



PRUDÊNCIO STUDIO

shoe and accessories design

PRUDÊNCIOstudio is a Shoe and Accessories design atelier, operating since 2010.

With a team of professionals specialized in the area, the studio creates and follows up collections in all stages of its development, starting in planning and until the final samples and brand communication.

In 2017, not only aiming for the creation of links between professionals of several creative areas. But also in an approach of consumer laboratory the studio has open a store.

In our clients list you will find names as Felipe Oliveira Baptista, Lacoste, Rag&Bone, Exceed, Eureka, Preen by Thornton Bregazzi, Thakoon Addition and Volca.

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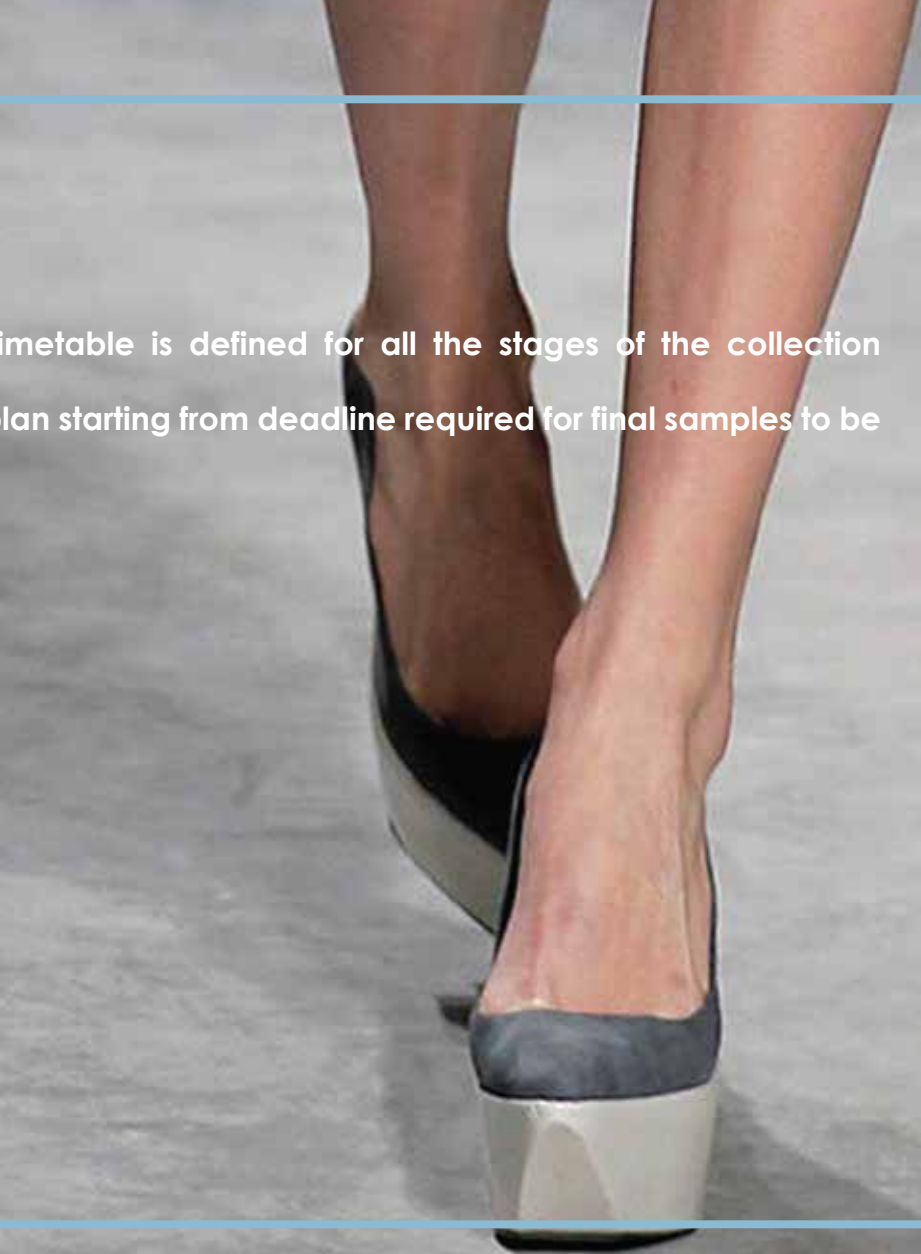
Working shapes, colors and materials from coherent line of thinking results in more consistent collections that elevate the brand message.



After analyzing the brand's assets, a 3C analysis is done to define the brand universe in terms of the concepts Creation, Body and Communication, as well as the strategy to be adopted in terms of the products design.



Once the product design strategy has been established, a timetable is defined for all the stages of the collection development (Design, Prototyping and Materials), so as a retro plan starting from deadline required for final samples to be ready.



collection calendar and retro plan

collection concepts development

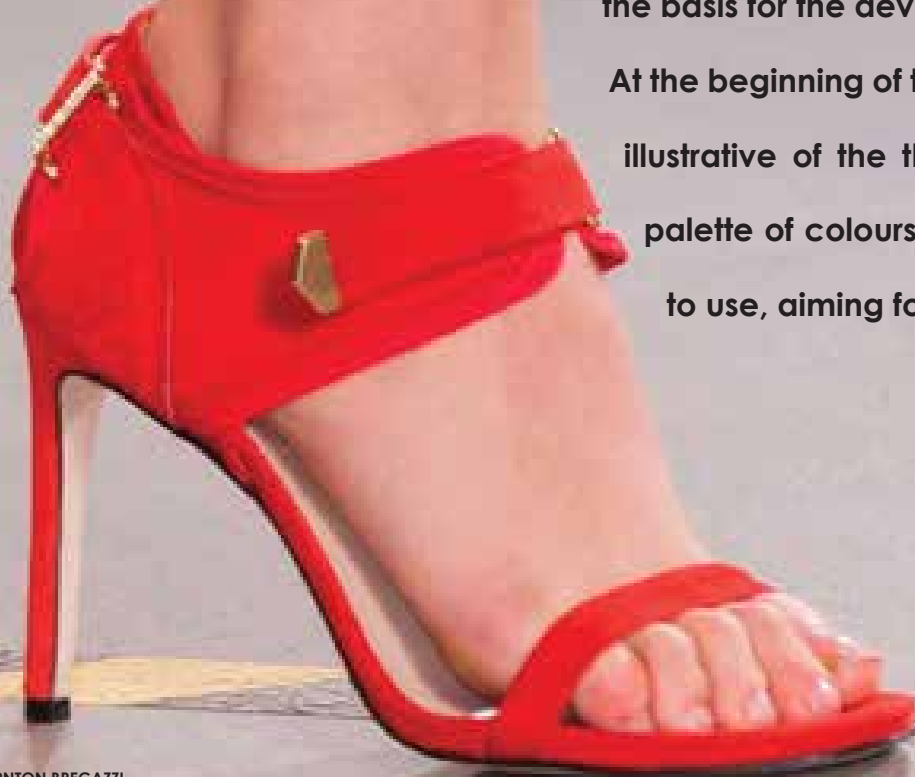
According to the values of the brand is made a research of trends and identified themes that are relevant to the creative universe of the brand.

Part of the process of developing collections is the creation of a synopsis that will serve as a guideline for dissemination in the various media channels.



After the product direction proposal is concluded, PRUDÊNCIOstudio develops a collection plan where the different types of products are defined, which will serve as the basis for the development of styles proposals.

At the beginning of the process is presented a mood board illustrative of the theme to be explored, as well as a palette of colours and panels guiding the materials to use, aiming for a more harmonious collection.



After the presentation and approval of the styles by the competent departments, technical product datasheets are elaborated with detailed information important for the execution of the prototypes and in which are defined the types of finishing sought.

When the prototypes are developed, tests and respective correction sheets are carried out until final samples are approved.



Aiming a constant update for the news of the sector, PRUDÊNCIOstudio team plans and makes regular visits to international raw material trade shows and maintains regular contact with a large number of local suppliers.





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