

Functionality

Quality

Simplicity

Clarity

**“Sometimes it’s one
big chaos. But it is
here where many new
ideas get born.”**



Design. For what matters.

Our world is changing, increasingly fast. New technologies continuously influence our social behavior, shifting what matters to us and the terms products and brands must meet for us to connect. Design is at the center of this change, guiding us as we dance with the new: attracting, promising, but also taking us by the hand so we can learn quickly and not fall behind.

This book is about Braun Design today. How we work, create, and debate. How we collaboratively generate ideas and deliver exceptional design experiences, created by a small team of the best specialists, working seamlessly together as close colleagues and friends. How we develop design for Braun from end to end in the Kronberg Design Studio. These are the rooms where Dieter Rams and the first Braun Design Team created what changed the world of industrial design and became the blueprint for so many: leaving off anything superfluous, resulting in less but better. Rooms filled with the spirit of iconic design work over fifty years, guided by enduring Braun values.

Functionality. Quality. Simplicity. Clarity. Embodied through long-lasting aesthetics. Brand values that match our own personal values, encouraging people to keep products as companions for a significant period of time. Objects designed in such a way that you still want to use them every day, even after many years. We create all this not in isolation, but in closely linked local and global networks of allies, partners and friends. Dedicated people, connected by their love for the Braun brand and their desire to create the very best.

And while our values are here to stay, design needs to consistently evolve, expanding and breathing to embrace the next generation and what matters to them. Design is a journey. And with a cup of coffee in our hand, we deeply enjoy the daily travel.

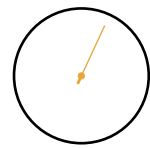
Please join us by browsing through this book.

This is who we are.

Prof. Oliver Grabes
Design Director Braun

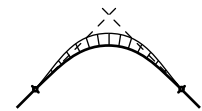
Our design language

Strength of pure



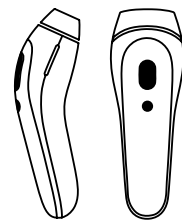
Reduction

Visual elements are reduced to a minimum. This places emphasis on the product's usability and functionality.



Pure & Fluid Geometry

Stand alone products are based on clear, architectural shapes. Handheld products are characterized by fluid geometry, created by connecting basic geometrical shapes with smooth transitions.



Symmetry & Direction

Braun products engage the human sense of beauty. They are symmetrical, yet indicate a direction that explains the product's usage.



Order & Balance

Design elements are arranged within a geometric grid and with a clear functional hierarchy, resulting in visual clarity and a harmonious appearance.



Interface Elements

All interface elements are designed as either a circle or an elongated circle. Their appearance may vary in proportion, color and material, according to their function.

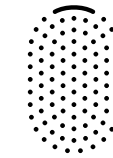
Our design values

Functionality Quality Simplicity Clarity



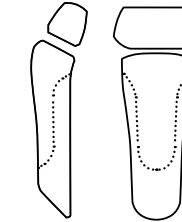
Distinctive Shapes

The overall appearance is based on architectural or ergonomic shapes and gives each product a distinctive silhouette.



Iconic Details

Unique details give each product an unmistakable market presence and simultaneously identify it as a discrete Braun product.



Geometric Parting Lines

Parting lines define the product's operating areas and create a visual structure. They are characterized by geometrical, controlled alignment.



Colors & Materials

The main product colors are black, white, grey and metal. Color accents are used in details to highlight product function or operating controls.



Clear Product Graphics

Product graphics are functional, minimal and consistent across all Braun products and categories.

As we set to create desirable, innovative products, our gaze looks forward into the future, but the design principles we use to achieve consistency, simplicity and clarity across segments are rooted in our unique design legacy.



Series 9 CC



Series 9



Series 5 CC



Series 3 CoolTec



Silk-épil 9 SkinSpa



Silk-épil 7



Silk-épil 5



Silk-épil 3



BN0211 SlimWatch Titanium



BN0211 SlimWatch Steel bracelet



BN0095 Prestige



BN0095 Prestige



J 500 Spin juicer



JB 5160 Jug blender



FP 5150 Food processor



FS 5100 Food steamer



Series 3 ProSkin



Series 3 Shave&Style



Series 3



Clean&Charge Station



Silk-expert 5 IPL



Silk-expert 3 IPL



FaceSpa Pro



Face



ET66 Calculator



BNC0117 Classic wall clock



BNC002 Classic travel clock



BNC020 Connected alarm clock



WK 3000 Water kettle



KF 3120 Coffee maker



HT 3110 Toaster



HT 3010 Toaster



BeardTrimmer 5090



BeardTrimmer 3040



MultiGrooming Kit 3080



HairClipper 5050



Pulsonic Slim One



Pulsonic Slim Luxe



BN0171 Ceramic



BN0171 Ceramic



BNC008 Travel clock



BNC010 Radio clock



BNC014 Wall clock



BNC015 Projection clock



HM 3 Hand mixer



HM 5 Hand mixer



IS 2044 VI Silent Ironing system



IS 7155 Pro Ironing system



Satin Hair 7 brush



Satin Hair 7 SensoDryer



Satin Hair 7 SensoCare



Satin Hair 1 Mini



AW10



AW50



BN0211 SlimWatch Black



BN011 SlimWatch Ladies



CJ 3050 Citrus juicer



MQ 9 Hand blender



MQ 7 Hand blender



KF 7120 Coffee maker



No touch forehead thermometer



Digital thermometer with Age Precision



iCheck 7 blood pressure monitor



ActivScan 9 blood pressure monitor



At the heart of Braun Design is the urge to make things useful, meaningful and beautiful with as little design as possible.



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90 Iconic Braun

92 Thank you

A close-up photograph of human skin in various tones and textures. The image features several curved, overlapping surfaces of skin, ranging from light beige to deep brown. The lighting is soft and directional, creating subtle gradients and shadows that emphasize the smooth, natural texture of the skin. The composition is abstract, focusing on the organic shapes and color variations of the human body.

Skin love



**You love your skin – we make sure
you can treat it accordingly.**

Sleeping Beauty.

The Silk-Expert hair removal system puts your body hair to sleep. Other methods only temporarily remove body hair and you can watch it growing back. Our IPL interrupts the cycle of hair re-growth and your skin can shine for many weeks. Needless to say, the beautifully curved, seamless shape feels good in your hand and allows you to easily treat even difficult to reach skin areas on all parts of your body.

Since your skin tone varies across different parts of the body, we developed a unique sensor that continuously reads your skin tone 80 times per second and automatically adapts the light intensity to your skin tone. Our IPL is clinically tested and safe to use.

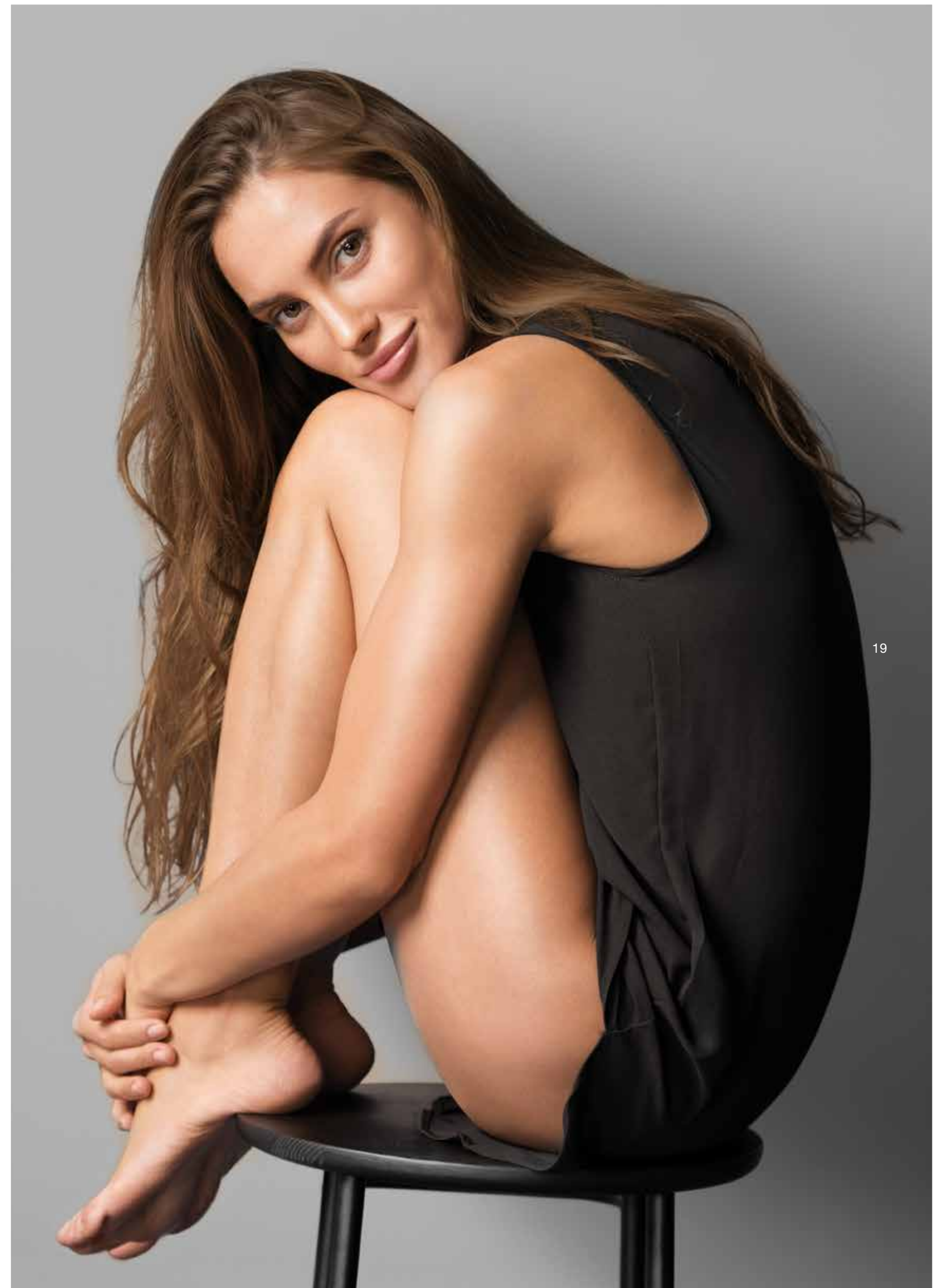


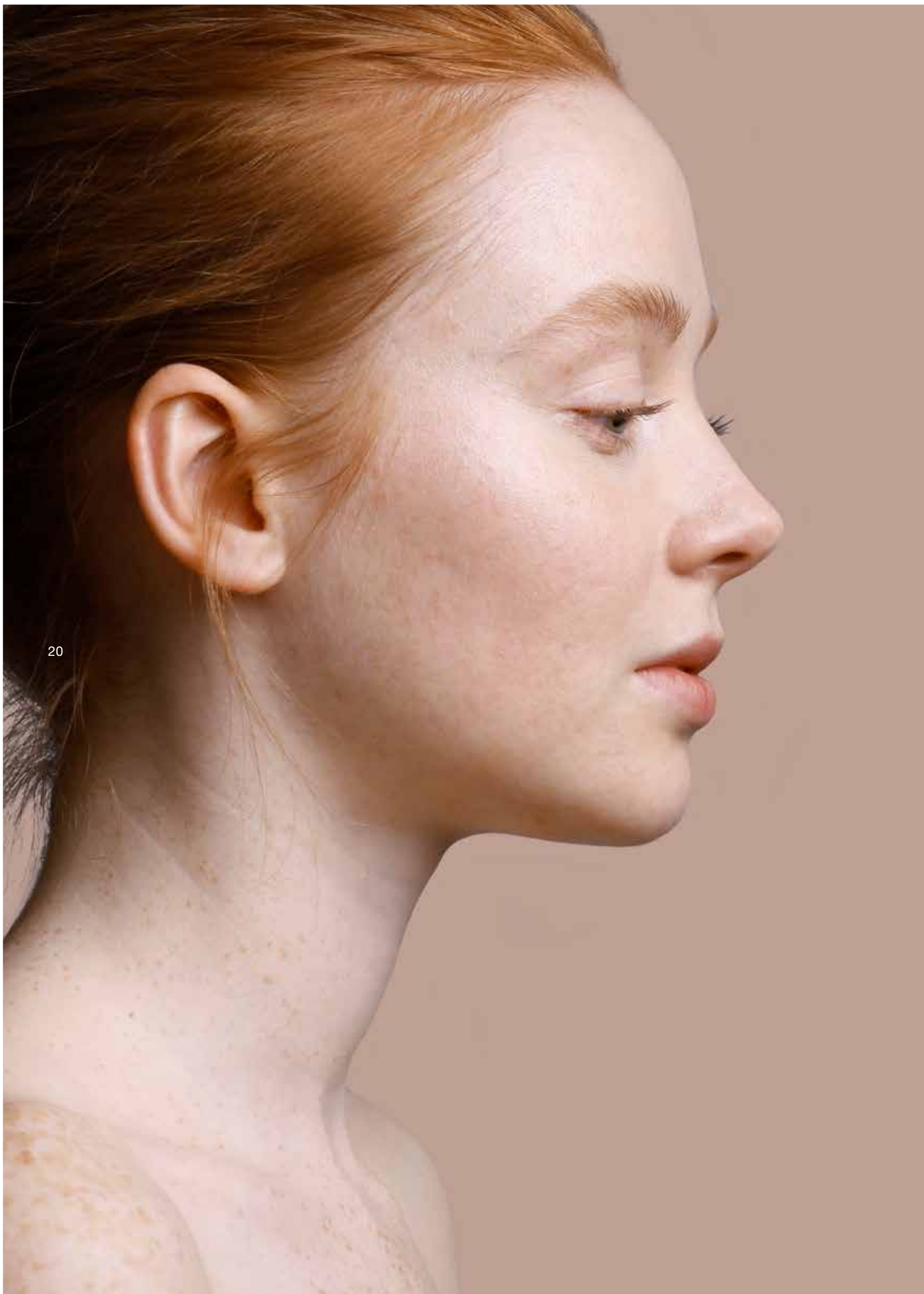


Goodbye hair.

Say goodbye to your body hair – you won't see it back for a while. Our Silk-épil epilators remove hair the size of a grain of sand by the root, for flawless skin for up to four weeks. Speaking of time: the Silk-épil 9 is one of our most timeless products. Launched in 2007, the design has since remained almost identical, while we have steadily improved product performance and versatility year after year.

The latest SensioSmart technology controls pressure to give you an even gentler epilation. Today the SE9 is a multifunctional beauty kit for skin care, exfoliation, peeling, massaging, shaving, trimming and, needless to say, epilation – and this better than ever.





Hello skin.

This is Braun FaceSpa Pro, the newest member of our beauty family. It combines a facial epilator, a facial brush and a toning head in one. Thanks to the slim design, the in-use experience is similar to a mascara pen, while the metal cap allows you to have it with you whenever, wherever you want.



Brush head



Toning head

The facial epilator removes even finest hairs from the chin, upper lip and eyebrow areas precisely by the root. The extra-small upright head enables a better view of whatever hair you want to remove. It revolves in both directions for optimal removal of individual hair.

The brush head gently restores purity and glow to facial skin. With hundreds of micro oscillations, it removes make-up and impurities, working six times better than manual cleansing, both gently exfoliating and refining the skin.



Inspired by Japanese skin care practice, the metal toning head provides gentle tapping for better application of creams and serums. The ultra-delicate, high-speed tapping motion is adjustable from fast to slow settings and offers a pleasant cooling sensation. FaceSpa Pro brush is 100% waterproof, so you can safely use it in the shower.





**Good morning sunshine.
I am looking forward to see
you again tonight.**



Puts a smile on your face.

The Oral-B Pulsonic Slim is exactly that: ridiculously slim. The minimal elegant design, the durable yet lightweight housing and the distinct brushing modes make it more than your ideal toothbrush for every day. It's also your perfect travel companion. A breeze to take wherever you go.



Come in.

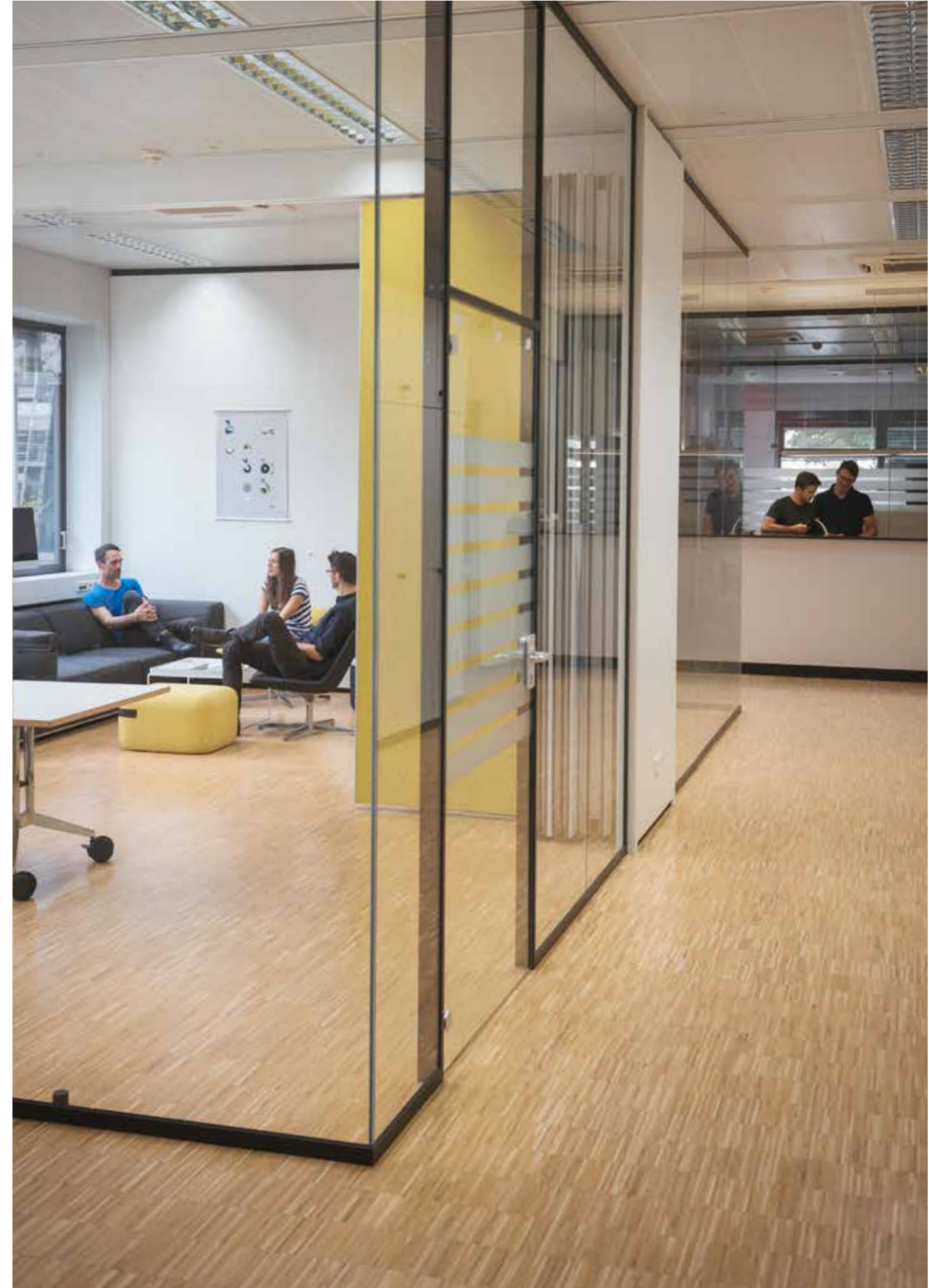
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Kronberg Design Studio

One integrated design capability:
Industrial designer, graphic designer &
UX designer, CAD specialists & model
makers. Working together in P&G's
largest ID studio.

Strategic brand design
Industrial design
Visual brand communication
Packaging design
Brand equity & brand guidelines
Design Management Licensing
UX design
Digital Design

Braun, Oral-B, Gillette, Venus
and more.



Studio entrance
Our doors are always open
(if you have the right
key card).

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How we work

“There is no competition about who has the best ideas. We together have fun developing the best one, now and in the future.”

What is special about the Kronberg Design Studio Setup?

Renke: We are actually only a small group of designers, much smaller than you would think. In the past we tended to work in silos, separated by category, and were basically only responsible for product design. Packaging design, while also done internally, was rather externally steered. A few years ago we moved to the opposite setup: today we are all sitting together in one big room, with very short ways – completely mixed between product and graphic design.

Wollo: I think this is special about how we work. We have a studio setup, where we have different specialists in one studio, from ID, graphic design, model making, and CAD. This setup gives us the ability to make ideas tangible and bring them to life in an early stage of the product development process. We are not only creating design concepts, product visuals or high-end mockups, but also functional design prototypes with product innovations.

Renke: While everybody has his or her special expertise and talents, more and more we work as hybrid designers. In this setup we see the work of the others all the time: their screens, their print-outs, their models. Sometimes it's one big chaos. But it is here where new ideas are born. And no matter what design task one is working on, we talk about it all the time, ask questions, ask for advice, say: “Wow, I like that” or “How about doing it this way?”

Nina: In this atmosphere, getting involved in the entire process from product development to communication end-to-end happens as quite a natural thing. As part of the design function, we are now interwoven into the complete product journey. The skill to visualize ideas quickly can, and often is, a spark that leads to surprising new directions. At first we used this skill “guerilla-style,” when we saw the

need to change things. We continue to constantly challenge the brand to become more contemporary, relevant and to get away from certain (gender) clichés we had been struggling with in the past years. We think this is our task as design and communication experts within Braun. So far the journey for Braun is going very well. It is an infinite journey :)

“Making sure everyone is working towards the same vision requires a team culture of sharing, commitment, and many open and honest discussions.”

Philipp: The design team in Kronberg is not only responsible for Braun products, but also works for different brands, such as Gillette, Venus, and Oral-B, as well as designing together with our licensing partners. Working with different teams across different continents is especially challenging, since you just can't go over and discuss design directions or projects immediately. Making sure everyone is working towards the same vision and goals requires a team culture of sharing, commitment, and many open and honest discussions. It is not always easy, but working with a diverse group of people and product categories is inspiring, as each brand has its own challenges. Therefore, it is very important that we share the same design values and principles as a foundation across the brands.



Design talks
About the Kronberg Design studio setup.



Nina
All about bike riding.



Wollo
Hello? Wollo? He's deeply focused.



“We all know: We are in this together, and we will be here when the product finally hits the market. As a success – or if it would fail.”



Renke
Expressing 20 ideas
in a minute? No problem.



Philipp
Coldbrew expert and
Illustrator evangelist.

How do you work with other functions? Is it difficult to make good design happen?

Renke: Something really important that defines our everyday work is the close and good collaboration with our cross-functional partners. The same happened here, that beforehand had happened small scale in our design studio. Functions that beforehand rather worked separately now work together closely. Instead of trying to manage each other, we have shifted to an open, respectful collaboration, knowing that the other's expertise is needed for success. We have even become friends in many cases, having fun creating together and pushing each other to get to the best result.

Wollo: I fully agree: you have to be closely linked with other functions within the company. Luckily Product Research and R&D sit just one floor above us. I can assure you that we have lively and vivid discussions on our topics.... You can't simply write down great solutions on paper, these emerge when you talk and

challenge each other. Also the Marketing team, although sitting in Geneva, is only one phone or video-call away. Together we have developed a very close collaboration, and it is almost as if they were sitting next door instead of in another country.

Nina: I think this is something really

“Although we sit in different locations, today we really see ourselves more as a family.”

special: although Braun is a big company and P&G an even bigger one, the actual teams, also on the Marketing and R&D side, are quite small. We have personal contact to literally everybody, up to top-level management. Although we sit in different locations, today we really see ourselves more as a family. We all have very high expectations and because of knowing each other well we can talk straight and help each other to find the best solution.

A brand with over 100 different products in different categories, created by different business and licensing partners. How do you create design consistency?

Oliver: Of course one concern could be that different designers and teams have diverse understandings of Braun Design, creating a visual chaos. Luckily, we have seen the opposite over the course of the last years – something I am really happy about. Our design partners and friends truly care and all want to achieve the right interpretation of Braun Design in their categories. Additionally, we are involved in every new product development and need to approve every design, as it is important for us to create consistency across all parts of the brand. What helps us on this journey are our shared design values and a set of design principles that we developed back in 2009.

“We are involved in any new product development and need to approve as it is important for us to create consistency across all parts of the brand.”

Björn: The principles Oliver just mentioned are like a new Braun Design DNA. These fundamental tools allow for enough freedom to really create what makes sense for each new individual product. This is very important. There are strict guidelines elements, for example, the geometric

shape of product interface elements like buttons or switches, or how we apply the Braun logo and graphics on a product. But there are also elements that allow flexibility, such as our fluid geometry approach, symmetry, direction or iconic shapes that help to create consistency on a more abstract, fundamental level.

Oliver: As you can imagine, a unified look and feel for the brand is not easy to achieve with the broad scope of products that ranges from irons to watches, epilators or blood pressure monitors. What we try to create is a similar emotional design experience across different Braun products, not necessarily the same design.

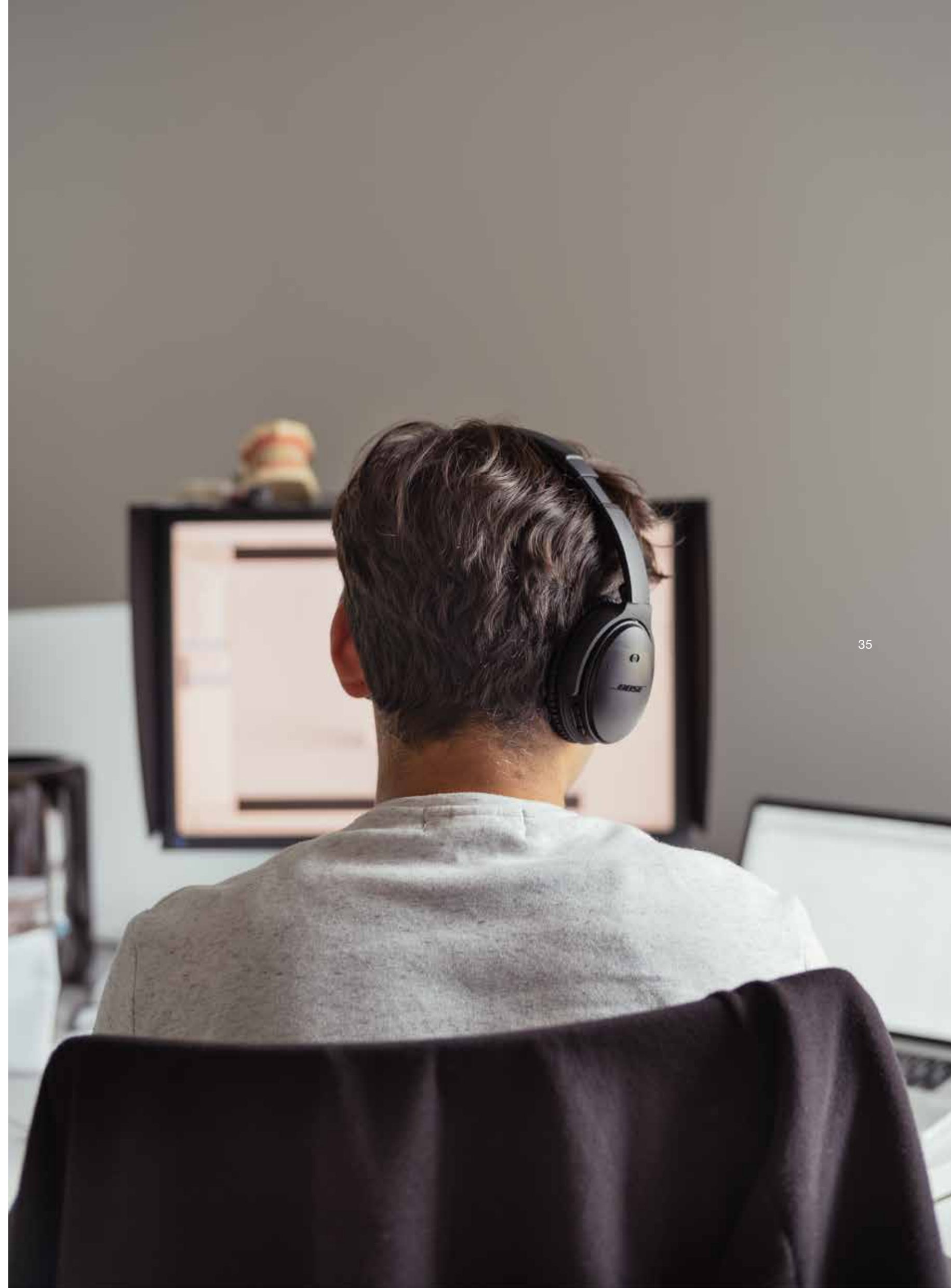
Guidelines can become old quickly. Is what you defined in 2009 still relevant?

Irini: You are right, detailed CI-guideline books can become outdated very quickly if they define in too much detail what you hope for in the future. Our design principles are different: they are more like a stage on which anybody can perform – in the past, present and future. You could describe them as a visual mindset, helping to express our core values. And we take these values seriously. They have existed now for over 70 years, and we think they are more relevant today than ever before.

“Our design principles are different, they are more like a stage for anybody to perform on – in the past, present and future.”



Oliver
Most wanted design director.





Björn
Alter Schwede, responsible
for 3.5 billion women.



Oliver: Braun is not a fashion brand. We believe creating quality products is the right thing to do, products that are highly functional, meaningful, easy to use, with long-lasting and appealing aesthetics. We also know this is what many people around the world are looking for. At Braun we call this Good Design – the term Dieter Rams defined so appropriately.

Björn: I would like to mention another detail about the Braun Design language that is very important for our work. Building on the principles, we design products within a category as part of a visually connected family: shavers, trimmers, epilators – we often offer several technologies, features, sizes and also price points. Or we group products that are placed visibly together, such as water kettle, toaster and coffee machine in the kitchen. These products obviously need to relate closely to each other, a bit like brothers and sisters. Each product is unique but similar to each other – and recognizably Braun.

Doesn't consistency slow down innovation and newness?

Björn: Technology is always improving, with things becoming smaller, faster, better, smarter. To create superior products, you need to constantly invest in innovation – and in design that makes new technology accessible and accepted. But if you want to be considered, especially by new and younger users, you also need to create iconic consistency as a brand, to become visible to these users and even be recognized at all. You need to stand

for something and stay consistent. This requires design in its totality, from end to end: the product, its communication and packaging, the visual brand appearance, physically and virtually.

“You need to stand for something and stay persistent. This requires Design in it’s totality, from end to end.”

Irini: Design is the tool we use to make brand experiences relevant and interesting, bringing things together and at the same time celebrating what is new. We need to do this consistently across all touch-points, so somebody who is seeing and considering the brand can easily remember us. And many new things are of course now happening in the digital space: How do we create the right context on-screen for a three-dimensional product and make it relevant for the person browsing? And memorable?

Oliver: I personally really enjoy the challenge of navigating this journey. Keeping the right balance between building the Braun brand with an evolutionary consistent design but bringing the Braun values to life in a slightly different, better and more exciting way with every new product we launch.



Irini
A good listener is always
thinking of something else.



The Studio

A collection of items. Some
from Braun's former times.





**Creatives. Coffee.
Chaos. Commitment.
Clarity. Consistency.
Count on us.**



Oliver M.
Mission possible.
Where's the problem?

Is mastery important?

Wollo: It is obvious that experience and mastery are required to create the best products. In today's connected world, mastery is not something you can bluff. You need to get things right, otherwise it will show up very quickly online. You will get bad ratings and reviews and unhappy users. People do care and expect quality from Braun, both technically and in design.

“Mastery comes with specialists. We need to have deep knowledge and experience in what we do.”

Oliver M.: Mastery comes with specialists. We need to have deep knowledge and experience in what we do. Braun has been developing electric shavers since 1950 and has been constantly innovating since then. We create quality through intense exploration of what works and why – but also through people who are open to new technical possibilities, to help make things even more precise, better or faster.

Wollo: Yes, you need great brains but the best results come when these great brains enjoy working together, pushing each other as a team up to the next level. This is something I think is unique about our studio. Everybody has known and trusted

each other for a long time. There is no negative competition, we are in it for the long run together and you just help. People contribute to any project to make it better, building with their expertise or creativity on an idea somebody else had. Together you can develop new ideas or come to new thoughts you alone would not have had yourself - even if you may be the best designer. Always pushing ourselves is really key to raising the bar in terms of mastery.

Oliver M.: Working together for a long time helps to create mastery but also efficiency. You avoid lengthy briefings or project on-boardings to kick off the work. I would say experience is what really enables us to be fast and efficient without compromising on quality or creativity. Rather than spending a lot of time on the fundamentals, we can immediately focus on what is new and what are the real challenges.

Bernhard: Facing new challenges is something which makes specialists like myself get positively excited, especially to solve new needs that we had not figured out before. We are living in a fast-moving world, technologies and software functions are changing quickly but also offering new possibilities. To get out the best results, it also helps looking at the problem from a different point of view. It's the last ten percent that really motivates, doing better products than what we have done before. I love having these challenges.

“I would say experience is what really enables us to be fast and efficient without compromising on quality or creativity.”



Where in the design process is mastery most important?

Wollo: You need mastery to create quality but also to drive innovation. Our design team is involved in the entire development process from the very beginning. Whether it is a very early ideation and invention

“You need mastery to create quality but also to drive innovation.”

phase, a strategic product facelift or creation of new visual communication for product or packaging – we have an important role as the creative part of the whole project team, playing within the boundaries and also questioning them. Showing other facets of what could be possible is part of our daily routine. We know the technical and brand fundamentals by heart and can apply our design mastery very early in the process, to show what could be possible. High-end design models can be tested with consumers to help make early decisions, before you

commit to a project and invest millions. **Bernhard:** To be able to fulfill all these individual steps from generating an idea until producing the final product you need all kind of specialists. Not only designers are needed but also design engineers are very important as they are the ones creating the 3D data needed for our high-end design models, renderings for digital assets and final manufacturing databases. Often it helps, to make a prototype quickly and bring an idea to life for the next important meeting. These prototypes explain more than words or long Power Point presentations can do.

“Showing other facets of what could be possible is part of our daily routine.”

Udo
Lord of the tools.

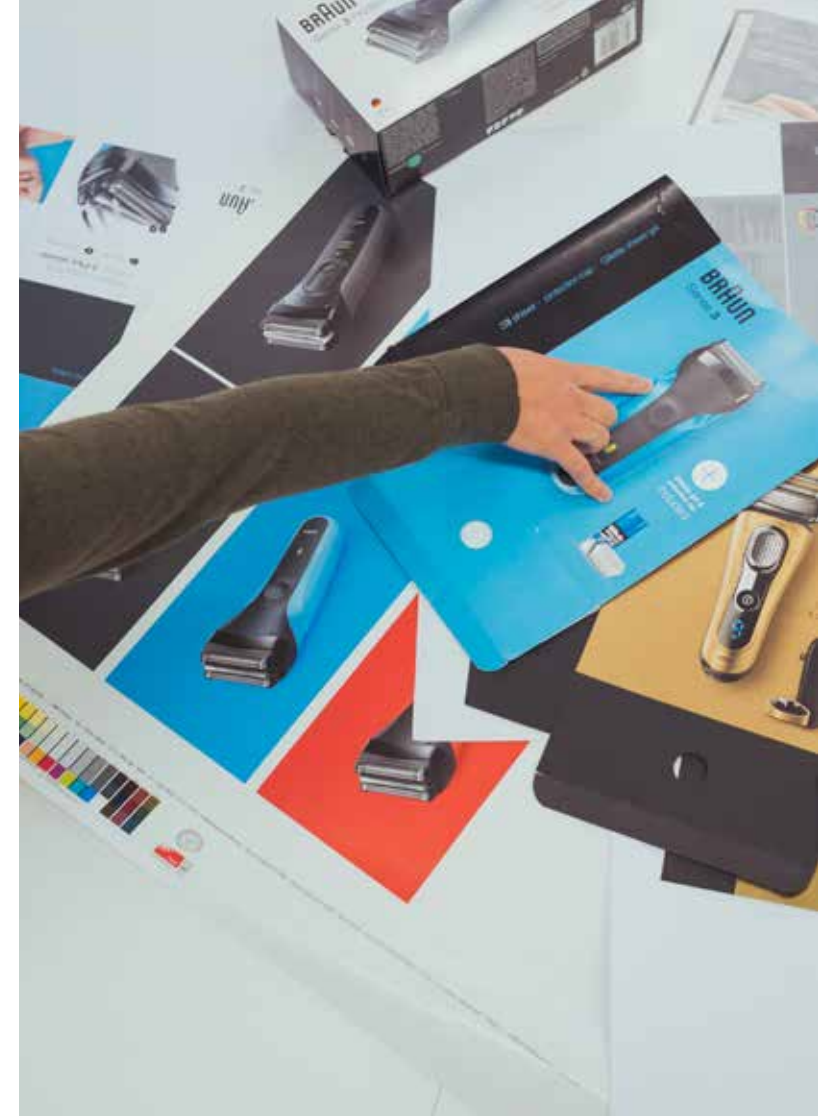


Bernhard
Efficiency is his philosophy.





Kong
An inspirational guy
and a balanced mind.



End to end design
Ensuring quality to the last
color detail.

Design language applied
It's all about making the right
statement.



New Technologies, Sustainability and Iconic Design are in your focus. Can you tell us more?

Philipp: Technologies strongly influence how users experience our products and brand, as well as how we work as designers. Connectivity and the Internet of Things, artificial intelligence, voice technology, electronics, sensors – all these fun things can make our products smaller, smarter, better, and more convenient for the user. However, the integration of new technologies needs to be well considered, so it really creates meaningful innovation for people, not just news.

“Others might experiment more with what they bring on the market, our intent is to really provide a better user experience.”

Gregor: We see this too often – everybody wants to do something in this new space and many times the newly integrated technologies don’t work well. Or they add complexity rather than delivering simplification or a real benefit. Where others might experiment more with what they bring to market, our intent is to really provide a better user experience.

Oliver: New technologies are about smart products, but also about how the entire Braun brand is presented in the digital space. What do Braun apps look like? How do we communicate our brand in social media, e-commerce and across digital in the future? How do we translate

our set of values into this new virtual world? We need to drive a shared digital brand appearance across Braun categories and partners – leaving enough flexibility to adapt to new and individual needs and enable exciting digital campaigns. It is definitively one of our big topics in Design.

Kong: Today’s situation is different from Braun’s past, when it was just about hardware and materiality. The digital space allows us to change design more often and be more flexible. Our hardware should still be designed to be simple and long-lasting, in line with our Braun DNA. But software, apps, and communication can change and create news. We can adjust design to different cultures and user groups, or even provide personalized experiences. All differentiated by design.

Philipp: This could also be a good direction to drive sustainability further. People appreciate long-lasting products that are made with quality materials. Digital experiences can help create innovation, further differentiation and even enable new personalized functionality, without the need for physical new products, and with less use of material resources.

“A diverse design team with different cultural background is extremely helpful to always question ourselves and have different perspectives onto our designs.”

Gregor: I think there are two things you need to consider when talking about designing with a focus on sustainability. One is deeply rooted in our core design values: creating a timeless product design that is appealing and enjoyable, even a long time after you have purchased it. The other aspect, which is even more challenging, is designing the product, including its packaging, from the perspective of a complete end-to-end

product life cycle: material choice, production processes, product and packaging usage, reparability, service, disposal, recycling.

There are many aspects to consider and you need to understand what truly reduces the environmental impact and creates the best possible user experience.

“There is a strong match between what Braun is about and what today’s young people expect from brands: authenticity, quality, sustainability, acting with responsibility.”

Renke: How people define a great user experience relates of course to their preferences and values. Although our principles are meant to be universal, we are looking closely at how we can

translate them into desirable products for the next generation. There is a strong match between what Braun is about – our values, our character – and what today’s young people expect from brands: authenticity, quality, sustainability, acting with responsibility. We need to bring these values to life again, so that next generation users want to experience them.

Irini: The touch points for them are of course digital – social media, influencers, e-commerce. By creating exciting experiences we can further expand the Braun presence in the virtual space and rejuvenate our equity.

Philipp: These changes force us to constantly learn and build an understanding of different needs, evolving habits or cultural trends. Working across different cultural backgrounds, we can more easily question ourselves and consider different perspectives for our designs. This is what is so exciting about design work: envisioning and having the chance to shape the future.

Wollo: Sounds great – let’s get another coffee, before we do all this :).



Sketchbook
A companion for each of us.



An old sixtant SM 31
Still looking good.



How we work.

Kronberg Design Studio.

Brand Love

Working in the same rooms where many Braun classics were created over the past fifty years, we as designers feel deeply responsible for the brand and its heritage of good design. Our goal is to spread our passion and love for Braun among our colleagues and pass this on to our consumers through the Braun product experience.



Good Design is our DNA

The urge to make things useful, meaningful and desirable, with as little design as possible, is rooted deeply in our DNA, and has been put down on paper as our design language. This is not a fixed set of strict guidelines (although there are some), as these can become outdated quickly. Our language is a set of design principles and design values that help us work together to create Braun Design. It is the beginning and the end of everything we do.

Execution is key

Our motivation is to achieve perfection in everything we do – in every product detail. From the right proportions and ergonomics to flawless 3D surfaces and the perfect colors, materials, and finish. From an intuitive interface to desirable packaging and online communication. By having the key-capabilities in-house and together with our long-term partners, we ensure that our consumers have the best possible Braun design experience.

End to End Design

We feel responsible for the entire product journey. Already when designing the product, we start thinking about how to intuitively communicate product features, what the packaging will look like, how to create fascinating, high quality images that enable an engaging, consistent product experience across all touch points. Along this path we constantly challenge the brand to become more contemporary, more desirable, less clichéd.

Design process

Bringing ideas to life is our job. The continuous journey of thinking – trying – failing – learning – improving – building – discussing and refining until it is perfect, is what design is all about. It requires experience, persistence and passion. Sometimes it can be exhausting, but it's worth it – and the only way to create the best possible result.

Collaboration

Creating a seamless brand experience requires everyone to work towards one vision. And it requires everyone to work together as one team – across functions. The doors to our design studio are always open, as long as you have the right key card ;) We know the best ideas can only be created together.

Ideas

You cannot predict or plan how or when ideas occur. The best idea can come from anyone, at any time: during a coffee break discussion, through quiet, concentrated work at your desk, sometimes even in official meetings... but we don't count on that ;) We believe it is through our diverse team, with its different specialists, short distances in our studio, an open discussion culture and our shared design values rooted in the brand's history, that enable us to develop new, meaningful ideas.

Prototyping

With our model shop we make ideas tangible. Whether it be quickly prototyping first ideas, inventing innovative technical solutions with working prototypes, building high-end models that cannot be distinguished from the final product, or developing new colors and premium finishes in our spray booth – we are not afraid to get our hands dirty.

CAD

By creating perfect 3D surfaces, developing new solutions for mechanical problems, and managing complex 3D databases, our CAD Designers help to transfer design concepts into 3D data that can be understood by engineers. This is a key step to turn design concepts into reality.

50 years Kronberg Design Studio.

Different times, different people, same studio, same values.

“Being a student of Dieter Rams I was very much aware of what Braun Design is about and what expectations I had to fulfill.”

Björn Kling

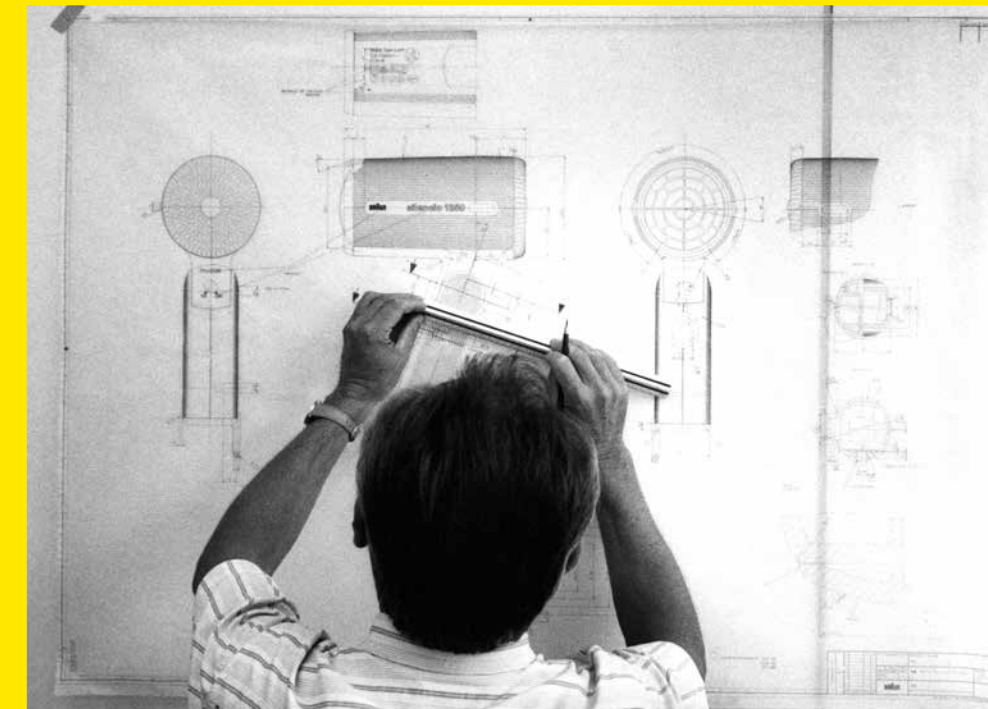
Arriving 1991 in Kronberg as the new intern in the Braun Design department, I was full of respect. Having been a student of Dieter Rams, I was very much aware of what Braun Design is about and what expectations I had to fulfill. Being honest, I was very proud to be here, but I also felt a huge responsibility. The Braun products sitting on the shelf next to me reminded me of this every day. These products were all masterpieces of great design. Intimidating but also motivating, very motivating. I knew these products from my childhood, from books and from dialogue back and forth among us design students. Now I was able to meet the people behind the products and understand what was important to them and why. Time to learn.

How was design created back then? The design process was different. No illustrations or renderings, these are not Braun-like, they said. Designs were only presented with models, sometimes pulled out of someone's pockets (big pockets) to put a sudden end to discussions. Designers sat at their desks brooding over the one and only design concept. When asked for an alternative color other than black and white, they recommended grey. Was this rejected by the commercial team? No, sales and marketing appreciated

the alternative, happy to finally get a third color. When designers started to draw on their drawing boards, they were so fast and noisy that it was hard to concentrate. Right next door the model makers worked in white jackets, creating an atmosphere more laboratory than model shop. A clean high-precision room. All models were built in-house, sometimes just on the basis of a few words or rough sketches.

In the late 80s Braun Design had mythical status and was discussed controversially among us students. Those discussions also took place at Braun internally, and we asked ourselves, how could we transform classic Braun design for the future? Computer aided design opened up a new world of possibilities. We experimented with 3D software and different interpretations of Braun design came to life as we searched for the new.

Today we found our way forward, by balancing the past with the new. This comes with a new spirit, new tools and new ways of working across the globe with colleagues in Geneva, Boston or Beijing. And yes, models are still very important – but so are renderings and animations today.





“Design is a continuous journey. The world around us is changing so rapidly, design also has to evolve to stay relevant.”



Return of a classic

The new Braun Evo and 'Braun Design'

Peter Kapos,
curator, design historian
and creative director
at Systems Studio

This year Braun add a new watch to its programme. The introduction of the Evo is something of an event, not least because the pioneer of Braun watches, Dietrich Lubs, has been coaxed out of retirement to head the project. Lubs was responsible for the iconic series of dense black cuboids with white numerals and distinctive yellow second hands that made up the extensive programme of Braun clocks, to which analogue watches were added in the late 1980s. The story goes that a sales rep showed Lubs an example of the semi-disposable plastic watches being handed out as gifts to prospective clients. Disturbed by the object's flimsiness and that such a thoughtless thing should bear the Braun logo, Lubs in turn passed the watch to Dieter Rams, then head of the Design Department, who suggested that he have a go at something more appropriate.

The correction came in the form of the AW 10. Issued in 1989, this watch presents an object lesson in Braun Design. Only the pertinent facts – having to do with use on one side, and manufacture on the other – are admitted. The result is useful, first of all, as an efficient and durable means of

telling the time. Such pragmatic considerations are reinforced in a certain modesty, unobtrusiveness and an insistence upon cleaving to the essential. In negative terms, this approach may be framed as the refusal of tropes typically adopted by manufacturers to communicate things, such as social status or 'attitude', that really have nothing at all to do the object's purpose and are ultimately of dubious service to the user. This radical noise reduction is also useful. It clears some space in which users can breathe – what if all of the objects that we see and handle in the course of daily life were conceived on a similar basis?

It says something for Lub's AW 10 design that it remained in production until 2001, and just as much again for its enduring quality that Braun re-issued the watch in 2017, working closely with its designer to ensure an accurate reproduction. For all of the AW 10's virtues, at a diameter of 33 mm, the re-issued watch may now seem small, particularly to younger eyes. Taking shifting norms into account, Braun commissioned Lubs to re-think the AW 10 design. What at first glance might appear a mere scaling up of

„In all areas of life reduction, simplicity and directness are needed as never before.“

the original watch, in fact involved a comprehensive rebalancing of its elements, and subtle revision of the lug area, strap and clasp. It's worth noting, however, that variation on the original design was limited to factors determined by the shift in scale. In all other respects, with the exception of making use of certain technological improvements in the reliability of watch movements, the Evo adheres to the design thinking from which its predecessor emerged back in 1987. Even the question of size has been settled with a certain precision. Certainly greater than the AW 10, the Evo's diameter of 32 mm, has increased just enough to 'normalise' the overall scale of the watch. Shifting expectations have been taken into account but the new design makes no contribution to the bizarre phenomenon of size inflation that threatens to render certain of today's watches actually unwearable. Changing norms are observed; change for the sake of mere fashion, on the other hand, is vehemently resisted.

If the original AW 10 is emblematic of Braun Design principles as they were formulated and applied in the 1980s, this new watch, the Evo, offers an example of what it means for the Braun company to apply those principles today. Of course, that cannot involve a blind repetition. Braun Design has never been assembled

out of a fixed formal vocabulary or, worse still, a style. The reaffirmation of Braun Design principles in contemporary products instead calls for a fresh analysis of what a prospective product should and should not do today, a finding that can only be given under the specific conditions of contemporary use. The Evo, shows how considerations of function, clarity of articulation and restraint, not to mention beauty, can acknowledge and adapt to contemporary requirements. In so doing, the Evo embodies the principles of Braun Design as it extends the tradition under new conditions. As such, the Evo fits perfectly the programme of products now being developed by Oliver Gräbes, Director of the Braun Design Department, and his team. The contemporary world is unprecedented in its confusion and complexity. In all areas of life reduction, simplicity and directness are needed as never before. Braun products offer effective solutions to practical problems, of keeping a beard trim, say, or telling the time, and in their precision and restraint suggest a great deal more – “Design for what matters”, precisely.



AW10, 1989



AW50, 1991



AW10 Evo, 2018

→

2018

Gregor Ptok and Dietrich Lubs talking about the new AW10 Evo.



→

70s

Dietrich Lubs and Peter Hartwein





**The new
AW10 Evo.**





Slim.

**Anything
less would be
too much.**

The BN0211 Classic slim watch is thin. 6.4 mm thin, to be exact. Sometimes less can be a statement. The stainless steel case and Milanese bracelet are now also available in black and titan. Signature Braun clock face, iconic yellow second hand: some things should never change.





“It’s funny that there aren’t more such good-looking alarm clocks, isn’t it?”

Mirko Borsche wants to wake up next to a nice-looking alarm clock

Mirko Borsche,
Creative Director of the ZEIT Magazine, writes the weekly column “Live Wire.”

I have a love-hate relationship to alarm clocks. On the one hand their ringing is unpleasant. On the other hand normal daily life would not be possible without them. For years I have been getting up at 7 a.m., for years awakened to the ringing of a small Braun alarm clock. As I recently dropped and broke it, I started to look for a new model. And realized that there are not many attractive alarm clocks.

The Braun BNC020 reminds me of the classic products from the era of Braun’s legendary designer Dieter Rams, but interpreted in a new way. Finally once a more a cool product from Braun: a simple black product with a digital display, in the approximate format of an iPhone X but a bit thicker. The alarm clock rings in five different tones, and the display brightness is adjustable.

The clock’s corresponding app enables users to sync the product with their smart phone and set varying wake-up times for every day of the week. At night the alarm clock can serve as a charging station: it has two USB ports to connect to my iPhone and iPad. I like this simple digital solution. There was only one dislike: the charger is almost as large as the clock itself. Fortunately this is not an issue in the bedroom, and the clock also runs on batteries.

The product was made available to me for test purposes, but I would probably buy it. In an environment of not very attractive products, it really stands out aesthetically. It’s funny that there aren’t more such good-looking alarm clocks, isn’t it? After all, they are the first thing one sees upon waking.



BNC020 Digital Bluetooth Connected Clock
Use it with the Braun time app.



Clarity. Quietly.

Good design is as little design as possible. Not burdened with non-essentials. Not much more needs to be said about the BNC017 wall clock. Maybe one little thing: the clockwork is silent, and the second hand floats in one continuous movement across the dial. No ticking – just time.



Quality time.





Best in class.

In today's world, life cycles for so-called durable goods are often short. Many products are thrown away and replaced every two years. We have a different mindset. For us, the Series 9 shaver means the best functionality and performance, made with quality and durability. We believe that if a product is crafted to perfection, with quality and attention to every detail, if it has a timeless, beautiful design and is enjoyable to use every day, then it becomes an ideal companion for many years.





Long-lasting.

We understand this as the essence of the Braun brand: creating products that you want to keep for many years. Braun has always stood for this during its almost 100 years of history and we think this mindset has never been more relevant than today.

The S9 fulfills all these requirements. It has a timeless design. It is fully waterproof, sturdy, scratch-resistant, has fiberglass-reinforced material and does not break if you drop it. Shaving with it is fast, efficient and pleasant, day in, day out.





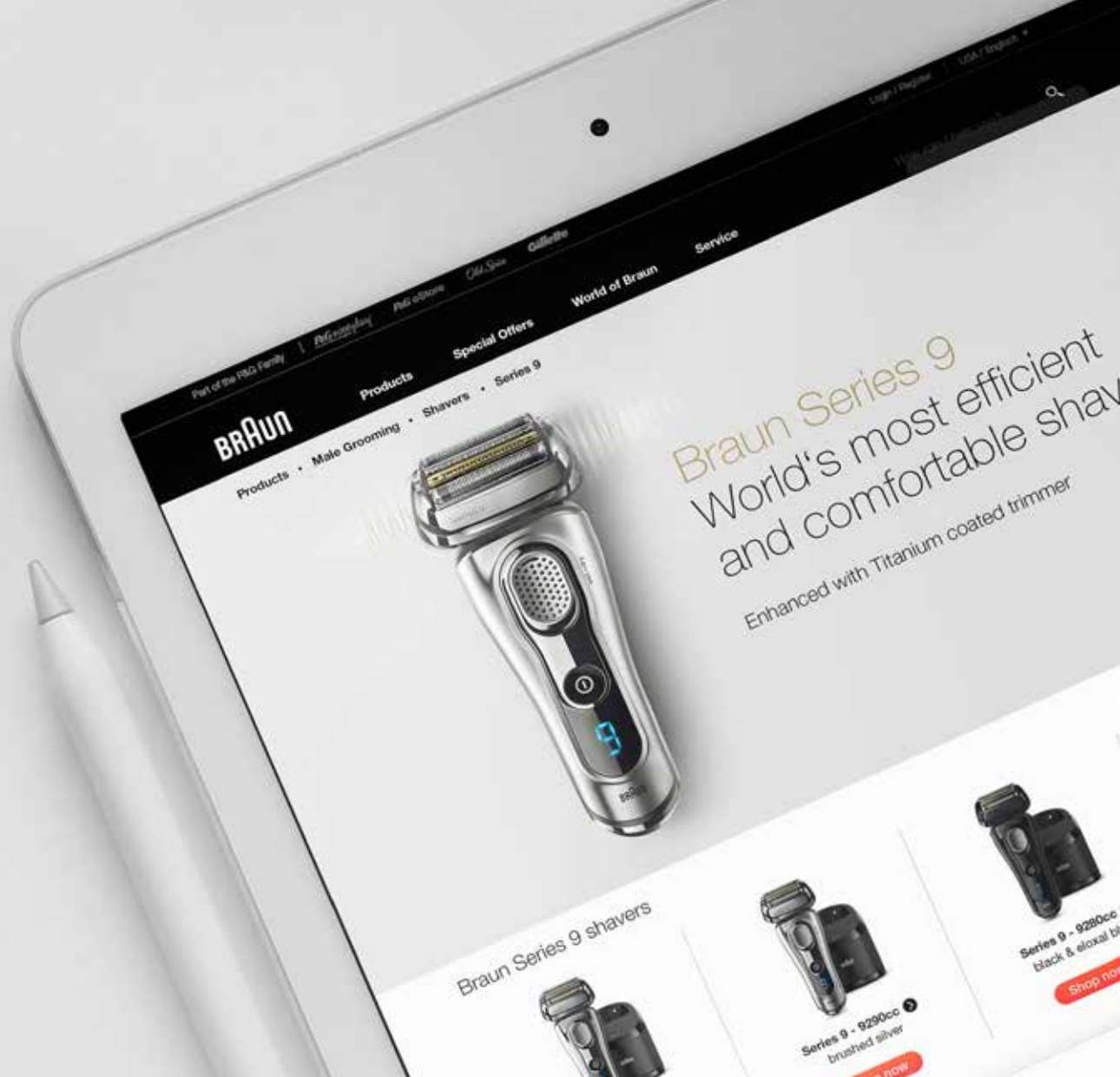
Renew.

If you feel the blades lose sharpness – you simply replace the shaver head with a click and your Series 9 will shave as closely as on the very first day. Perfect conditions for a long-lasting friendship.



A gift you'll love.

We give gifts to people we love, to make a special moment in their life even more special. Something useful and stunningly beautiful: this is what our gift packs are all about. A pure design, colorful or with premium metallic finishes, high quality materials. Valuable inside and out, making the person who receives it feel valued. Gifting can be so simple.



One experience.

We created a consistent Series 9 product experience across all touch points: Industrial design. Packaging design. Visual communication: In-use photography. Icons. Website. E-Commerce. Campaign videos. In-store.

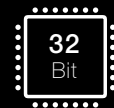
Visual toolbox – Feature icons



2 specialized trimmers



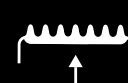
Beard density sensor



Intelligent 32bit processor



Titanium coated trimmer



Precision trimmer

40K

40000 cutting actions



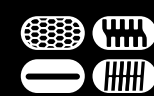
Li-Ion power



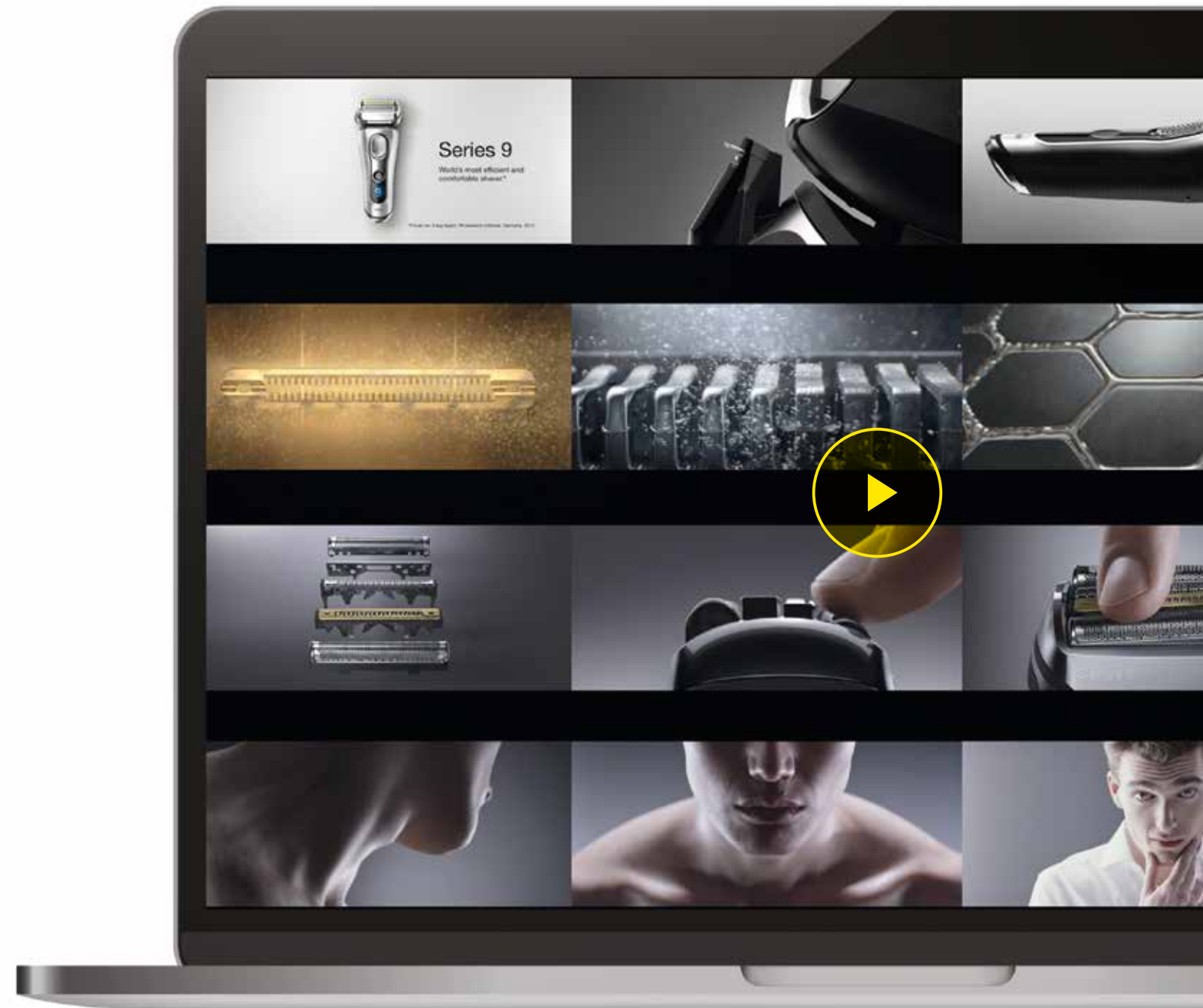
60 min shaving
5 min quick charge



100% waterproof



Optifoil, Hyperlift & cut, Skinguard, Direct & cut



**To beard
or not to
beard.**





Your choice.

For decades we have stood for the smoothest faces and cleanest shaves, but today we don't see things as strictly anymore. You tell us what looks good – we'll help you achieve whatever style you want and make sure our beard- and body-styling tools get you there.

All you need is precision? The easiest thing for our BeardTrimmers. Our blades are sharp and safe to use. The ergonomic handle allows for exact control and the precision wheel lets you set your desired length from shortest 0.5mm 3-day-beard stubble to lumberjack beards with ease. No nonsense.



Want more?

Then our MultiGrooming Kits may be the right choice for you. They combine all-in-one grooming, not only for your beard, but for your whole body. Annoying ear or nose hair? A thing of the past. Clip your hair, shave down there. Wherever you want, need or like. Even in the shower – no problem.

Taxonomy of Styling



Cultro Nasus et Aures
Ear & Nose Trimmer



Corpus Catullus
Body Groomer



Catullus Miniatur Cellarius
Mini Foil Shaver



Barba Pectinis
Beard Comb



Capillus Pectine Denset
Hair Comb



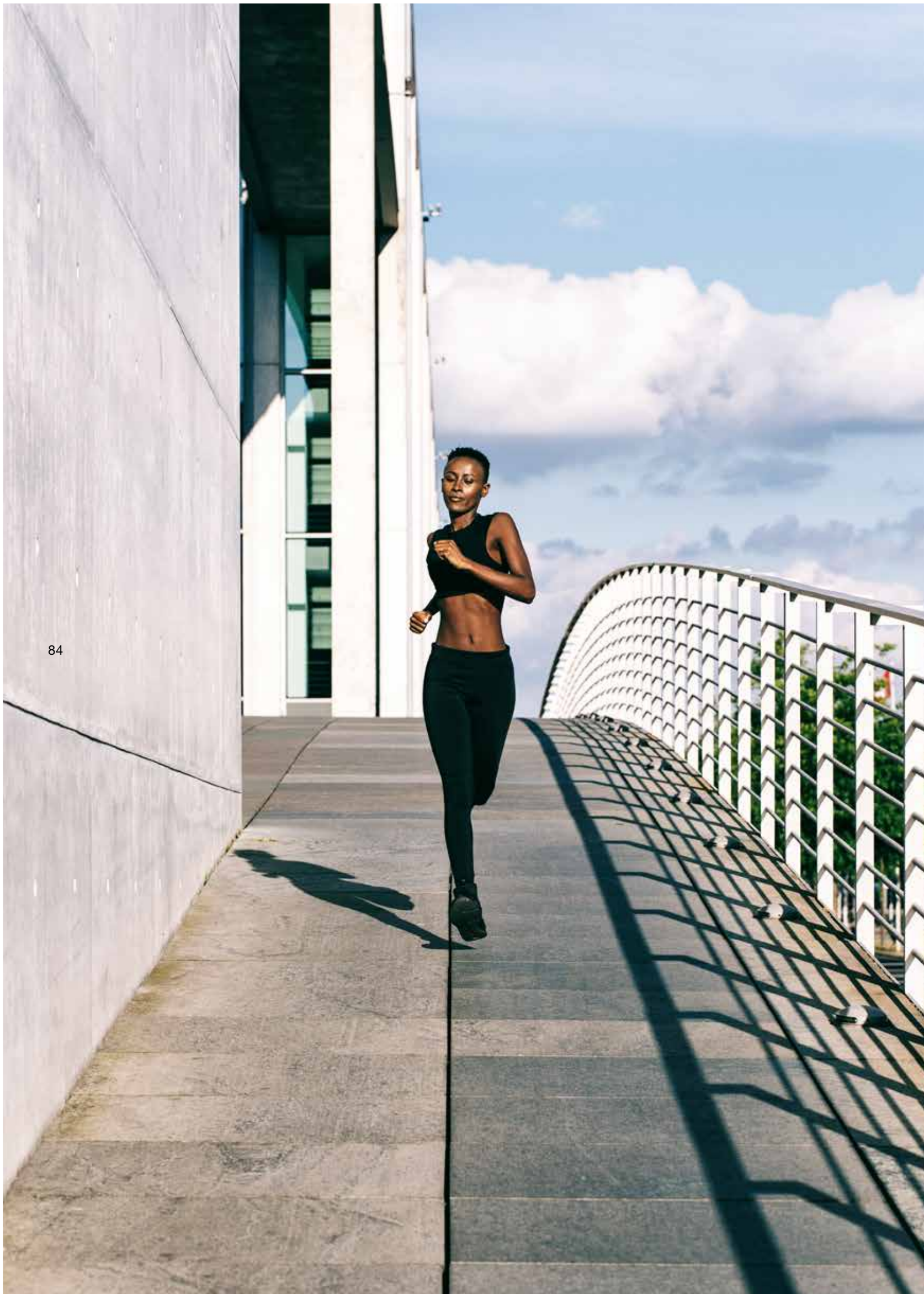
Certa Ferro
Detail Trimmer



III-Dies-Rarum Pectine Denset barbatum, 1 mm
Stubble Comb, 1 mm



III-Dies-Rarum Pectine Denset barbatum, 2 mm
Stubble Comb, 2 mm



Green light for your heart

iCheck 7 is a comfortable, intuitive and smart device to read your heart health. This next-generation blood pressure monitor offers a cohesive experience, whether on your arm or on the app. Get easy and quick color-coded readings at a glance on your wrist. Access your data through the app to seamlessly track your progress over time and interpret your readings. Gain insight into your heart health and learn how lifestyle factors influence your blood pressure.



With iCheck 7 App



**Finally,
coffee.**



Mornings should start simply.



Simplicity. This is what our new breakfast collection is all about. Simple iconic designs, reduced to essentials and intuitive to use: one smooth move is all it takes to open the coffee filter basket, an extra-large spout quickly fills the water kettle, conveniently located, illuminated toaster buttons are easy to see and reach. Small things for simple tasks - yes, but these little details are what make the difference. Simplicity in life makes us happy - and we think every day should start exactly like that.



Iconic Braun.

Braun Collection

Cultural heritage: located next to the Kronberg campus, the Braun Collection documents the history of Braun, bringing it to life for today's world. With over 900 exhibits, historical films, and video interviews, the permanent exhibition documents the history of this extraordinary brand, whose iconic design received unparalleled worldwide recognition.

The Braun Collectors' Fair

For the past thirty-five years, Braun aficionados have organized a yearly collectors' fair in Germany called Braun+Design. It takes place every spring in Kronberg, attended by many private collectors who sell and trade sound systems, radios, household appliances, clocks and watches face-to-face.



Braun Collection

A permanent exhibition with over 900 Braun historical products.

Braun+Design

Private collectors sell and trade old Braun treasures.



The BraunPrize. Promoting Good Design.

Over the course of the last 50 years the BraunPrize has emerged as one of the most important international educational design prizes and is highly regarded by the design community. In 2018 we have seen the highest number of entries with 3087 entries from 107 countries. Established 1968 by Erwin Braun, the idea of the BraunPrize is as relevant today as it was then: to nurture and support young, up-and-coming designers and inventors that take on the challenge of making this world a better place with their creativity and talent.

In 2018

The BraunPrize 2018 challenges young creative minds to envision design concepts that matter.



Thank you.

Our thanks go to all people who have contributed to our brand's outstanding reputation. To our dedicated allies, colleagues and friends around the world, connected by their love for the Braun brand and their desire to create the very best.

Excellent results can only be created by teams. It requires highest quality and focus in everything we do and can only be realized through close collaboration between experts in the field of planning, marketing, research & development, product supply, sales, communication, design and more.

Whether as colleagues and friends at Procter & Gamble, the P&G design function, the OneGrooming Design team or in R&D and Brand function, at De'Longhi, Helen of Troy or Zeon: without your passion, creativity, dedication and hard work, our unique approach to product design would have not been possible.

A special thank you goes to Jason, PJ and Dominik for enabling this shared studio set-up between Braun and OralCare. You guys and your team members rock!

Phil, Jean, Gary, Ale, Victor and Stefan: Thank you for your trust in us, the great collaboration and your ongoing support.

Let's continue this journey together and build our business and brand success more than ever before.

Braun Design Team

