

WELCOME TO  
PREMIUM  
PRODUCT DESIGN



## WELCOME TO PLATINUMDESIGN

**Erfahrung.** Andreas Dimitriadis war langjähriger Mitarbeiter und seit 2003 auch Mitinhaber von Phoenix Design, wo er Projekte für Unternehmen wie LG Electronics, BenQ Siemens, Siemens Gigaset, Navigon, T-Mobile oder Laufen Bathrooms leitete. Mit platinumdesign eröffnet er 2007 sein eigenes Designstudio im Herzen von Stuttgart. Zu seinem sechsköpfigen Team gehören Designer, CAID Spezialisten und Modellbauer.

**Ziel.** platinumdesign will auf internationaler Ebene das Designstudio für hochwertiges, wirtschaftlich erfolgreiches Markendesign werden. Zum Kundenstamm gehören Premiumhersteller wie Laufen, Loewe, Leica Geosystems, Bosch, Bernina, Gigaset und Huawei.

**Erwarte das Unerwartete.** platinumdesign gestaltet einzigartige Produkte, die dem Käufer einen Mehrwert bieten, ihn emotional ansprechen, die Qualität des Produktes visualisieren und ein starkes Markenvertrauen aufbauen. Ein Produkt ist perfekt, wenn es die Erwartung des Konsumenten nicht nur erfüllt, sondern in seiner Benutzung durch unerwartete positive Aspekte überrascht und dadurch auch auf Dauer begeistert.

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Bosch Smarthome  
Indoor Camera 360°

Red Dot Design Award Winner 2017  
IF Design Award Winner 2017



Laufen Living Square Sapphire Bowls

Design Plus Award Winner 2013  
IDSA Gold Award Winner 2015

## WELCOME TO PLATINUMDESIGN

**Experience.** Andreas Dimitriadis worked for Phoenix Design for many years. He became a co-owner in 2003 and managed a number of projects for clients including LG Electronics, BenQ Siemens, Siemens Gigaset, Navigon, T-Mobile and Laufen Bathrooms. In 2007 Dimitriadis opened his own design studio, platinumdesign, where he works with a six-member team of designers, CAID specialists and model builders.

**Objective.** platinumdesign has set its sights on becoming a leading international design studio for top-quality, commercially successful brand designs. The company's client base includes Laufen, Loewe, Leica Geosystems, Bosch, Bernina, Gigaset, Huawei and other premium product manufacturers.

**Expect the unexpected.** platinumdesign creates unique product designs that offer added value and appeal to customers on an emotional level. The aim is to make product quality visible and build a strong sense of brand loyalty. A product is regarded as perfect when it not only meets the expectations of consumers, but also pleasantly surprises them with unanticipated utility aspects and makes a lasting impression.

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Huawei Media Pad M5



Huawei Ideos X3



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Leica BLK 360 Laser Reality Capturing  
Red Dot Design Award Winner 2017  
IF Design Award Winner 2017



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Leica BLK 360 Laser Reality Capturing

Red Dot Design Award Winner 2017

IF Design Award Winner 2017



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Leica Geosystems BLK2FLY Autonomous flying laser scanner



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Gigaset Premium Smartphone



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Gigaset CL 660HX

Red Dot Design Award 2017



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Gigaset Sculpture Phone  
Plus X Award 2015



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Bosch Smarthome  
Indoor Camera 360°  
Red Dot Design Award Winner 2017  
IF Design Award Winner 2017



Bosch Smarthome  
Outdoor Camera/Light Eyes  
Red Dot Design Award Winner 2017  
German Design Award 2018



Bosch Smarthome Room Climate Sensor AIR

IF Design Award Winner 2018

Red Dot Design Award Winner 2018



Smartwatch Concept



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Smartwatch Concept



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Loewe Speaker 2Go



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Bernina B 780



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Lechuza Chair

German Design Award Winner 2016



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Laufen Quadriga

Red Dot Design Award Winner 2016



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Laufen Living Square Sapphire Bowls

Design Plus Award Winner 2013

IDSA Gold Award Winner 2015



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Laufen CityPlus

Red Dot Design Award Winner 2013



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Laufen MyCity 120



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Laufen Palace

Red Dot Design Award Winner 2011



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Laufen Curvetronic

Red Dot Design Award Winner 2014

IF Design Award Winner 2014



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LAUFEN



Schock Horizont D 150



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