



WOMO



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Live like a WOMO

Summary

WOMO, famous brand of the Percassi group, relies on the Desall.com community for the creation of a new collection of gifts for men dedicated to lifestyle, in line with the unique and unmistakable style of the brand.

Official contest page: <http://bit.ly/WOMOdesign>

Company Description

WOMO stands for What Original Men Own.

It is the guarantee for a welcoming space where men can be at their ease, finding all the products and services that belong to their most intimate sphere.

A place dedicated to the men who like to take care of themselves and to the women who love to take care of their men.

What we are looking for

WOMO is looking for a new **collection of gifts** for men, containing **five products** related to **lifestyle** and belonging to the five categories specified hereafter.

Guidelines

For the correct realisation of your proposals, keep into consideration the following guidelines:

Product typology: the aim of the contest is to collect several **gifts** in line with the following 5 categories:

1. **Business:** objects and products for work;
2. **Indoor:** objects for home or more in general for indoor life;
3. **Connoisseur tools:** useful tools for men with a passion for good wine, good cuisine or cultivating other interests reserved only to real connoisseurs;
4. **Travel:** useful objects or accessories for travelling;
5. **Leather gifts:** small leather objects, from the most classical ones to more sophisticated products.

In order to take part in the contest you are required to submit **5 products belonging to the categories detailed above.**

You can decide whether to submit:

- **5 products belonging to one single category;**
- or
- **1 product for every category, for a total of 5 products.**

For example, you can either submit 5 products for the business category only, or you can submit 1 product for the business category, 1 product for the indoor category, 1 connoisseur tool, 1 travel accessory and 1 leather gift.

It is however of the **greatest importance** that all products you submit are **aesthetically coherent**, so that **every upload** may constitute **a true collection** by itself. For a product example or for an inspiration about the contest themes, you can refer to the *Moodboard* attached in the *Material files*. You are nevertheless required to always comply with the WOMO brand style.



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Materials: your products shall be realised with **resistant, quality and genuine** materials. For an example of materials please refer to the products featured in the *Moodboard* attached in the *Material files*. At your discretion, you can decide to employ other materials, as long as they are in line with the researched values and comply with the applicable laws and common sense.

Style: the products you propose shall be coherent with the brand and be positioned as **premium products, not luxury products**. They shall have an **exquisitely craftsman flavour**, that is give particular attention to the materials and to the details, so to be recognised as products with a **strong personality**, as well as being **fine and functional products**. You can also suggest **finishes and surface workings** to highlight the quality of the materials and the researched style.

Logo: the **WOMO logo shall be present** on your projects, without being too invasive. In view of this, you can also decide to use the **monogram**. For the logo, please refer to the *Material files* attached.

Target: your projects shall be designed for a target made of **men aged 35-50 years**, with a particular attention to self-care and researching in their products not just a **functional** purpose but a satisfactory end to their own **aesthetic sensitivity**, through highly impressive and valuable products.

End price: the products you propose shall be priced for the end customer **between Euro 50 and Euro 500** on average and **be realised at a low production cost even for small-scale production**. The selling price may differ from the suggested range, as long as it is justified and in line with the contest objectives.

Deliverables: in order to take part in the contest you are required to submit **5 products belonging to one single category or 1 product for each category**. For a better presentation of your projects and to get a higher score in the final evaluation by the Sponsor, you are invited to **suggest a potential supplier or producer** that may realise the products you suggest.

Upload all the images that better present your projects (rendering, descriptions, CAD files, etc.) and, if necessary, remember that you can also attach a .zip archive containing extra materials. Don't forget about the abstract and description to give further info about your projects. You can submit as many entries as you like!

Language: Since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

Timeline

Upload phase:	31 st March – 29 th June 2016 (1.59 PM UTC)
Community Vote:	29 th June – 13 th July 2016 (1.59 PM UTC)
Client Vote:	from 13 th July 2016

Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can present one or more projects, but only the projects published on the www.desall.com web site, via the upload page related to “Live like a WOMO” will be accepted.



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Award

1°: €3000

2°: €3000

3°: €3000

The selection of the winner by WOMO will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.

License fee

For the duration of the option right, the Client offers an extra chance to all participants setting a range of Euro 1,500.00 (one-thousand-five-hundred) for the purchase of the license for the economical exploitation of the collections not-acknowledged as the winning proposals.

For more info, please login and read the [Contest Agreement](#) from the upload page.



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