooperations.**

Design firms have to form local and international communications and cooperating relationships in order to access the update information and build a foothold for a long-term development. Internationally, the cooperation with the global manufacturing companies, top design firms, design academies and organization are needed. Internally, we should continue to accumulate the cooperating relationships with the enterprises, the knowledge of the local market, and the manufacturing/production experiences.

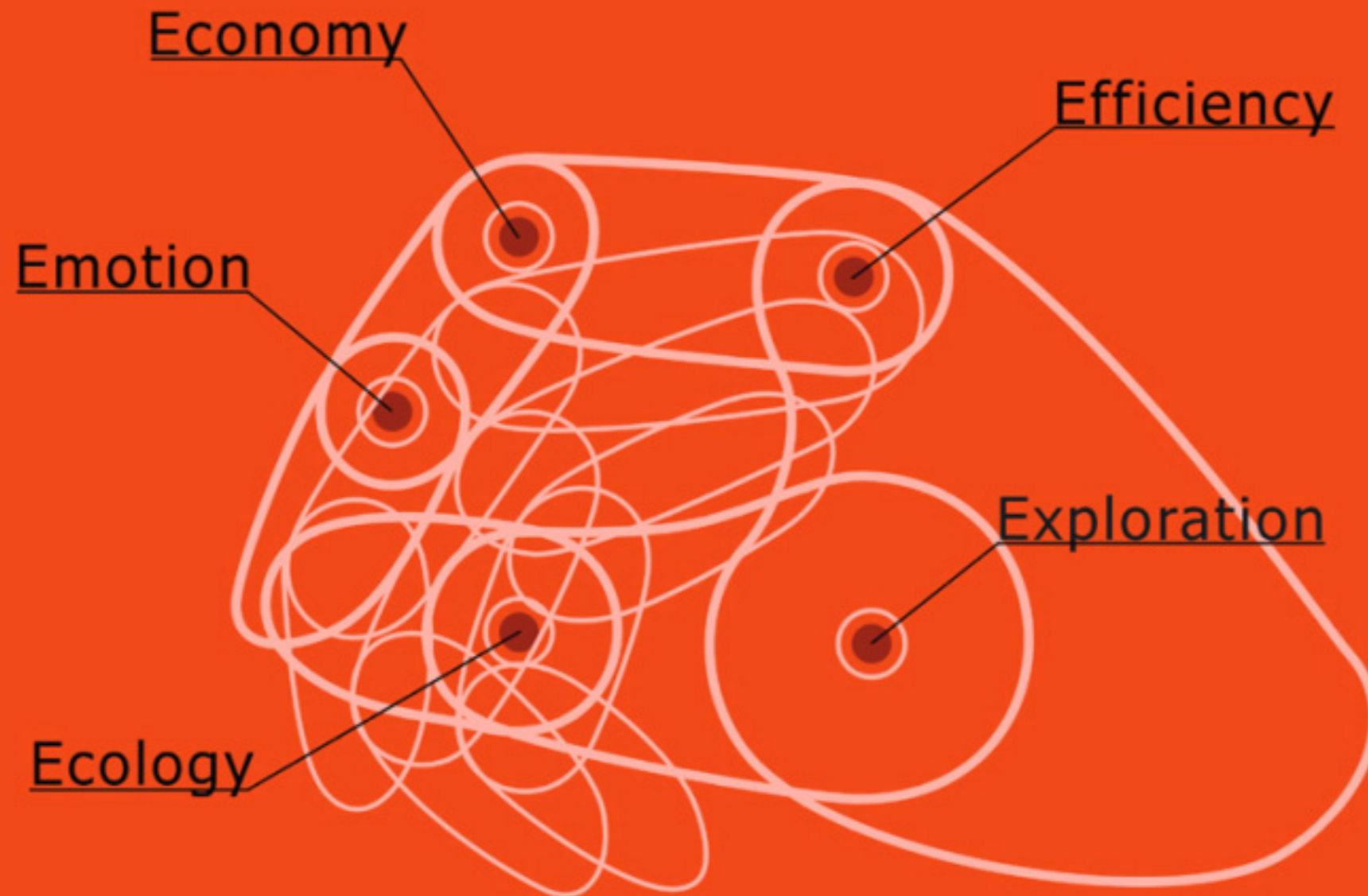


Children Mobilephone, Eastcom

# LOE DESIGN

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- One of the most influential design companies in China



# LOE DESIGN

- **WHO WE ARE**

LOE DESIGN STUDIO was founded in 1995 by three founders. In 1998, it merged another two design studios and established LOE DESIGN Co., Ltd officially.



# LOE DESIGN

- **WHO WE ARE**

LOE is the one of the most influential design companies in China.

52 employees with design teams



Industrial design center



Home appliance R&D center



Prototype mould manufacturing studio

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

# LOE DESIGN

- **DESIGN PHILOSOPHY OF LOE**  
— **BALANCED DESIGN**



market demand



design taste



technology and production



costs





# LOE DESIGN

- **STRATEGY FOR CHINESE DESIGN MARKET**



**E**stablish wide and stable customer network to set up our own design brand in the industry.

**A**ctively participate the other links along the industry chain while providing enterprises with design services at the same time.

**C**ombine the industry tightly to develop product that is influential to the market.

**C**arry out broad international communication and cooperation.



# LOE DESIGN

- **STRATEGY FOR CHINESE DESIGN MARKET**



Establish wide and stable customer network to set up our own design brand in the industry.



multinational manufacturing enterprises with internationally well-known brand



Panasonic



Kodak



Electrolux



# LOE DESIGN

- **STRATEGY FOR CHINESE DESIGN MARKET**



Establish wide and stable customer network to set up our own design brand in the industry.



domestic large scale manufacturing enterprises



EASTCOM



SAKURA



HUAWEI



# LOE DESIGN

- **STRATEGY FOR CHINESE DESIGN MARKET**



Establish wide and stable customer network to set up our own design brand in the industry.



domestic ODM enterprises



Lamo



Zion



MOON' S



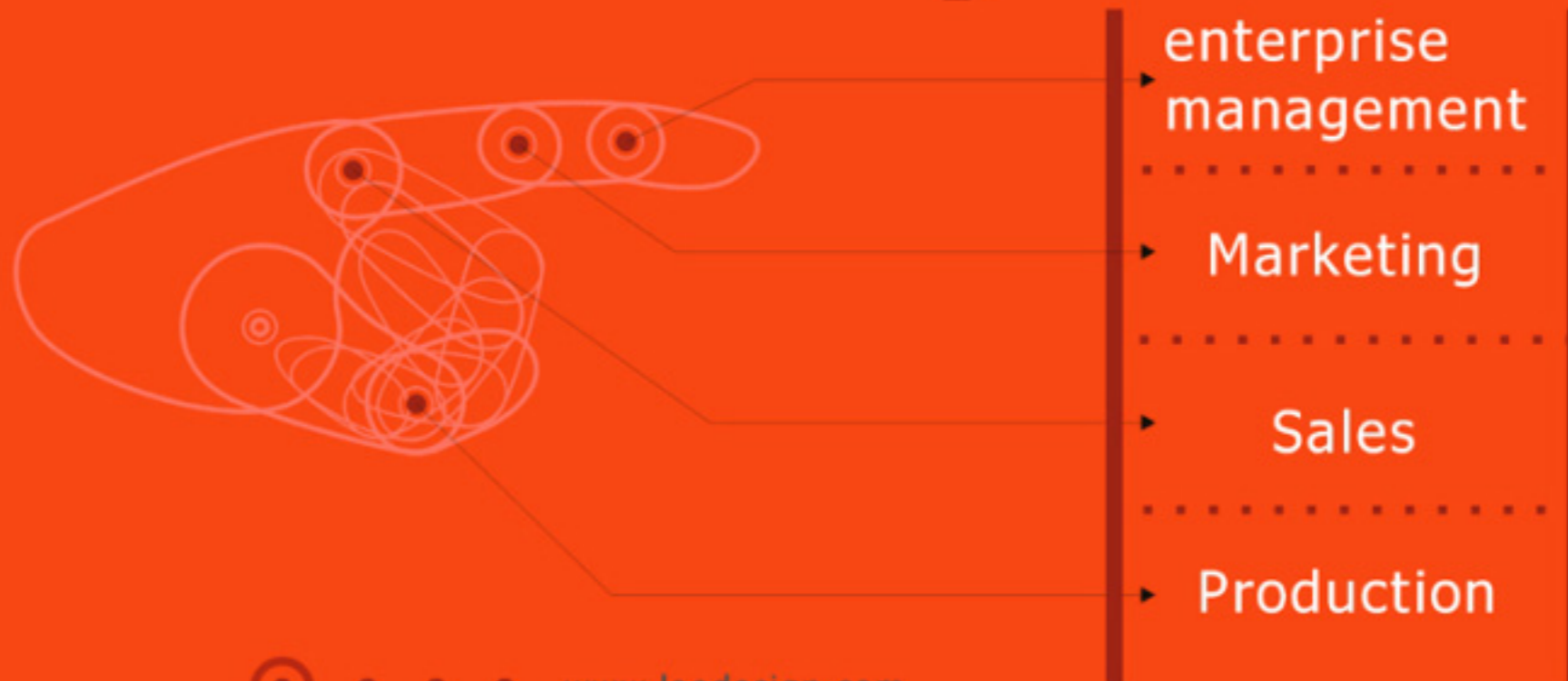
# LOE DESIGN

- **STRATEGY FOR CHINESE DESIGN MARKET**



Actively participate the other links along the industry chain while providing enterprises with design services at the same time.

Strategic design service system greatly increases the added value of LOE DESIGN

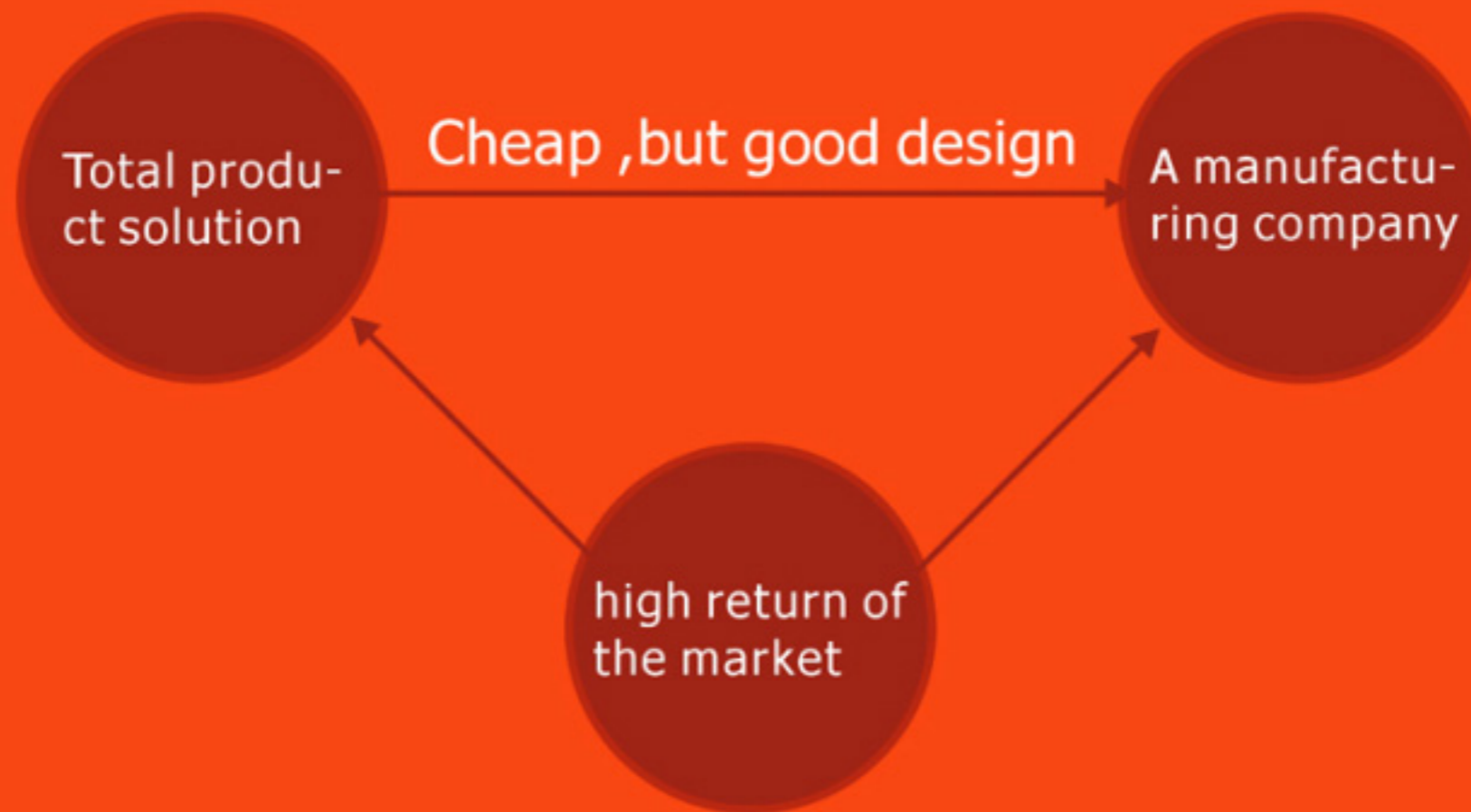


# LOE DESIGN

- **STRATEGY FOR CHINESE DESIGN MARKET**



Combine the industry tightly to develop product that is influential to the market.



# LOE DESIGN

- **STRATEGY FOR CHINESE DESIGN MARKET**



Carry out broad international exchange and cooperation.

## International

Cooperation with international manufacturing enterprise

Cooperation with top international design company

Cooperation with international design academy and design organization

## Local

Cooperation with local company

Knowledge of Local market

Manufacture experience

