



Broste Customer Categories

Bold, Popular, and Classic – selling and staging our series easier.

At Broste Copenhagen, we want to be that little extra to any interior, whether classical, contemporary or vanguard. Our assortment can be mixed and matched to meet the safe choice, the bold or the beautiful in-between. We have created three archetypes: Bold, Popular and Classic types that match our end-users and retailer base because we want to make it as easy as possible for our agents and clients to work with the scope of our collection.

Each season our novelties fit perfectly with our enduring assortment – our NOOS, which always must prove its entitlement by time and figures. Our novelties are relevant and add a fresh and new touch to our collection, and this is also how we work with the products through our styled images and marketing material.

Use the three types as a tool when visiting existing or potential customers and be inspired to show which designs fit the Bold, Popular or Classic customer's stores and in the consumer's homes.



Bold

The Bold Type we also call 'daring'. They offer their customers the hottest trends and a carefully curated mix of brands, one-of-a-kind products, textiles, and furniture. Right now, more is more, and their concept focuses on colourful and expressive designs and statement pieces, for instance, the Mime vase, colourful candle holders, and eye-catching candles. They dare to combine many colours, which is a success because their customers want a unique and personal expression that combines the new with the vintage. Their customers love to decorate their homes through a personal style with complementary colours and humorous cups and heirlooms.



In the mood for Bold / Kitchen



NEW



NEW

NEW



NEW



NEW

In the mood for Bold / Living room



NEW



NEW



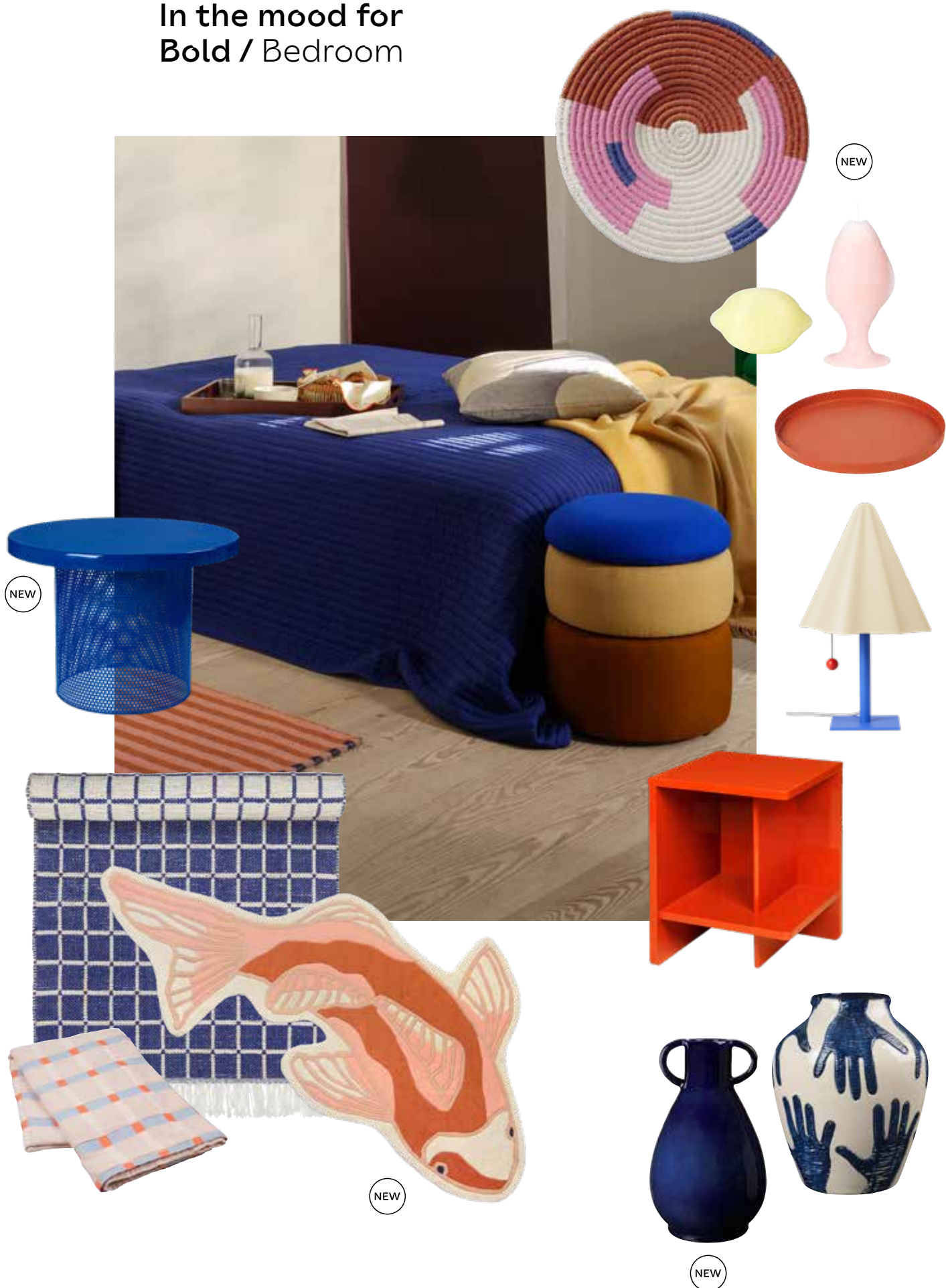
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In the mood for Bold / Bedroom



In the mood for Bold / Outdoor



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Popular

The Popular Type understands how to mix the latest trends with ever-enduring classics and timeless designs. They buy 80% safe and 20% trend-based. This is the type of customer we sell most to, and we want them to get a better understanding of our design universe. The Popular type likes tone-in-tone and intense colours with a subdued background – red with pink, green with blue, and beige with yellow or white. The type buys the trendy Pesce serving plates because it comes in a neutral white colour, and like us, they follow the trend of serving on dishes with a stronger expression than usual. Through our visual selection, we guide them to buy our bestselling designs and show them how to combine those commercially and safely with our novelties and megatrends. Through that selection, they renew their store with safe guidance. expression that combines the new with the vintage. Their customers love to decorate their homes through a personal style with complementary colours and humorous cups and heirlooms.



In the mood for Popular / Kitchen



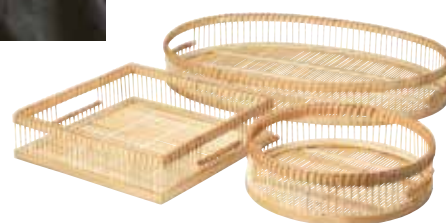
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In the mood for Popular / Living room



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In the mood for Popular / Bedroom



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In the mood for Popular / Outdoor



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Classic

The Classic Type is an aesthetic retailer curating designs so well that you can't quite pin down when the conception took place, and it will hold a position of elegance and age with dignity and grace. They often chose neutral colour combinations and all the classic designs. They buy the Nordic series, the Simi vase with its calm colours and classic Greek appearance, the grey and white Noah rug, and the Lolly lamp. They prefer classic shapes and materials. By showing them our mood board, we inspire them and show how many of our novelties fit their store and selection, and they get a better understanding of how to combine and sell our products. Most of our collection is classic designs, and we distinguish ourselves by offering attainable price points for precisely this type of design.



In the mood for Classic / Kitchen



NEW

NEW

In the mood for Classic / Living room



NEW

NEW

In the mood for Classic / Bedroom

SS22

NEW



NEW

NEW

NEW

In the mood for Classic / Outdoor



NEW

NEW



NEW

Seasonal Colours SS23