

J²D Consultancy—the power of 3

Start With a
Blank Canvas



Bring **Art** Into
Your Kitchen



The Heart of Your Kitchen



State of the **Art**

Artigiano

Origin of Our Name

Art-i-gi-a-no. An Italian translation of the term “craftsman”. An craftsman is someone who is highly skilled in a particular art, or craft.

Artigiano

Mission Statement

“We at Artigiano aim to promote culinary **creativity** through innovative and **timeless** kitchenware design. Artigiano products use **quality materials** and unique **form** and **flare**, to create tools that raise your gastronomic experience to a whole new level. We help you create your masterpiece on a plate...”

Artigiano

Statistics

“Families are returning to cooking together and eating more at home than they have in decades”.

Times Online 22nd January 2010

“The trends are straightforward. We are all eating more home cooked meals....”.

Times Online 22nd January 2010

“The kitchenware market is being driven forward by a revival in cooking ‘from scratch’ as a leisure activity and for health”.

ReportLinker September 2009

Artigiano



Patrick, 56 and Anne, 54 “Empty Nesters”

- Three grown children, who have moved out
- They now have time to themselves
- Have re-ignited their passion for food
- Have re-designed their kitchen
- Love hosting dinner parties for friends
- Like gourmet food and fine wines
- Avid watchers of cooking programs like *Masterchef*
- Booked onto a cooking holiday in France this summer

Valued Brands



Competitive Brands matrix



Our Products



Specialist product range for food presentation and preparation.

Artigiano

Where Our Products Would Be Sold and Advertised



WILLIAMS-SONOMA

Sur la table
THE ART & SOUL OF COOKING

DEBENHAMS

Fenwick

SELFRIDGES & CO

John Lewis

Artigiano

Adcept 1

Bring **Art** Into
Your Kitchen



Artigiano

Adcept 2

YOU MIGHT
EXPECT TO SEE
IT HERE...



...BUT YOU'LL LOVE
IT HERE!

Artigiano

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Your Kitchen



The **Heart** of
Your Kitchen



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