

**LOTTE**

STUDIO LOTTE SWART

## ABOUT THE DESIGNER

Studio Lotte Swart is all about playful & honest product design. Crafting everyday moments of joy. Searching for the connection between product & user to create joyful and practical everyday routines. Using clear shapes, playful interaction & captivating materials.



Designer Lotte Swart, based in the Netherlands, has been running her studio since 2020. She works on self-initiated projects as well as commissions for Dutch brands like Cortina, a bicycle brand, and BOXO, a Dutch start-up creating reusable e-commerce packaging. Lotte also hand-produces some of her designs in small batches, such as her ceramic wall hooks and tapestries, which are available stores and in her webshop.

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Dutch designer: Lotte Swart ('91)  
Experience: 9 years product design  
Workplace: Studio in Tilburg the Netherlands  
Projects: Working on self initiated and commissioned projects  
Education: Master industrial design engineering (TU twente)  
Website: [www.lotteswart.nl](http://www.lotteswart.nl)  
Email: [Studio@lotteswart.nl](mailto:Studio@lotteswart.nl)

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Angular minimal designed tubes

Brand asset: iconic front light

Compact integrated battery in downtube

**E-BIKE WITHOUT THE TYPICAL E-BIKE LOOKS DO YOU SEE WHERE THE BATTERY IS?**

final concept sketch using photoshop



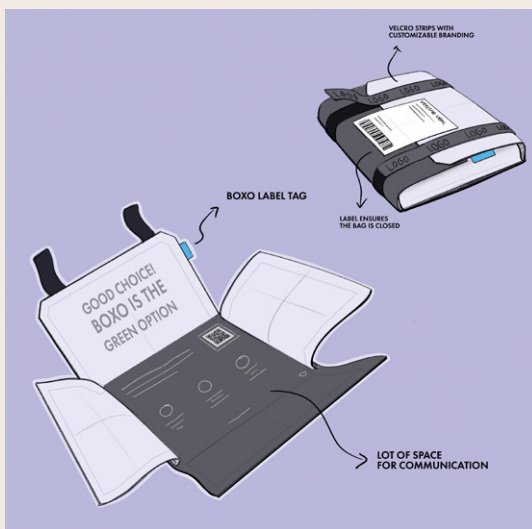
## E-LETT E-BIKE CONCEPT DESIGN

Client: Cortina part of Kruitbosch

A powerful design that cleverly hides the electrical elements of this e-bike! Together with the Cortina team, Lotte has created a concept with unique tube shapes that contribute to the creation of a stylish and minimalist frame design for the Dutch bicycle brand Cortina.

Awarded the G100 in 2023 during the Dutch Design Week!

Lotte has worked on multiple projects for Kruitbosch. This collaboration has led to successful products such as the Cortina E-LETT, E-Tide and the NEW HORIZON vision bike.



**UNBOXING THE BOXO  
EVERY PACKAGE A SUSTAINABLE  
UNBOXING PARTY!**



Prototype made in own studio

**REUSABLE E-COMMERCE PACKAGING DESIGN**

Client: start-up BOXO

A sustainable solution made from repurposed big bags from FrieslandCampina. A bag design that is a joy to unpack. Thoughtfully crafted to meet the demands of the e-commerce chain. Lotte played a key role as lead designer throughout the entire design process, from concept sketches to prototyping, testing and production, working within a multidisciplinary team. BOXO launched in 2023 and is growing rapidly!

Nominated for De Gouden Noot, packaging award 2024.

**SUCCESS IS ALWAYS  
A TEAM EFFORT!**

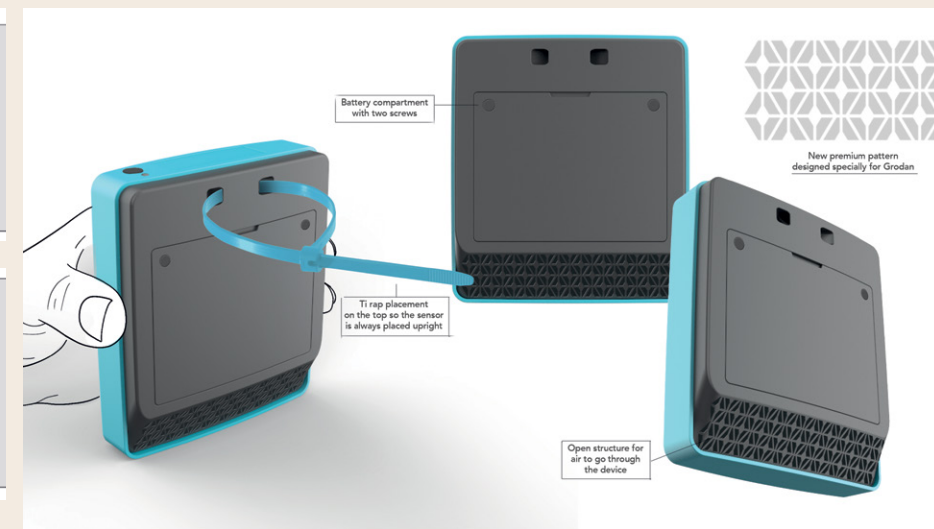
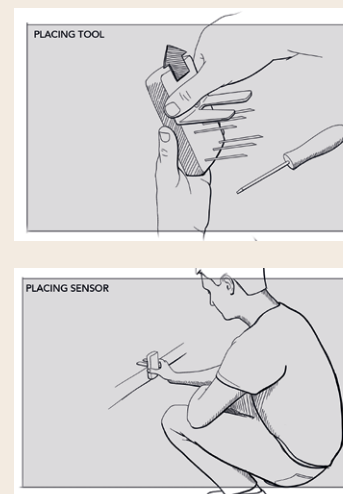
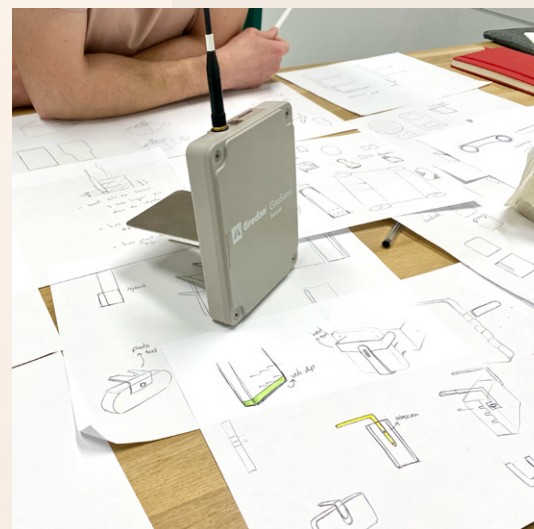




**SUBTLE HIGH GLOSS  
PATTERN TO ENHANCE  
BRAND IDENTITY**



final concept renders using keyshot



## REDESIGN GRODAN GROSENS

Client: Grodan

Smart tech in a smart case! Lotte worked on the design of the new Grodan GroSens sensor housings and packaging. The design is more than just a sleek enclosure. We focused on three key features:

- Optimized placement for accurate measurements. Ensures the sensor is always positioned correctly in the substrate mat.
- Easily visible during pruning. Previous sensors were hard to spot; the bold blue color improves visibility.
- Enhanced brand identity. A modern design with a subtle high-gloss pattern contrasting the matte finish, creating a cohesive look across the entire sensor family.

GroSens is currently on the market in many different countries.



**HANDMADE PRODUCTS  
PRODUCED IN SMALL  
BATCHES**



## **STUDIO COLLECTION**

*Products designed & produced by Studio Lotte Swart*

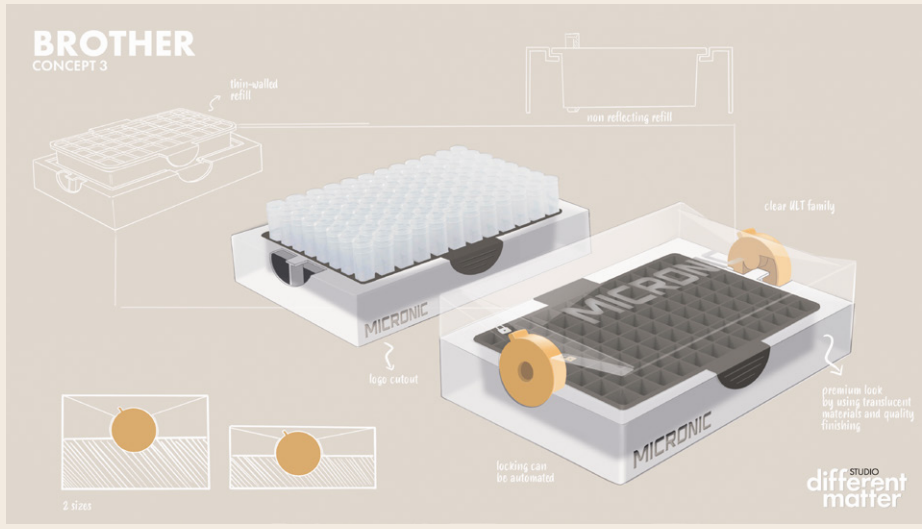
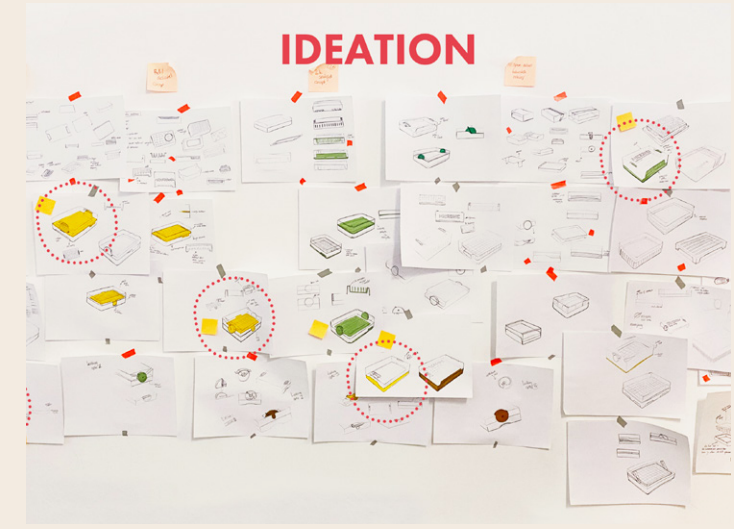
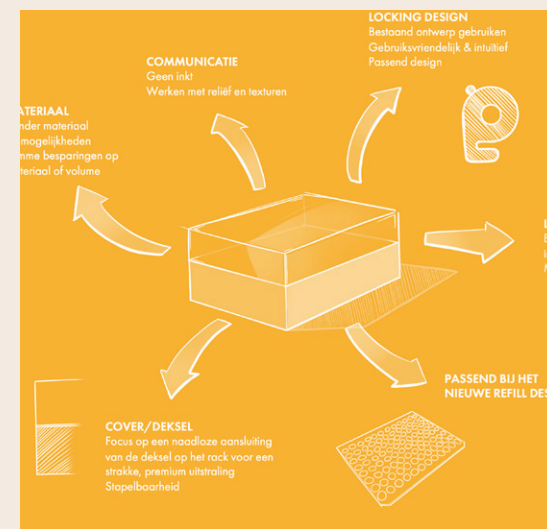
Lotte wants to reimagine simple objects to bring playfulness and color into everyday life. That's why Lotte created her own collection of handmade products, crafted in her studio in Tilburg. Unique and bold interior pieces, produced in small batches using honest materials. From hand-shaped ceramic wall hooks to minimugs to wear and ceramic coffee tampers. Each piece reflects her love for making by hand, crafting daily rituals into small moments of joy.



## INTRODUCING A NEW REFILL CONCEPT IN SAMPLE STORAGE



final concept renders using keyshot



## ECO FRIENDLY SAMPLE STORAGE

Client: Micronic

Micronic approached Studio Lotte Swart to design a sustainable sample storage solution. The process began with establishing a clear design vision, followed by an extensive ideation phase to explore various possibilities. Lotte created a concept design with a refill system made from recycled plastic, a completely new approach within the industry. Recognizing its potential, Micronic embraced the challenge, and together with their engineering and branding team, they brought the concept to life.

Lotte was involved throughout the entire process, from first sketch until final realization, including the packaging design. The Micronic Eco Rack Range is now on the market and available in multiple countries!



Studio Lotte Swart helps brands and companies develop products that stand-out. From first sketch to market-ready concept. I specialize in playful, sustainable design with fresh ideas full of interesting features and CMF.

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### DESIGN VISION

We kick off with a “Dig for Gold” session, a workshop to uncover insights about your target audience, usage, materials, market trends, competitors and sustainability goals. Together we create a clear design vision as the foundation for the concept.

### CREATE

Development of 2–3 strong concept directions, digitally visualized with sketches, moodboards.

### FINAL CONCEPT

Refining the chosen concept into realistic renders and mock-ups to validate functionality. Including:

- CMF proposal (color, material & finish)
- Dimensions, materials and artwork
- Branding suggestions

Delivery of a Design Intent Document.

### PROTOTYPING & TESTING

Support in developing prototypes and testing them.

Adjusting the design based on production detailing and test results.

This results in an updated Design Intent Document.

### DESIGN SUPPORT

Going from prototype to production often brings many details and questions.

During this phase you can bring me in as a consultant — for example to review samples or tackle other challenges that arise — so together we can create the best possible product.

### WAYS TO WORK WITH STUDIO LOTTE SWART

**Product Design** - from idea to a feasible concept in three phases.

**Lotte in Your Team** - need extra design power? I can join your team as a freelance designer.

**Dig for Gold** - an inspiration process to discover new opportunities in the market.

**Pitch it!** - develop your idea far enough to secure investment or create a strategic roadmap.

Projects can be on a project fee or royalty basis.

### WHAT IS OUT OF MY SCOPE

- Product engineering
- Full 3D production modeling
- Sourcing materials or production partners

My focus is on the creative and strategic side of design. I collaborate with inhouse engineering teams or other partners for engineering and production.

### WHY WORK WITH ME

- Fresh, playful concepts that stand out
  - Human-centered, sustainable solutions
  - A hands-on, collaborative approach (& gezellig)
  - Shorter time-to-market
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Let's jump on a call and explore your project together!

**\_Playful & honest product design.  
Crafting everyday moments of joy\_**

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