

seymourpowell

Specialism: Design | Branding

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Seymourpowell Ltd.

Seymourpowell are a design and innovation agency based in London, UK. They are a multidisciplinary group of design researchers, strategists, brand experts, product, UX, UI designers & makers who help companies plan and create integrated product and brand experiences.

Seymourpowell has a track record of imagining and then creating award winning designs and world-first innovation solutions which stretches back over 30 years. They have helped companies plan everything from the future of domestic lifestyles for Samsung, the brand executions for AXE to the Flytoget transportation network and Gatorade's sports nutrition.

They have created many of the products and services you interact with daily from the Aqualisa shower you wake up with to the phone you use for Fairphone, the packaging you purchase for Nestle Purina and the in-store Superdry experience that delight.

The secret to the work they do is that it's not a formulaic or proprietary process, or the ideas of a singular rock star designer but the hard-nosed imagination that comes from their multidisciplinary team and yours working together to shape the future.

"We would like to thank the Seymourpowell team for their outstanding aesthetic sense and management capability. We couldn't have asked for a better partner to work with, they never stop impressing us with their passion and commitment to the project."

Korea Telecom, Yung Kim, Senior Executive Vice President

"I trust their opinion completely both for their expertise, but even more importantly for their ability to be totally objective and do what's right for our business. It honestly feels as if they were part of our internal team and I believe that's the biggest compliment I can give to a partner of ours."

Guillaume Mercier
President & General Manager
Elysium-Lune Rouge

