

## **ARCARIUS Luxguard at VRD Start-up S(p)EEDING**

*by VRD April 01, 2016*

Since February we are working with **ARCARIUS Luxguard**, a German start-up that produces luxury safes characterized by high-tech solutions, materials of the highest standard of quality and craftsmanship finishing dedicated to high-end hotels market. VRD has been commissioned to design and develop the strategies and products to the complex luxury segment, where the needs, expectations and experiential level are based on a complex alchemy, where knowledge, habits and daily services are mapping unique expectations, that must be offered and delivered in every interaction with a new product or service. **VRD Start-up S(p)EEDING** is a model of collaboration and partnership with start-ups and emerging companies to advance their business, where VRD interact as the strategic development partner with the company.

**WHAT WE DO?**

INNOVATION DESIGN  
PRODUCT DESIGN  
TOTAL BRAND  
DESIGN RESEARCH  
WELL-BEING & HEALTH  
LEARNING BY DOING  
SEMIOTIC + DESIGN

**STUDIOS**

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