

Mission statement

Beran brings together the old and the new, merging the best in modern design and materials with classic, time-tested approaches to create better, more thoughtful ways to move through the world.

In a time where we can see the effects of our choices clearer than ever, Beran makes those complex decisions more simple, with responsible, durable and elegant designs that won't cost the earth.

Brand story

Frustrated by the price tag that comes with responsible living and the sub-standard solutions that cut corners as they cut prices, Beran was created to find a balance between durability, efficiency and beauty in a range of lifestyle products designed to fit your lifestyle, and support you in making better choices.

Brand Values

Beran honours the work of generations gone by and the ways they overcame challenges, using those insights in harmony with modern materials and design philosophies to learn from the past and protect the future. Just as the Japanese tradition of *furoshiki* is a more beautiful and sustainable approach that pre-dates disposable plastics, and French weavers make net bags use techniques that have endured over the centuries, Beran believes that we already have the answers we need – we just need to listen for them.

Beran believes that good design is for everyone. Taking the lead of Roman architect and engineer Marcus Vitruvius Pollio, who asserted that a structure must be solid (*firmitas*), useful (*utilitas*) and beautiful (*venustas*), Beran creates elegant, highly functional tools to help you move through the world – the only thing we leave off is the prohibitive price tag.

Changing the world is a series of small actions. Our collective power to reduce waste and make impactful choices is enough to move mountains, and it's our responsibility to use that power to create positive change. Beran believes that good design helps create that change by finding better ways – more beautiful, more elegant, more kind.

WHY WE EXIST (our reason for being) - Carley's doc

ASPIRATION (What do we want to become) - In Progress

VALUES (Our belief system - our way of working) - In progress

PERSONALITY (how we communicate with the consumer/market) - the words below
Sincerity etc, and Tone of voice

MARKET POSITION (How we position ourselves to beat other brands) -

A Design-led brand delivering utilitarian products to enhance everyday journeys and adventures.

SINCERITY

WE ARE
Down to earth
Sincere
Real
Friendly

WE ARE NOT
Small-town
Family-Oriented

EXCITEMENT
WE ARE

Exciting
Unique
Contemporary

WE ARE NOT
Young
Trendy

COMPETENCE
WE ARE
Reliable
Leader
Confident

WE ARE NOT
Hard-working
Corporate



1. **Explorer:** The Explorer eschews boundaries and limits. Don't ever box them in. They're nonconformists, iconoclasts, nomads, and pilgrims. Brand example: Harley Davidson attracts older men with sleeve tattoos as well as millennial weekend warriors. At the core of their brand promise is freedom—their customers can go wherever they want, whenever they want.

Our tone of voice is
Fun, but not cheeky.
Confident, but not cocky
Smart, but not stodgy
Expert, but not bossy
Informal, but not sloppy
Helpful, but not overbearing
Unique, but not inappropriate