

COMPANY:

ID GSM:

CRITERIAS – MANDATORY

1 - PRODUCT PRICE

Highest on market in category

2 - MANUFACTURING EXPERTISE

Material-related manufacturing complexity / longer implementation process / Craftsmanship, labels

3 - INNOVATION APPROACH

Avant-garde product, quality about the materials, your commercial approach, about your identity

4 - EXCLUSIVE DISTRIBUTION STRATEGY

Exclusive distribution network, renowned brand, point of sale distributing reference brands and/or confidential/ selection of your projects (references)

Candidate comments

OTHER CRITERIAS

ORIGINALITY OF THE PRODUCT/ ICONIC PIECES

Novelty in the design aspect compare to the existant offer, differentiation, personal interpretation and imprit of the designer's personality, representative pieces, representative of a movement, an era, a trend

UNIQUE PIECES

Dominant percentage of limited series / small series

BRAND NOTORIETY

Brand strategy (diffusion press/ followers on social networks), fame, story telling

STAND PROJECT

Singularity, rupture, signature of the project by an architect / designer

Candidate comments