

# A Century of Design Registration 1925–2025

The Hague System for the  
International Registration  
of Industrial Designs



**WIPO**

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International Registration  
of Industrial Designs

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World Intellectual Property Organization  
34, chemin des Colombettes  
P.O. Box 18  
CH-1211 Geneva 20  
Switzerland

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**Daren Tang**

Director General  
World Intellectual Property  
Organization (WIPO)

## Foreword

In the aftermath of World War One, industrialized societies transformed their economies toward consumer manufacturing as populations yearned for progress and a fresh start. The economic depression slowly dissipated and a new aspirational era began, marked by the glamor of aviation, jazz, radio, motoring, movies and the futuristic grace of the Art Deco movement. The world was back in business, and style was a big selling point. But companies competing for customers in increasingly international markets suddenly faced a new challenge: how could they protect their valuable designs in other countries, where different legal procedures applied?

It was against this backdrop that the Hague Agreement Concerning the International Deposit of Industrial Designs was adopted in November 1925. It aimed to simplify the process of protecting designs in multiple countries, with a uniform duration of protection and harmonized procedural requirements. Administered by an international office in Bern, Switzerland, this early system laid the foundation for what we now know as the Hague System.

As the System adapted to meet the changing needs of designers, businesses and national administrations, its membership swelled. From just 11 signatories in 1925, its coverage has reached 100 economies a century later. Today, more than 2 million designs have been registered under the Hague System – a remarkable journey from its modest beginnings, and a demonstration of the System’s adaptability and the increasing importance of designs to the world.


This book captures this extraordinary centenary through the lens of data, infographics and a gallery of 100 designs registered under the Hague System, including iconic forms and everyday objects.

Each is a unique reflection of its time, its technology and its cultural context.

Until the early 2000s, the Hague System was almost exclusively European in use: 99.5% of all registrations between 1970 and 2004 originated from Europe. However, as governments worldwide recognized design protection as a critical pillar in fostering innovation ecosystems and attracting creative industries, membership expanded dramatically.

This growth was enabled by the Geneva Act (1999), which introduced key flexibility in the System and accommodated legal frameworks beyond the traditionally European model, paving the way for countries in Asia and North America to join. Between 2005 and 2024, these regions significantly increased their share of registrations, driven by the strategic imperative to stimulate domestic creativity and innovation and attract investment in design-intensive industries. This recalibration reflected a growing understanding that robust design protection frameworks could catalyze economic growth, technological advancement and cultural expression in an increasingly competitive marketplace.

The profile of the leading applicants has also evolved dramatically. In the early years, registrations were dominated by traditional sectors such as watchmaking, textiles and furnishings. Over time, this shifted to include automotive manufacturers, luxury brands and consumer goods companies. In recent years, as new members increased their share of registrations, the portfolio of registered designs has included more consumer electronics and communication equipment, although classic categories like furnishings and packaging have remained consistently important. The System also continues to attract a great number of applications from individuals and SMEs. A substantial share of



holders own only a single International Registration, reflecting the contributions of individual innovators and small-scale enterprises in bringing new ideas to the market.

As it enters its second century, the Hague System faces new challenges around digital design, AI-generated content, sustainability and design convergence across industries. Building on a century of achievements – including landmark initiatives such as the Riyadh Design Law Treaty (2024), which strengthens and simplifies design protection for designers worldwide – navigating the next century will require the same foresight and commitment that characterized the System's first 100 years. This will ensure that design continues to inspire and shape the world, underpinned by a truly global and accessible system of protection.

# Historical overview of the Hague System

## Historical overview of the Hague System

8,000

6,000

4,000

2,000

0

Yearly volume of registrations

Key Hague-related developments

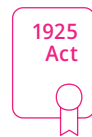


Evolution of the **Hague Acts**:  
key features at a glance

**Significant year** in  
Hague System history

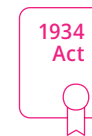
# The Hague System through the years

**November 6**  
Signature of The Hague Agreement concerning the International Deposit of Industrial Designs by 11 countries: Belgium, France (including all overseas territories), Germany, Morocco, Netherlands, Portugal, Spain, Switzerland, Syria and Greater Lebanon, Czechoslovakia, Tunisia, and by the Free City of Dantzig.



**June 1**  
Entry into force of the Hague Agreement and its Regulations for Switzerland, Spain, the Netherlands and Germany.

**June 2**  
Adoption of the London Act (1934).



**June 13**  
Entry into force of the 1934 London Act and its Regulations.

## 1925 Act

- Creation of an international design registration system
- Same level of protection as for national registrations
- All Contracting Parties automatically covered
- Unlimited number of designs per application
- Deposit of either a reproduction of the design or a sample
- 5 + 10 years total protection

## 1934 Act

- Replacement of the 1925 Act by the 1934 Act
- Limit of 200 designs per application
- 5-year secrecy possible

1925

1928

1929

1930

1931

1932

1933

1934

1935

1936

1937

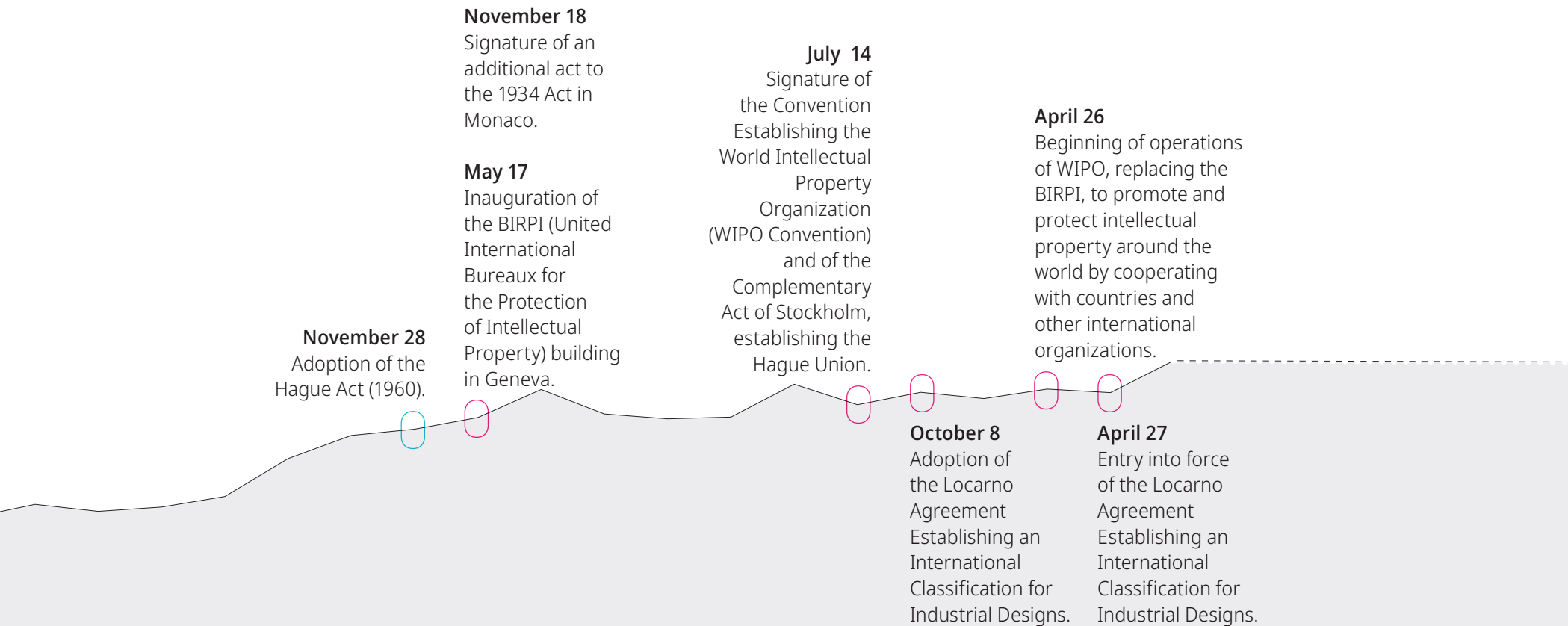
1938

1939

1940

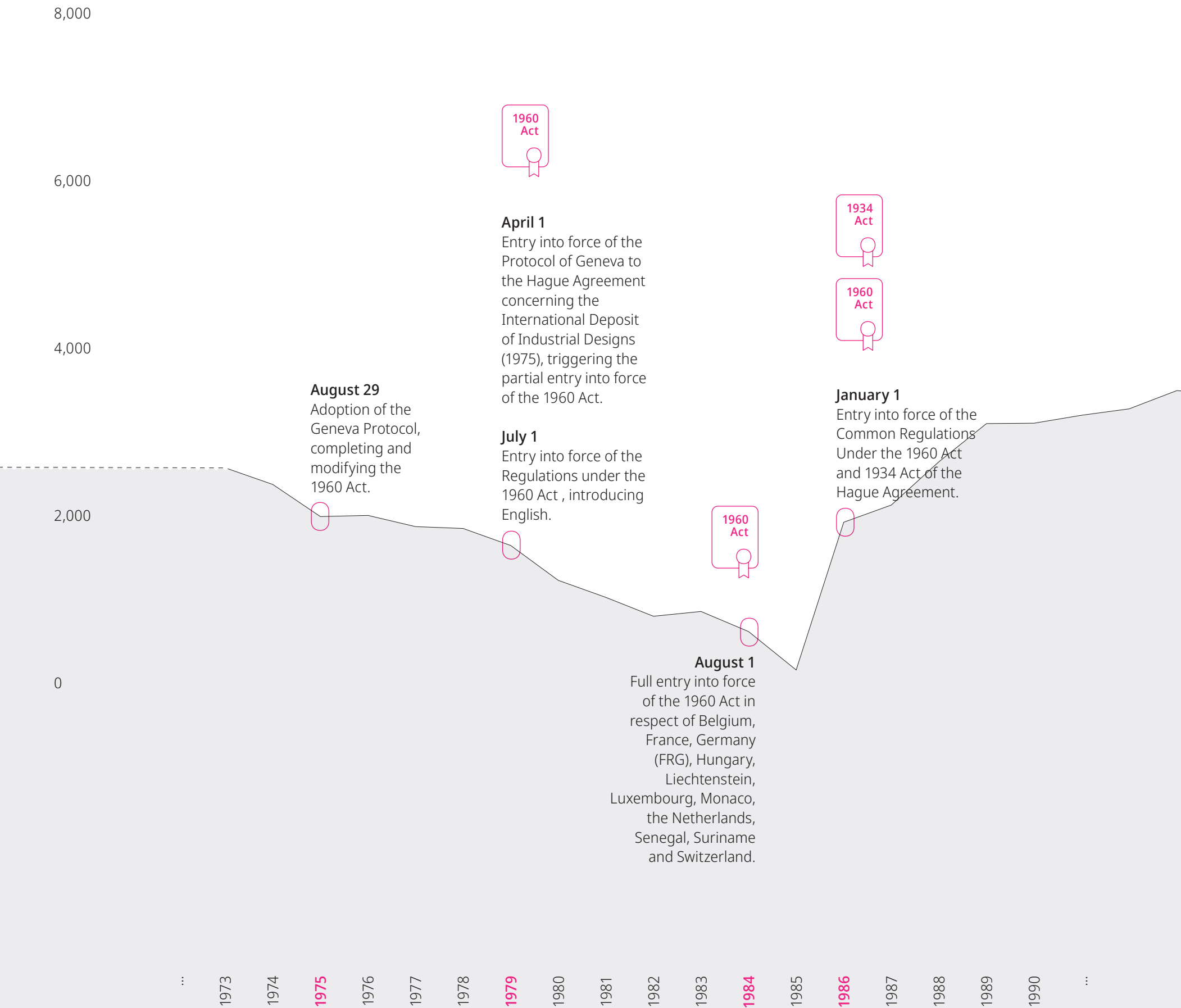
1941

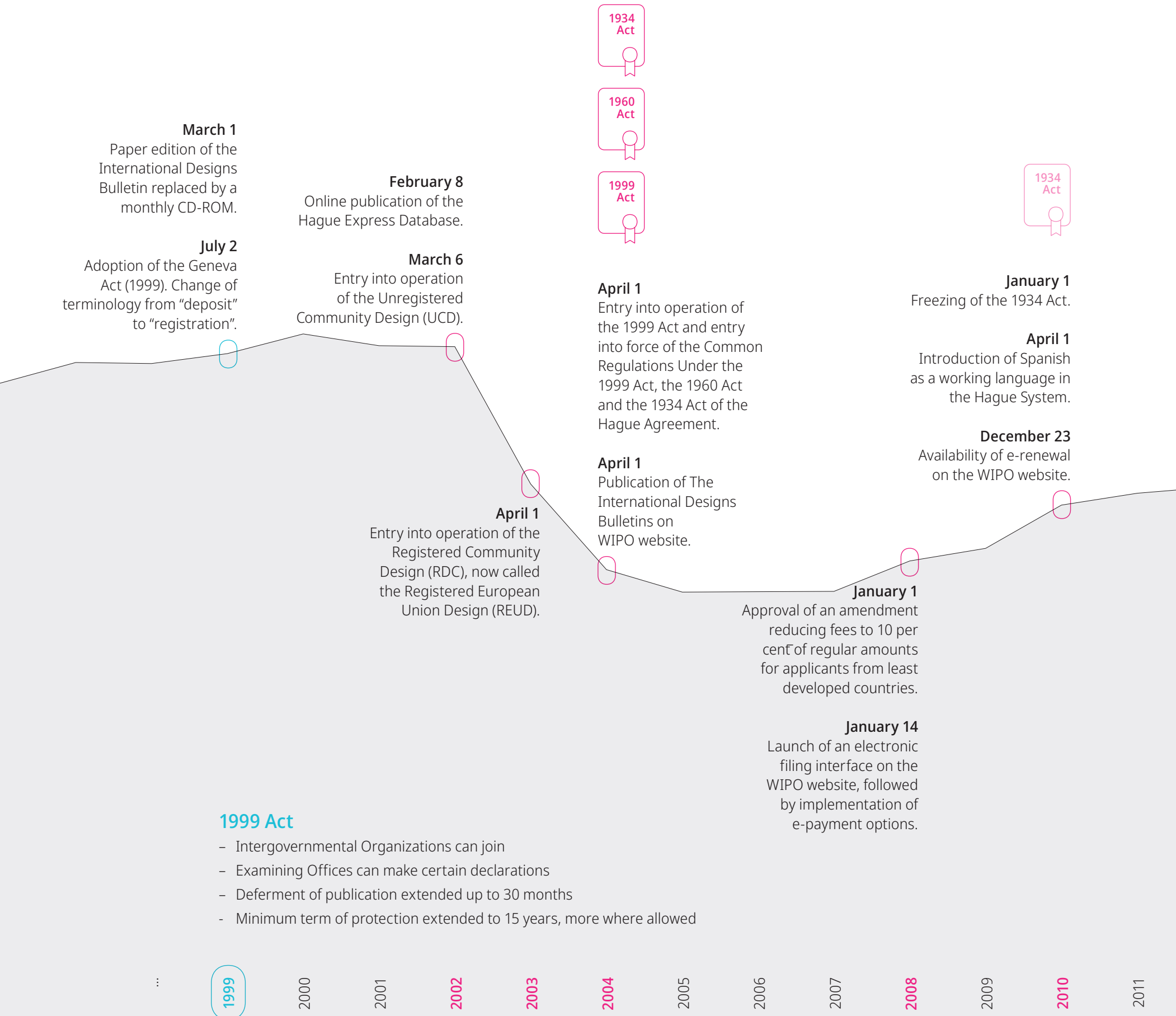
...

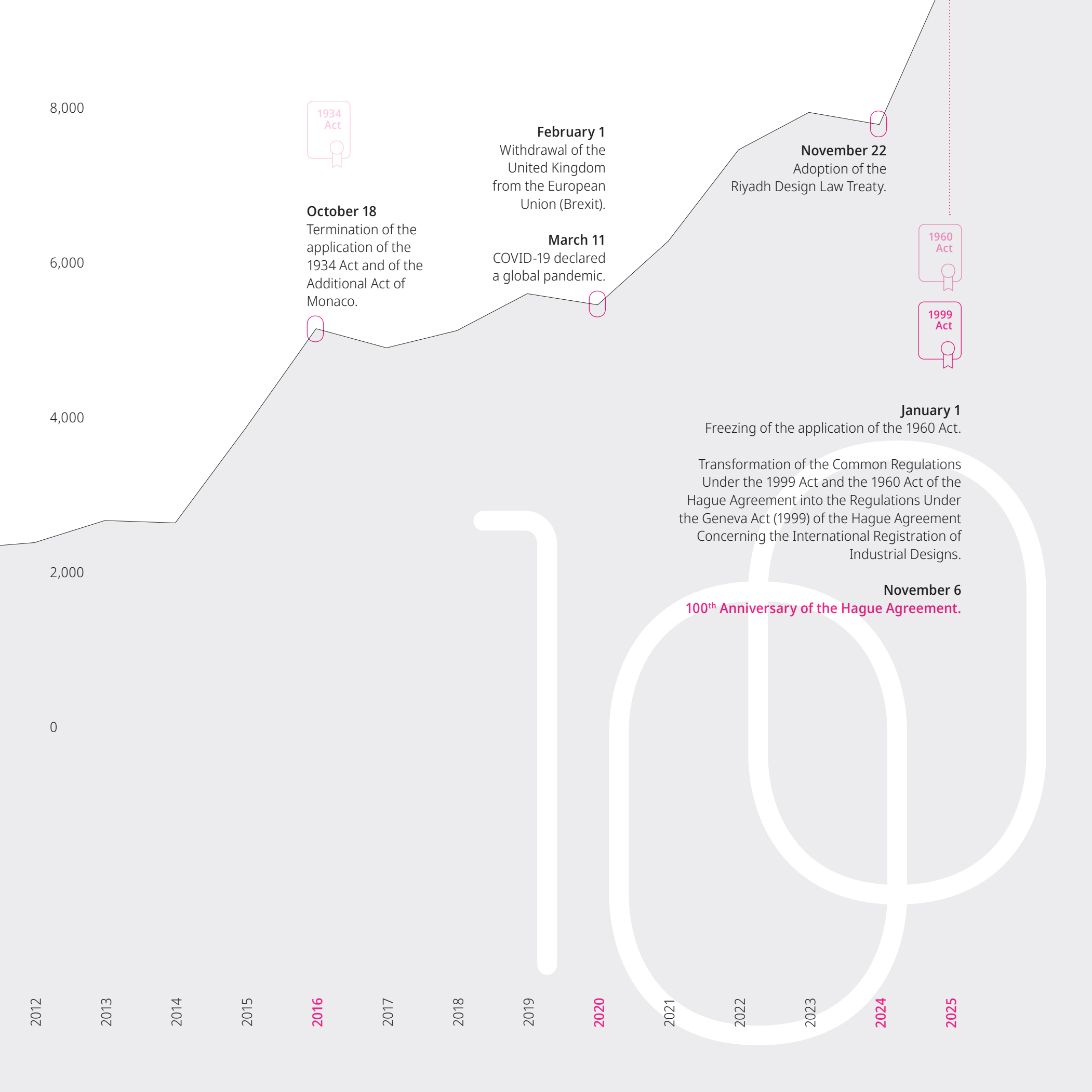


### 1960 Act

- Limit of 100 designs per application
- Single class requirement
- Effects limited to Contracting Parties designated by the applicant
- Fee per Contracting Party designated
- Introduction of right of refusal by designated IP offices
- Deferment of publication possible up to 12 months
- Minimum term of protection reduced to 10 years, more where allowed







1934 Act

**October 18**  
Termination of the application of the 1934 Act and of the Additional Act of Monaco.

**February 1**  
Withdrawal of the United Kingdom from the European Union (Brexit).

**March 11**  
COVID-19 declared a global pandemic.

1960 Act

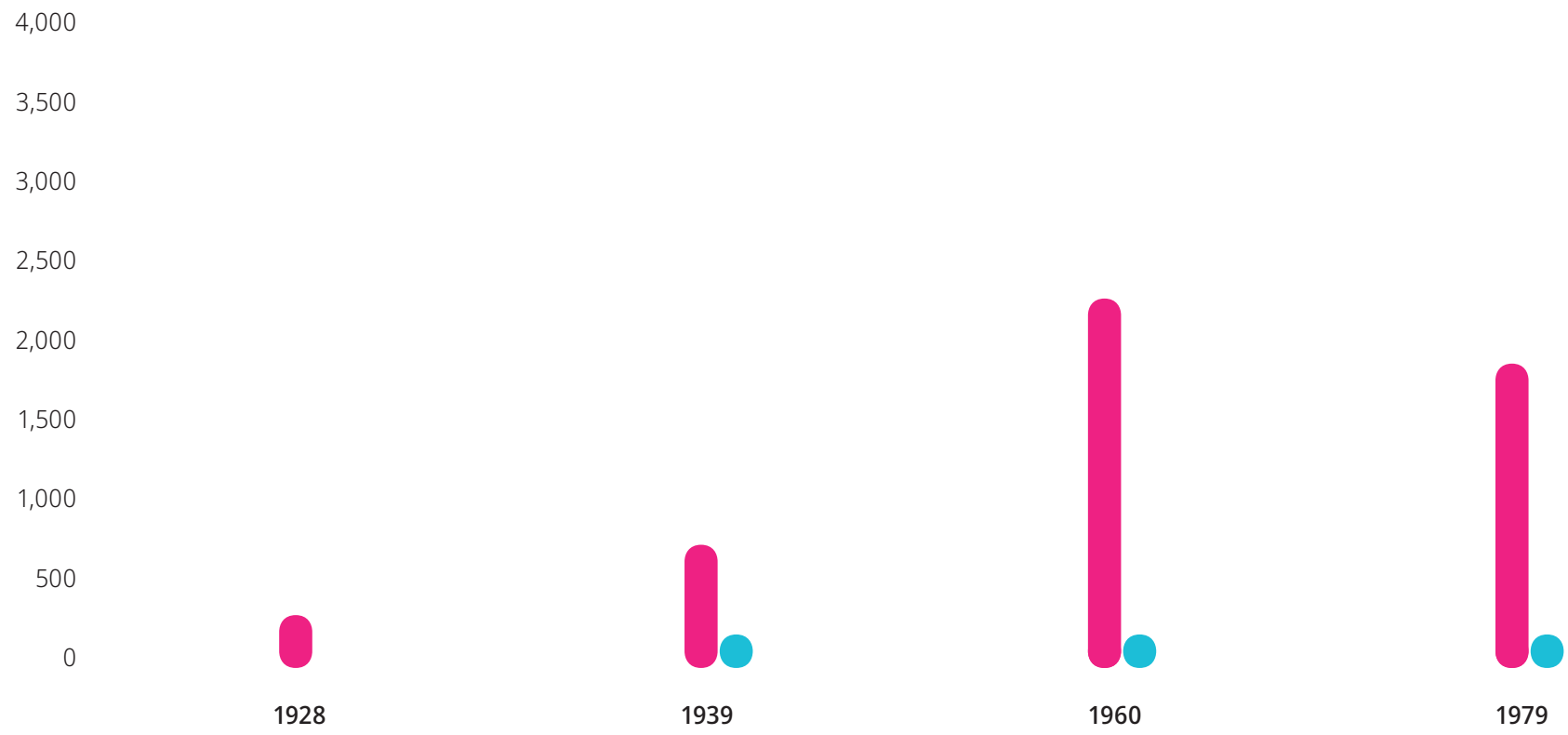
1999 Act

**January 1**  
Freezing of the application of the 1960 Act.  
Transformation of the Common Regulations Under the 1999 Act and the 1960 Act of the Hague Agreement into the Regulations Under the Geneva Act (1999) of the Hague Agreement Concerning the International Registration of Industrial Designs.

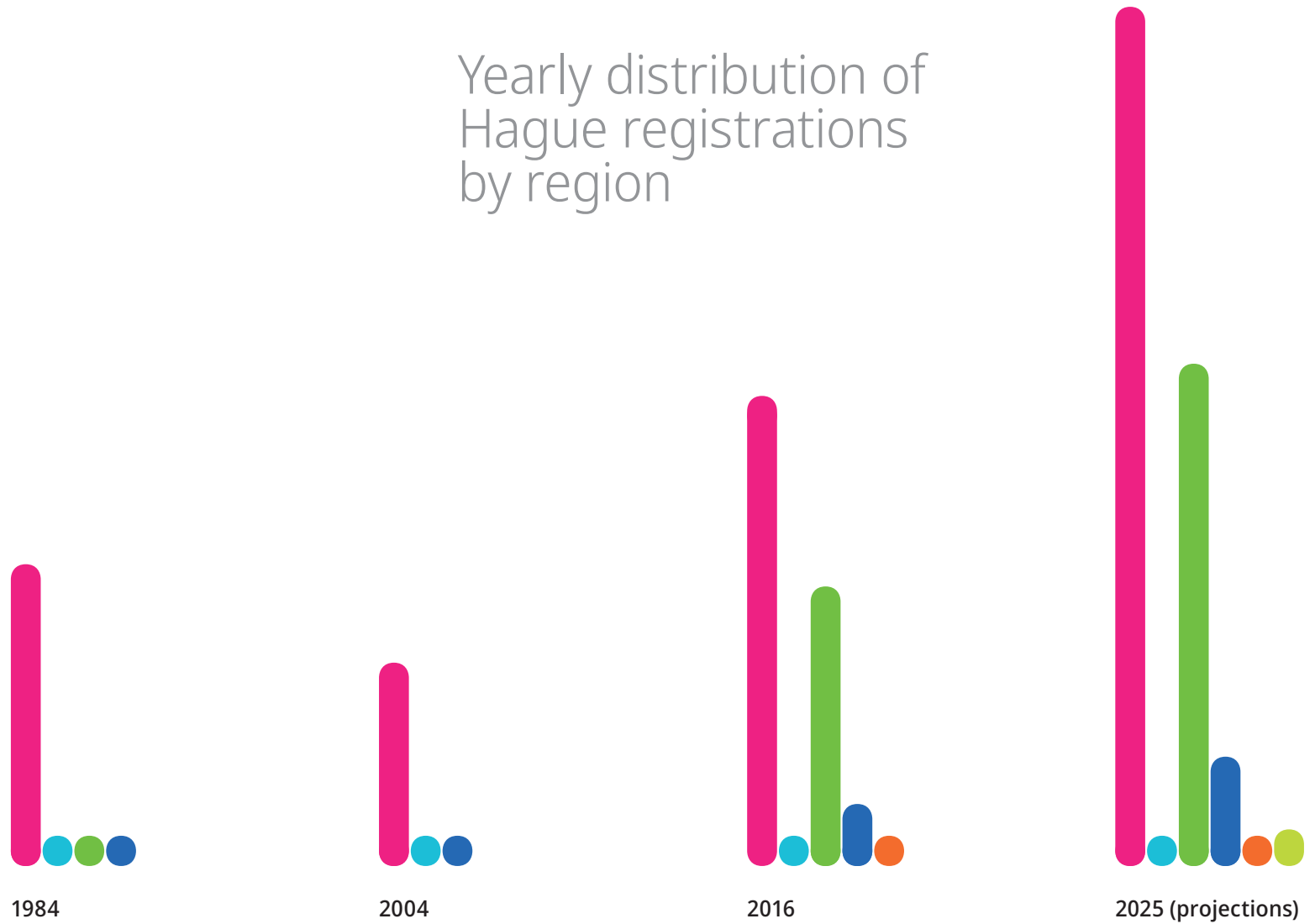
**November 6**  
100<sup>th</sup> Anniversary of the Hague Agreement.



## Historical overview of the Hague System



## Yearly distribution of Hague registrations by region



● Europe

● Africa

● Asia

● North America

● Oceania

● Latin America and the Caribbean



1928



1939



1960



1979

## Yearly distribution of Hague registrations across industry sectors



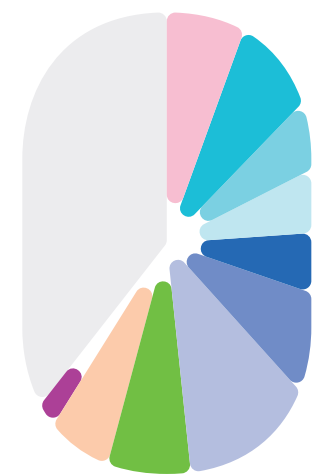
1984



2004



2016



2025 (projections)

● Clothing

● Textile piece goods

● Travel goods

● Furnishing

● Household goods

● Packages and containers

● Clocks and watches

● Means of transport or hoisting

● Recording and communication equipment

● Machines, not elsewhere specified

● Articles of adornment

● Stationery and office equipment

● Games, toys and sporting goods

● Heating and cooling equipment

● Lighting apparatus

● Graphic symbols and logos

● Medical and laboratory equipment

● Others



## The Hague System explained

The Hague System has made it possible to protect this design internationally with a single application, saving time and cost while ensuring vital legal protection.

**Khatanbaatar Khandsuren**  
Mongolia (Keymaster)

The Hague System has provided strong international protection for our industrial designs, enabling mmcité to manage intellectual property swiftly and easily.

**David Karásek**  
mmcité (Czech Republic)

## The Hague route to international design registration

The Hague System offers a streamlined procedure for securing protection for up to 100 designs in multiple jurisdictions through a single application filed with the International Bureau (IB) of the World Intellectual Property Organization (WIPO). The procedure not only facilitates initial registration but also simplifies post-registration management, enabling holders to record changes or renew registrations in a single step.

### Advantages of the Hague System

Applicants seeking protection in multiple jurisdictions have two main options: filing separately with each office (known as the Paris route) or filing one international application through the Hague System.

The Hague route has clear advantages:

**Lower costs:** One application, filed in a single language, with a single set of fees paid in one currency, which reduces filing and administrative expenses compared with multiple domestic applications.

**Reduced complexity:** No need to navigate different offices, procedures or payment systems, which minimizes the risk of errors or missed deadlines.

eHague is easy to use, anyone can manage it. You just need to read up on some of the basics, and then you're ready to go. Thanks to the Hague System's flexible publication options, we can publish our designs alongside our new catalogues!

**Christina Mouchali**  
Fotodiasiasi (Greece)

**Simplified management:** Central processing of all post-registration tasks, including ownership changes and renewals, by the IB rather than through multiple offices.

**Global reach and flexibility:** Protection for designs in multiple jurisdictions, with registration durations and renewals managed consistently through WIPO.

**Time efficiency:** Streamlined filing and management process, which saves time compared with handling multiple domestic procedures.

## International application and registration procedures

An international application<sup>1</sup> is normally filed directly with the IB,<sup>2</sup> which verifies that it meets all the formal requirements. Where it does not, applicants are invited to amend the application within three months.

The IB does not conduct a substantive examination (such as for novelty of design) and therefore cannot reject an application on substantive grounds.

If all formal requirements are met, the application is recorded in the International Register. Registrations are then published in the *International Designs Bulletin* (IDB), usually 12 months after the registration date, unless immediate or deferred publication is requested.

<sup>1</sup> An international application does not require a prior national application or registration. It must be filed in one of three working languages – English, French or Spanish – and list the designated members (that is, States or intergovernmental organizations such as the European Union (EU) or the African Intellectual Property Organization (OAPI)) in which protection is sought.

<sup>2</sup> An international application may be filed directly with the IB or indirectly through the national/regional IP office of the applicant's Contracting Party.

International design protection ensures that innovations like the DSH 600-22 are safeguarded across markets, reinforcing our commitment to design excellence and technology leadership.

**Stephan Niehaus**

Head of Corporate Product Design, Hilti (Liechtenstein)

Once published, national and/or regional offices identify international registrations in which their country or intergovernmental organization has been designated. They then carry out a substantive examination according to their respective national or regional legislation, if any.<sup>3</sup> If an office has reason to refuse protection, it must notify the IB to that effect within six months of the date of publication of the international registration in the IDB.<sup>4</sup>

In the case of refusal, applicants have the same right of appeal as those who file directly with the office concerned.<sup>5</sup> If the IB does not receive notification of refusal from a national or regional office within the prescribed period, the international registration is considered valid and has effect as a grant of protection in the jurisdiction concerned.<sup>6</sup>

International registrations are valid for five years and may be renewed for at least two additional five-year periods. The maximum duration of protection afforded by each designated Hague member depends on the locally applicable legislation. The IB administers the renewal process.

3 Some offices carry out a substantive examination of every design, whereas others automatically issue protection for designs unless there is opposition from third parties.

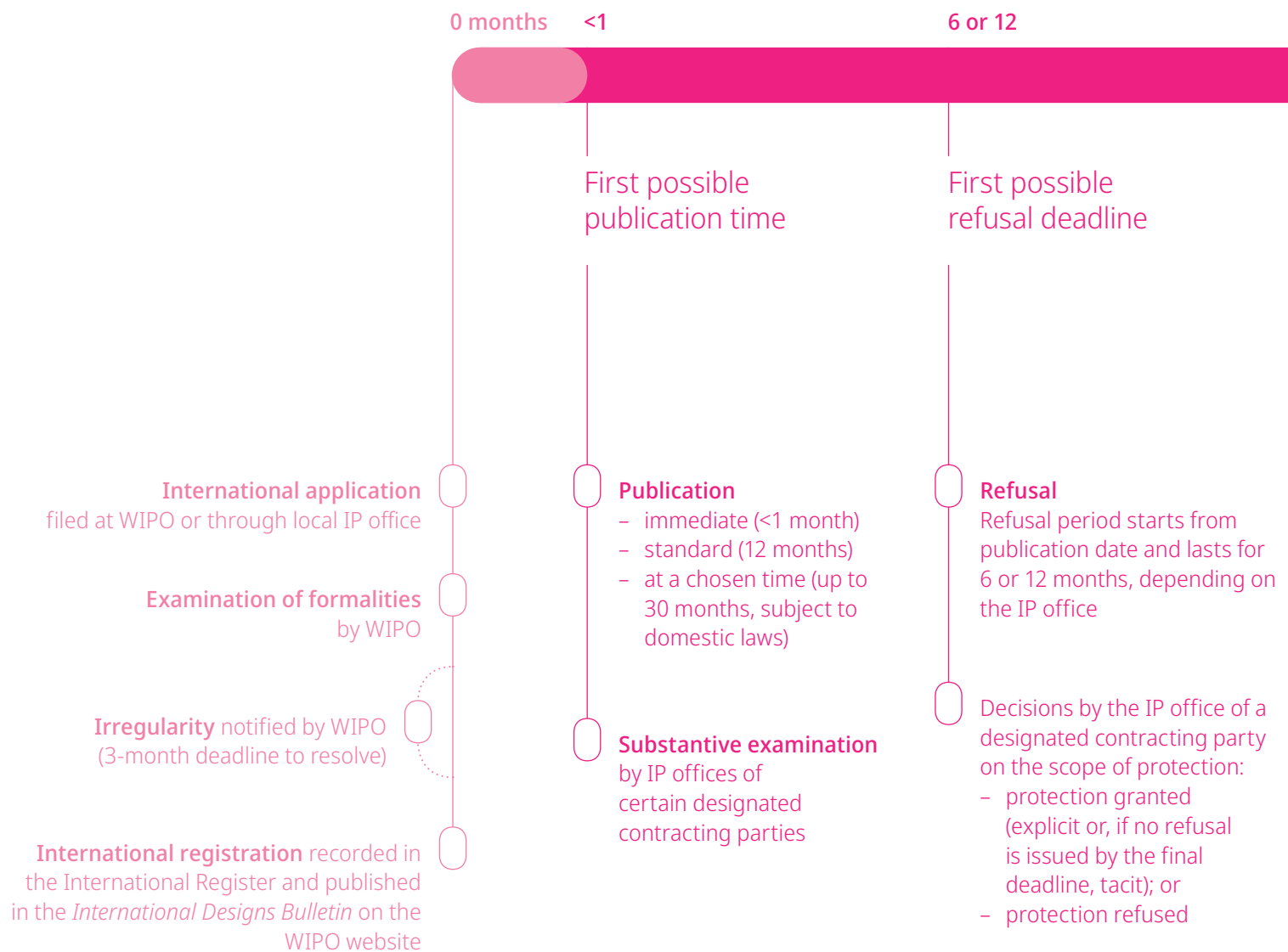
4 In certain circumstances, the period for notifying the IB of a refusal is 12 months.

5 An applicant may appeal against a refusal under the domestic or regional laws and regulations concerned. The IB is not involved in such procedures.

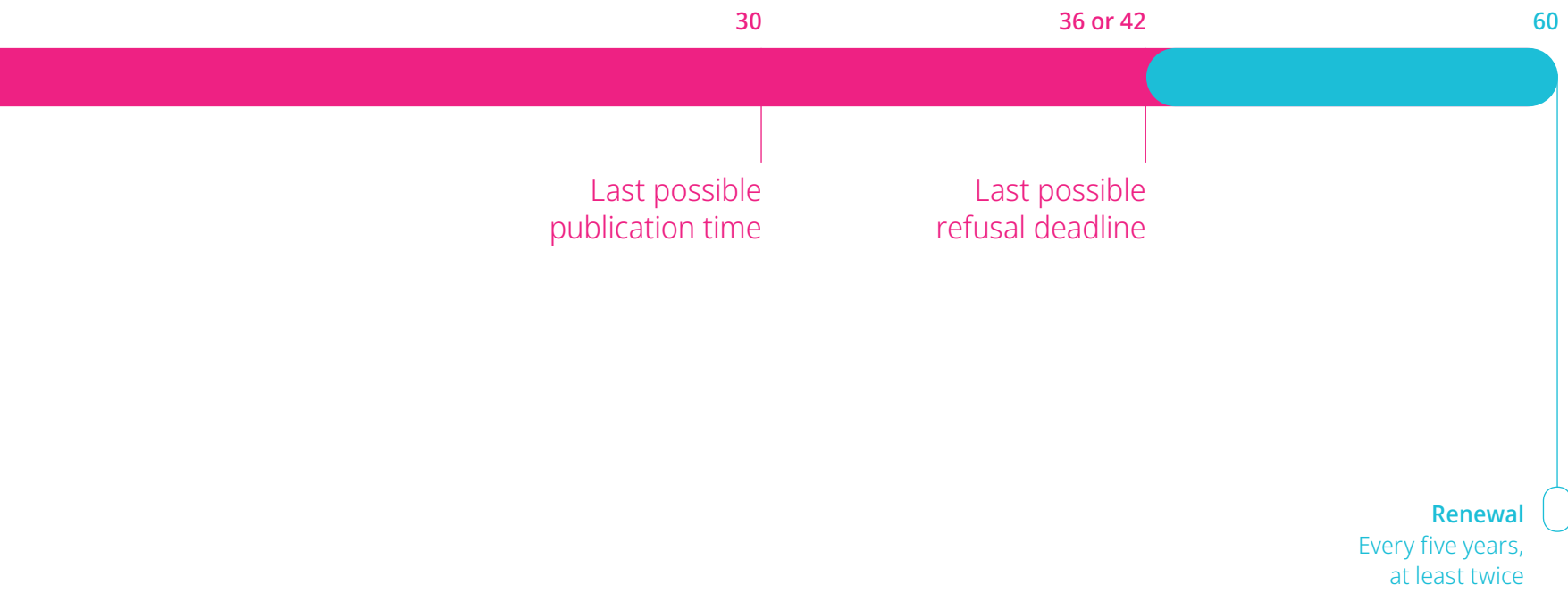
6 Some national or regional offices send the IB a statement of grant of protection for the international registration. The registration is valid in any case, even in the absence of such a statement.

There is nothing else like this available, which is why IceWind uses WIPO to protect our products.

Stephen Drake  
IceWind (Iceland)



# Hague registration process



Protecting our designs through the Hague System enhances market recognition, strengthens positioning and increases commercial value. It also enables faster, more cost-effective right protection across multiple territories.

**Igor Akrapovič**  
Akrapovič Racing (Slovenia)

# Hague System membership on November 6, 2025

African Intellectual Property Organization (OAPI)

Albania

Armenia

Azerbaijan

Belarus

Belgium

Belize

Benin

Bosnia and Herzegovina

Botswana

Brazil

Brunei Darussalam

Bulgaria

Cambodia

Canada

China

Côte d'Ivoire

Croatia

The Hague System has protected our product's unique design internationally. It has deterred imitation and boosted brand recognition, showing how design protection empowers innovation.

**Kenny Cheng**  
Funder of Jani  
Jani (Singapore)

Democratic People's Republic of Korea

Denmark

Egypt

Estonia

European Union

Finland

France

Gabon

Georgia

Germany

Ghana

Greece

Hungary

Iceland

Israel

Italy

Jamaica

Japan

Kyrgyzstan

Latvia

Liechtenstein

Lithuania  
Luxembourg  
Mali  
Mauritius  
Mexico  
Monaco  
Mongolia  
Montenegro  
Morocco  
Namibia  
Netherlands (Kingdom of the)  
Niger  
North Macedonia  
Norway  
Oman  
Poland  
Republic of Korea  
Republic of Moldova  
Romania  
Russian Federation  
Rwanda

The Hague System has played a crucial role in protecting our designs globally. It enabled us to register and enforce rights across borders. We have faced five plagiarism cases; in the most recent one, a company copied our camper. After we sent a cease-and-desist, they withdrew the product, showing the strength of international protection.

**Anatolii Burbeza**  
Lifestylecamper (Ukraine)

Saint Kitts and Nevis  
Samoa  
San Marino  
Sao Tome and Principe  
Saudi Arabia  
Senegal  
Serbia  
Singapore  
Slovenia  
Spain  
Suriname  
Switzerland  
Syrian Arab Republic  
Tajikistan  
Tunisia  
Türkiye  
Turkmenistan  
Ukraine  
United Kingdom  
United States of America  
Uzbekistan  
Viet Nam



## Fabrics for ladies' millinery

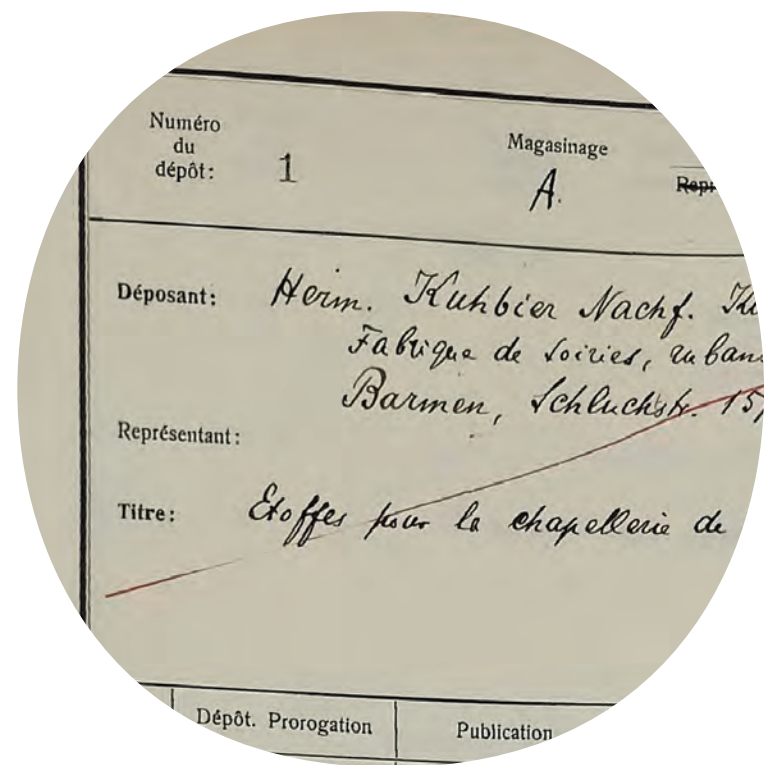
### Kurt Cosman

The first registration under the Hague System dates back to 1928 and reflects a design category that speaks to the spirit of its time: *étoffes pour la chapellerie de dames* (fabrics for ladies' millinery). Registered by Kurt Cosman of Germany, that pioneering entry marked the practical launch of the Hague System's international procedure for protecting industrial designs, which had been established three years earlier.

The subject of the registration reveals much about the cultural and commercial priorities of the era. In the vibrant interwar period, fashion transcended mere style to become a statement of identity, modernity and social transformation. Hats, in particular, played a defining role in women's fashion, serving as both sophisticated accessory and symbol of changing gender roles.

The first design was meticulously recorded in a register in French (the official language at the time) by the Bureau international de l'Union pour la propriété industrielle, which then administered the Hague System from Bern, Switzerland. This historical record would eventually mirror the evolution of taste, technology and material culture across generations. From textiles to telecommunications, the Hague System has documented the changing face of industrial design for a century.

This inaugural registration stands not only as a significant legal milestone but as a carefully preserved snapshot of design history, a moment when form, function and fashion first converged on an international stage, laying the foundation for global design protection that continues to evolve today.



## DÉPÔT INTERNATIONAL DES DESSINS OU MODÈLES INDUSTRIELS

### Bordereau des pièces et objets déposés

- 1° Une demande avec bordereau en deux exemplaires.
- 2° Un pli renfermant :  
dessins ..... 1)  
modèles .....
- 3° La somme de ..... francs suisses pour taxe de dépôt de la première période de protection est remise au Bureau international personnellement, par chèque postal, par mandat postal, par une valeur payable à Berne. 1)
- 4° Une procuration pour le mandataire, munie de la signature du déposant si la demande est faite au nom d'autrui.
- 5° En cas de dessins ou modèles réunis dans un paquet (dépôt multiple), une liste détaillée des numéros de ces objets réunis.

1) Effacer l'un ou l'autre des mentions suivant le cas.

#### Renseignements

1. **Droit de dépôt:** Sont en droit de déposer leurs dessins et modèles les personnes qui possèdent dans un pays de l'Union restreinte, soit un établissement industriel ou commercial soit un domicile, ou (même si elles sont établies ou domiciliées dans un pays non unioniste) qui sont des ressortissantes de l'un des pays de cette Union restreinte.

2. **Demande:** La demande du dépôt est dominée à chaque fois par le dépôt international et doit être présentée au Bureau international ou par l'intermédiaire d'une administration nationale. Elle se peut servir qu'à un seul pli déposé.

#### 3. Taxes:

a) Pour un dessin ou modèle isolé: 5 francs suisses pour les deux premières années de protection;  
b) pour le dépôt de plusieurs dessins ou modèles réunis dans un pli: 10 francs suisses pour les deux premières années de protection. La remise de la taxe doit être accompagnée de l'indication précise du nom et de l'adresse du déposant et de la date d'envoi. Avant l'expiration que la taxe n'est pas parvenue au Bureau international, le dessin ou modèle ne sera pas admis au dépôt.

Un reçu pour la taxe payée ne sera délivré au déposant que si le paiement a eu lieu par une valeur autre qu'un chèque ou mandat postal.

Pour les taxes pour prolongation v. infra n° 8.

4. **Forme de l'objet déposé:** Les dessins ou modèles doivent être déposés sous la forme de produits industriels aussi qu'ils sont destinés, ou au moyen d'une représentation suffisante de ce produit (photographie, dessin).

5. **Nombre des objets déposés:** Les dessins ou modèles peuvent être déposés isolément ou réunis en paquets. Un même paquet ne peut comprendre à la fois ni des dessins ni des modèles.

Chaque objet réuni dans un paquet (dépôt multiple) doit porter un numéro qui permet de le distinguer des autres objets de même paquet pour le cas où le déposant ou son objet sera déposé; le déposant doit produire avec sa demande de dépôt une liste détaillée de ces numéros.

Si plusieurs paquets sont déposés simultanément, chacun d'eux doit porter un numéro correspondant à un numéro approuvé en cas de droit supérieur de la demande.

6. **Emballage:** Les dessins ou modèles doivent être remis au Bureau international et solidement emballés que l'emballage ne se détache pas lorsque le paquet est ouvert.

Pour les premières cinq ans de protection (première période), les dépôts sont admis soit sous pli cacheté, soit sous pli cacheté; pour la deuxième période de 10 ans (prolongation), ils ne sont admis qu'à découvert.

Si le dépôt a lieu sous pli cacheté, le pli doit être entouré d'une feuille ou d'un fil de fer soigné fixé par un ou plusieurs cachets. Il doit porter l'indication: "dépôt cacheté". Le Bureau international peut approuver lui-même des annexes sur les paquets.

Le dépôt sous pli cacheté peut se faire au moyen d'enveloppes doubles avec numéros de contrôle portés (système Solano) que le Bureau international envoie à chaque intéressé sur sa demande.

7. **Poids et dimensions:** Les paquets déposés ne doivent pas peser plus de deux kilogrammes; ils ne dépassent pas 30 centimètres dans aucune des trois dimensions.

8. **Durée de protection, prolongation:** La protection résultant du dépôt international dure pendant une première période de 5 ans; elle peut être prolongée pour une seconde période de 10 ans après remise au Bureau international, au plus tard 3 mois avant l'expiration de la première période, d'une demande de prolongation en deux exemplaires, sur un formulaire délivré par le Bureau international (ou par l'intermédiaire d'une Administration nationale).

Les plis cachetés seront ouverts à l'expiration de la première période en cas de passage à la seconde période.

Les taxes dues pour la prolongation sont:

a) pour un dessin ou modèle isolé: 10 francs suisses;  
b) pour le dépôt de plusieurs dessins ou modèles réunis dans un pli: 50 francs suisses.

La prolongation ne produit d'effet qu'à partir du moment où la taxe est parvenue au Bureau international.

### Dessins et modèles enregistrés pendant les mois de juin et juillet 1928

N° 1. — HERM. KUHBIER NACHF. KURT COSMAN G. m. b. H., 15 à 17, Schluchtstrasse, BARMEN (Allemagne). — 7 modèles. — Etoffes pour la chapellerie de dames. — Dépôt cacheté du 16 juin 1928.

N° 2. ADOLF VOEGELI, 61, Bahnhofstrasse, ZURICH (Suisse). — 1 modèle. — Ecran roulant de protection contre les rayons X. Dépôt ouvert du 18 juin 1928.

N° 3. — KNAUTH & Co, 8, Werderseher Markt, BERLIN W 56 (Allemagne). — 14 modèles. — Dessin pour toile cirée et autres matières semblables. — Dépôt cacheté du 30 juin 1928. — Priorité: Allemagne, 23 janvier 1928. — Mandataire: Dr R. David, Berlin.

N° 4. — NATIONAL-REGISTRIER-KASSEN-GESELLSCHAFT m. b. H., Werra Ecke Thiemannstrasse, BERLIN-NEUKÖLN (Allemagne). — 1 modèle. — Bâti de caisse enregistreuse. — Dépôt cacheté du 5 juillet 1928. — Priorité: Allemagne, 15 juin 1928. — Mandataires: E. Blum & Co, Zurich.

N° 5. — SÄCHSISCHE METALLWAREN-FABRIK AUGUST WELLNER SÖHNE AKTIEN GESELLSCHAFT, AUE (Allemagne). — 6 modèles. — Couverts de table et tous accessoires. — Dépôt ouvert du 6 juillet 1928.

N° 6. — AEGLER, SOCIÉTÉ ANONYME, FABRIQUE DES MONTRES ROLEX & GRUEN GUILD A., 82, Chemin du Haut, BIENNE (Suisse). — 12 modèles. — Boîtes de montres. — Dépôt ouvert du 6 juillet 1928. — Priorité: Suisse, 28 juin 1928. — Mandataire: W. Koelliker, Bienne.

N° 7. — BODEGA COMPAGNIE S. A., 1, Löwenstrasse, ZURICH. — 1 modèle. — Bouteille. — Dépôt ouvert du 7 juillet 1928. — Priorité: Suisse, 26 avril 1928.

N° 8. — SCHREIBMASCHINEN-GESELLSCHAFT «TIPP» Kommandit-Gesellschaft, 41 et 42, Brüderstrasse, BERLIN C. 2 (Allemagne). — 3 modèles. — Table pour machine à écrire, machine à écrire et couverture pour machine à écrire. — Dépôt cacheté du 12 juillet 1928. — Mandataire: Dr Hauser, Berlin.

N° 9. — AKTIENGESELLSCHAFT CHOCOLAT TOBLER, 49a, Länggassstrasse, BERNE (Suisse). — 1 modèle. — Tablette de chocolat. — Dépôt ouvert du 17 juillet 1928. — Priorité: Suisse, 24 mars 1928. — Mandataire: von Waldkirch, Berne.

N° 10. — AKTIENGESELLSCHAFT CHOCOLAT TOBLER, 49a, Länggassstrasse, BERNE (Suisse). — 5 dessins. — Emballages pour des tablettes de chocolat. — Dépôt ouvert du 17 juillet 1928. — Priorité: Suisse, 29 mars 1928. — Mandataire: von Waldkirch, Berne.



# Loudspeaker

## Philips

The dish-shaped loudspeaker designed by Louis Kalff was a key element of Philips' early radio sets and a turning point in the company's history. Beyond its functional role in amplifying sound, the loudspeaker symbolized Philips' bold entry into the consumer electronics market.

In the 1920s, Anton Philips, then CEO and co-founder of the company, recognized that success in the emerging radio market required not only technical innovation but also compelling design. To achieve that, he hired Louis Kalff in 1925 as Philips' first industrial designer. Kalff developed a unified design language that linked products, advertising and retail displays, quickly shaping a distinctive corporate identity.

The loudspeaker's sleek, dish-shaped form embodied that vision, combining modern aesthetics with practical function. It remains a lasting emblem of Philips' commitment to design and innovation.

This design marked the beginning of Philips' rise in new technologies, fueling decades of growth and technological advancement. In 2025, as Philips celebrates a century of integrating design into innovation, it also honors 100 years of the Hague System, a tool that Philips has relied on to protect its design heritage worldwide.

Hermès Sellier

France

1302

30.07.1931

# Pocket-watch pouch

## Hermès

In 1931, Hermès – already renowned for its leather craftsmanship – registered an ingenious creation under the Hague System: a pocket-watch pouch. This elegant leather pouch, featuring a built-in timepiece within its clasp, was designed by Émile Hermès, the founder's grandson and a passionate collector of objects tied to travel, horology and the equestrian world. The watch, encased in leather, pivots to lock the flap in place – a discreet yet sophisticated innovation for the modern woman of the 1930s.

Founded in 1837 as a saddle and harness maker, Hermès adapted its tradition of precision and durability to a new era as automobiles began to replace horses. Its leather goods, including city and evening bags, luggage and sport accessories, became symbols of refinement and functionality. The pocket-watch pouch embodies that heritage, with every stitch hand-sewn using the point *sellier* technique.

A century-old partner and top user of the Hague System, Hermès continues to safeguard designs that unite craftsmanship with creative vision. The pocket-watch pouch is a testament to that ethos – reinterpreting tradition with subtle ingenuity and enduring elegance.





Handwritten signature: *Charles G. Lindbergh*

Spirit of St. Louis

Fabrique des Longines

Switzerland

1446

01.10.1931



## Hour Angle Watch Longines

In the golden age of aviation, accuracy was a matter of survival. The Longines *Hour Angle Watch* emerged from that imperative. This remarkable instrument was the product of collaboration between the Longines technical department, aviation pioneer Charles Lindbergh, and Philip Van Horn Weems, the inventor of a groundbreaking aerial navigation system.

Lindbergh's historic solo flight across the Atlantic in 1927, timed by Longines, then the official chronometer of the *Fédération Aéronautique Internationale*, marked a turning point in aviation. However, a harrowing storm the following year revealed a gap in his navigational knowledge. So, Lindbergh sought training with Weems and discovered Longines' *Second-Setting* watch, an early timepiece for synchronizing with radio signals.

Building on that foundation, Lindbergh envisioned a watch that would help pilots to calculate longitude by using celestial navigation during long-distance flights. He sketched his concept and asked Longines to bring it to life. The result was a revolutionary wristwatch incorporating the hour angle, a key coordinate for aerial navigation.

With a bold 47.5 mm case, oversized crown and a rotating ring (or bezel) engraved in degrees, the *Hour Angle Watch* helped pilots to speed up calculation of the longitude. It was the first wristwatch to incorporate such a feature, anticipating the functionality of modern dive watches by more than two decades and securing its legacy as a milestone in aviation and watchmaking history.





Embru-Werke AG  
Switzerland  
11624  
22.05.1948

## Altorfer Deck Chair

### Embru

A classic of Swiss industrial design, the *Altorfer Deck Chair*, affectionately known as the “spaghetti chair”, is one of Switzerland’s most iconic pieces of garden furniture. It graces institutions such as the Zurich Museum of Design and the Vitra Design Museum. Designed in 1948 by Huldreich Altorfer, son of the then director of Embru-Werke, the chair combines comfort, durability with visual simplicity. Its appeal lies in its intuitive construction: colorful elastic cords gently cradle the body, while a galvanized tubular steel frame provides strength, weather resistance and a clean, modern silhouette.

Each chair requires 148 meters of weatherproof cord, threaded by hand, a testament to the craftsmanship behind its production. The fact that you can rethread the cords is a valued feature, contributing to the chair’s reputation for longevity. As the cords flex and the frame yields slightly, the chair adapts to the contours of the user’s body, offering structure and softness.

Founded in 1904, Embru-Werke has been a pioneer in Swiss furniture and medical equipment, known for precision and lasting quality. With the *Altorfer Deck Chair*, Embru honors its industrial roots while championing timeless, user-centered design.

# Formstrip

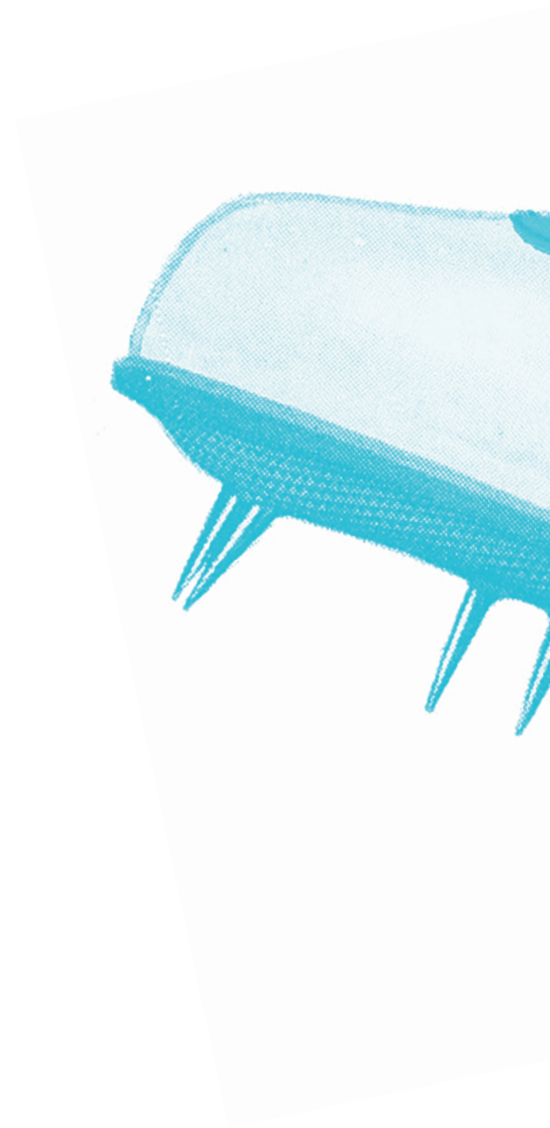
## PUMA

What began as a functional detail soon became a defining visual signature. In 1958, under the direction of Rudolf Dassler, founder of PUMA and a pioneer of modern sportswear design, the now iconic *Formstrip* was introduced and registered under the Hague System. Originally conceived to provide lateral support and orthopedic stability, the curved band on the side of the shoe helped to enhance foot alignment and structure, especially in models designed for professional athletes.

At the time, the *Formstrip* also served a strategic visual purpose: to clearly distinguish PUMA shoes from those of competitors during the rise of televised sports. Its sweeping, dynamic shape ensured immediate recognition on the field and on the screen.

From the late 1950s onward, the *Formstrip* became a permanent fixture in PUMA's footwear lineup. Though the original logo used in early advertising campaigns eventually faded, the *Formstrip* endured, evolving into a cornerstone of the brand's identity.

As Dassler noted in 1958: "With the introduction of the PUMA *Formstrip*, every PUMA shoe has become instantly recognizable and unmistakable." And so it remains.





**PUMA**  
*form-strip*



Moulinex  
France  
28852  
22.08.1961



## Robot Marie

### Moulinex

The *Robot Marie*, introduced by Moulinex in 1961, quickly became an essential kitchen companion. This lightweight multifunctional hand-held mixer was designed to simplify everyday cooking tasks. From chopping meat and herbs to whipping cream, making mayonnaise, kneading dough and even preparing purées, the *Robot Marie* proved to be a true all-rounder.

Its compact and user-friendly design made it stand out in the kitchen. Efficient and intuitive, it brought the convenience of electric appliances into countless homes, winning the hearts of home cooks and culinary enthusiasts alike.

More than just an appliance, the *Robot Marie* was emblematic of Moulinex's broader mission to revolutionize food preparation. Already recognized for its forward-thinking approach to simplifying household chores, Moulinex marked a turning point with the launch of this versatile tool. It laid the foundation for future innovations that continued to redefine everyday cooking. Today, the *Robot Marie* remains an icon of design and practicality – an enduring symbol of Moulinex's legacy in transforming the kitchen through simplicity, efficiency and innovation.

# T 1000 World Receiver

## Braun

In 1963, Braun unveiled the *T 1000 World Receiver* - a groundbreaking piece of audio engineering that exemplified the emerging design philosophy of Dieter Rams. Trained as an architect, Rams had joined Braun in 1955 and soon became the driving force behind its visual identity. By the early 1960s, he was shaping not only products but also the global reputation, elevating it from a regional radio maker to an international design icon.

While other world receivers of the time were cluttered and utilitarian, the *T 1000* was meticulously ordered, restrained and elegant – especially when closed. Its minimalist, cuboid aluminum body concealed a sophisticated interior. When opened, it revealed a carefully orchestrated control panel: pristine transmitter scales, finely graduated dials and precisely arranged connection ports. Every element was thoughtfully sized and positioned to relate intuitively to the human hand.

Debuting at the Great German Radio Exhibition in Berlin, the *T 1000* quickly gained recognition for combining cutting-edge technology with a timeless design. Its successor, the T 1000 CD (1968–1970), included refinements like a leather handle and more compact tuning knobs. Around 25,000 units were produced, including 500 rare models with white frequency scales in its launch year.

Today, the *T 1000* is remembered not only as a technical achievement but as a defining moment in Rams' vision: where design, clarity and purpose converged in an object of enduring relevance.





Robert Bosch GmbH  
Germany  
35739  
24.09.1964

## SA12 dishwasher Bosch

The Bosch SA12 marked the company's entry into the household dishwasher market, a move that helped to shape the modern kitchen. Developed in response to the growing demand for domestic automation, the SA12 offered an accessible, practical alternative to manual dishwashing. It combined engineering know-how with household usability, laying the foundation for Bosch's long-standing role in kitchen innovation.

Presented at the 1965 Cologne trade fair, the SA12 featured a two-basket system still found in dishwashers today: a lower rack for plates and pots, and an upper rack for cups and glasses. A rotating spray arm beneath the lower basket ensured thorough cleaning, and a second spray arm was added in later iterations. Designed for flexibility, the model could be used as a freestanding unit – with a removable top surface – or integrated into kitchen cabinetry.

Mobility was key: equipped with casters, the SA12 could be wheeled to the sink and connected manually. Its intuitive interface included a keypad and display panel for program selection and status updates. A safety-linked door handle automatically shut off operation when opened.

Registered under the Hague System in 1964, the SA12 helped to establish Bosch as a pioneer in functional, user-focused kitchen technology.



# Polo shirts

## Lacoste

In 1966, Lacoste strengthened its global presence by registering eight shirt designs under the Hague System. This strategic move marked a clear intention to protect the brand's distinctive design language at a time when ready-to-wear fashion was expanding rapidly across international markets.

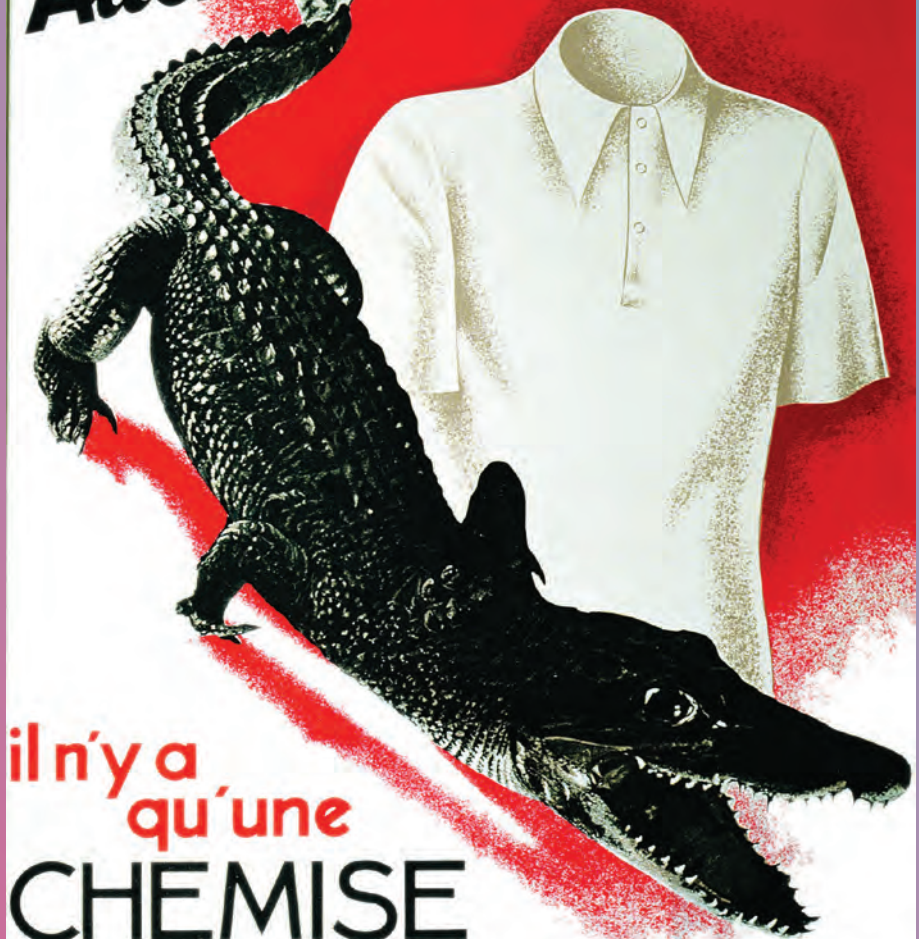
Founded in 1933 by tennis legend René Lacoste, the brand first made its mark with the L.12.12 polo shirt. Crafted from cotton piqué, a breathable, textured knit that offered comfort and structure, the shirt redefined casual elegance with its soft collar, buttoned placket and discreet crocodile logo. It became an enduring symbol of sporty refinement.

By the 1960s, Lacoste was diversifying its range. That was reflected in its registered designs: short- and long-sleeved versions of the polo, options with or without chest pockets, variations in collar construction and tailored cuts that expanded the brand's appeal. Those refinements maintained its signature elements while adapting to different climates, occasions and markets.

More than a legal safeguard, the registration captured a moment of transformation, when Lacoste moved from a single iconic product to a broader collection rooted in the same design ethos.



*Attention au crocodile...*



il n'y a  
qu'une  
**CHEMISE  
LACOSTE**

Pour éviter d'acheter une imitation,  
exigez la marque





Alexandre Buisson

Morocco

49777

10.11.1970

## Bassin d'Éducation Aquatique Buisson Alexandre Alexandre Buisson

In 1955, French physiotherapist Alexandre Buisson installed a pool in Rabat, Morocco, that was unlike any other at the time. It featured a pioneering innovation: a movable floor that could adjust the water depth to accommodate diverse needs. Inspired by watching children naturally regulate their distance from the shoreline on a gently sloping beach, Buisson envisaged a pool offering the same adaptive experience. The result was the *Bassin d'Éducation Aquatique Buisson Alexandre*, the world's first aquatic education pool with an adjustable floor.

The system transformed the conventional swimming pool into a flexible, inclusive space for learning, rehabilitation and overcoming fear of water. Whether for small children, swimmers in training or patients undergoing aquatic therapy, the adaptable depth provided a safe, confidence-building environment.

Although the design was only registered in 1970 and later fell into the public domain, its original educational purpose lives on. Reintroduced in Rabat in 2015, the *BEABA* method remains a unique approach to swimming instruction. Thousands of children still learn to swim in the original pool, demonstrating the lasting impact of this simple yet visionary invention.



# Cheese packaging

## The Laughing Cow

The original design of *La Vache qui rit* (the laughing cow), created by Benjamin Rabier in 1921, quickly became an iconic symbol recognized worldwide. Long before modern marketing existed, Bel, its parent company, pioneered brand promotion by placing the image on everyday items, like blotters and school supplies for children. It was famously used in the Tour de France advertising caravan from 1933. The brand further expanded its reach through cinema commercials and television ads.

In 1971, a landmark redesign modernized this beloved mascot for a new era. Moving away from Rabier's detailed, rustic illustration, the new design was marked by a simpler, dynamic style inspired by comic strips and animation. The cow's horns were shortened and rounded, and its fur and rough details smoothed out, creating a more polished image. The cow's head was also placed inside a bold triangular frame, a visual reference to the cheese's famous wedge-shaped packaging. That framing connected the mascot directly to the product's physical form and became a defining element in subsequent packaging and branding.

The redesign reinforced the brand's identity with clarity and playfulness, supporting its global expansion and remaining a lasting foundation of its visual evolution.



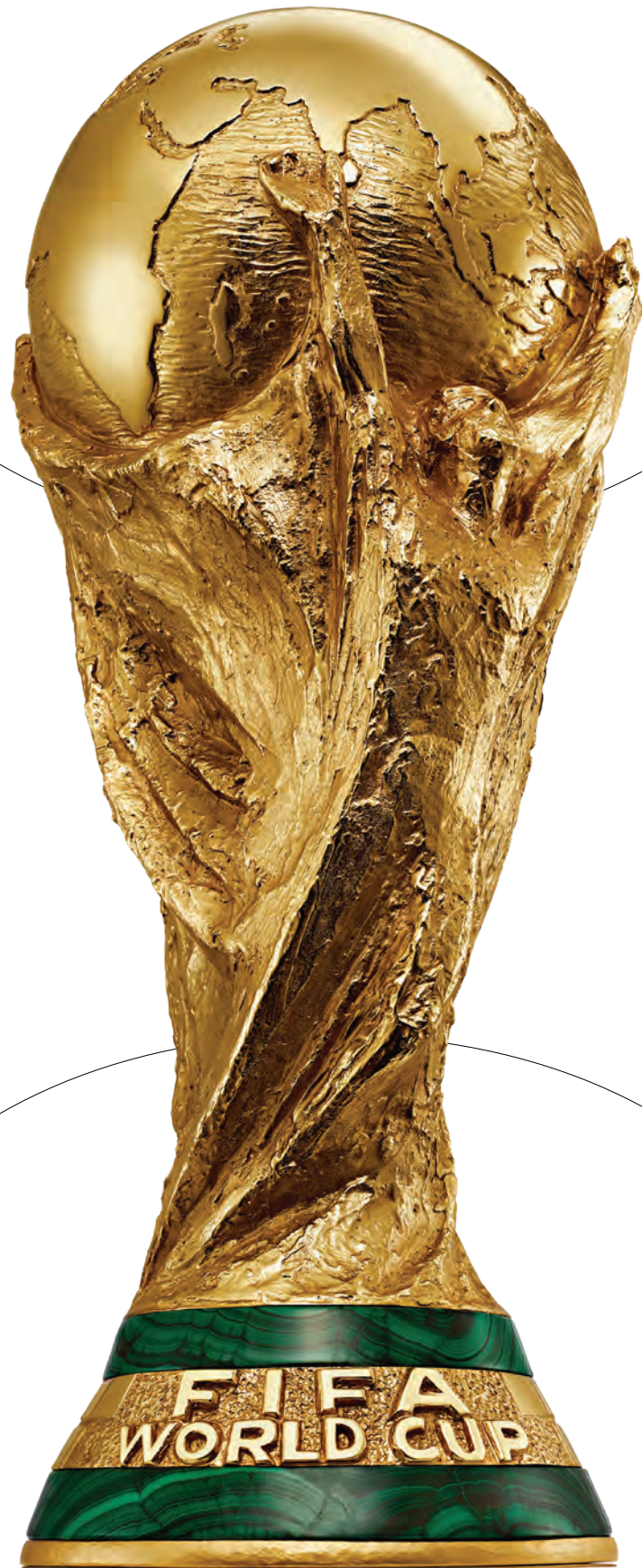
*La vache qui rit*®



50 %  
Mat.Gr.

fromage fondu pour tartine

poids net: 170 grammes



# World Cup trophy

## FIFA

Few objects in sport carry the cultural weight and global visibility of the FIFA World Cup Trophy. Designed in 1971 by Italian sculptor Silvio Gazzaniga, it was first awarded in 1974. Since then, its design has remained unchanged, making it one of the most enduring symbols in sports.

Standing 36.8 centimeters tall and cast in 18-carat gold, the trophy depicts two human figures lifting the globe – a gesture that embodies the universality of the sport and the shared joy of victory. The malachite base and flowing contours add a sense of movement and unity, blending symbolic meaning with refined craftsmanship. More than a prize, it serves as a lasting emblem of national aspiration, resilience and collective passion.

At the time of its creation, the trophy's design was registered under the Hague System, securing international protection for its distinctive appearance. The registration is no longer active, but it helped cement the trophy's visual identity at a critical moment, preserving the exclusivity of an object that has since become one of the most recognizable symbols in sport.

## Toy figurines PLAYMOBIL

The original PLAYMOBIL figure, launched in 1974, marked a breakthrough in system toy design. Conceived by model maker Hans Beck at the request of Horst Brandstätter, head of the German toy company Geobra Brandstätter, the 7.5 cm figure became the foundation of a modular play world that continues to grow today.

Beck's design was guided by function and child-centered thinking. The figure was intentionally sized to fit easily into a child's hand, with movable arms, legs and characteristic gripping hands that could hold tools, swords or reins. Its appearance was deliberately simple and friendly, inviting imaginative play without overwhelming detail. While all figures shared the same basic structure, differences in color, costume and accessories allowed them to inhabit distinct roles across themed worlds.

The first characters, construction workers, knights and cowboys, laid the foundation for a universe that now includes more than 8,700 unique figures. The core idea remains unchanged: an open-ended, modular system where parts can be endlessly recombined. PLAYMOBIL not only transformed play for generations of children, it also helped Geobra Brandstätter to become one of Germany's leading toy manufacturers.







Volkswagen AG

Germany

73726

06.09.1983

## Golf II

### Volkswagen

It was the second Golf that the baby boomer generation, those born in the 1960s, learned to drive: while its predecessor had already become the darling of all driving instructors and learner drivers, the new Golf finally and indelibly drove itself into the minds of this generation, which was later even named after it in a novel by the German writer Florian Illies. And it was this Golf that democratized progress to a particularly large extent – with technologies such as the controlled catalytic converter, the anti-lock braking system and the first all-wheel drive in the series.

Part of the secret of Golf's success, however, is the fact that the designers transferred the DNA of the first Golf to its successor, thus manifesting a golf design culture for eternity. This DNA still makes every Golf unmistakable today. After 6.3 million units, the second generation of the Golf came to an end in the summer of 1991.



## Beer bottle Heineken

In February 1985, Heineken filed an international design registration with the Hague System for three variations of its green glass beer bottle. At first glance, this filing may seem routine – after all, the iconic green bottle, red star and oval label remained unchanged in the public eye. But a closer look reveals a strategic moment in Heineken’s global development.

By the mid-1980s, Heineken was rapidly expanding across Europe, North America, Africa and Asia. As its international footprint grew, so did the need to protect and harmonize its most recognizable asset: the green bottle. The three registered designs show subtle variations in neck length, body shape and proportions, suggesting that they were tailored to meet specific packaging needs, such as returnable versus disposable formats or adaptations for different regional markets.

Importantly, the registrations covered only the bottle shapes themselves, not the “printed matter”, the labels and branding elements that could continue to evolve. One of the 1985 designs remains the foundation of today’s “Original” Heineken bottle, still in use worldwide.

Without fanfare, the registration of those designs was prescient. It ensured legal protection while allowing flexibility, enabling Heineken to preserve its visual identity as it refined packaging for a global audience.







Opinel SAS (anciennement Joseph Opinel & Cie SA (Etablissements))

France

DM/004 983

25.03.1985

## Hêtre Carbone N°08 Opinel

Created in the 1890s by Joseph Opinel in the French Alps, the *N°08 Hêtre Carbone* was designed as a practical knife for everyday use. Its form, defined by necessity, has changed little since: a curved wooden handle, a folding carbon steel blade and a simple locking mechanism. Over time, this utilitarian object has become a quiet landmark in industrial design.

The 8.5 cm carbon steel blade is easy to sharpen and highly effective for precise cutting tasks. A rotating collar at the base of the blade acts as a safety lock, securely holding it in place, whether open during use or folded away in storage. The locally sourced beechwood (*hêtre* in French) handle offers a natural, comfortable grip. Its lightweight, ergonomic shape reflects a commitment to utility over ornament.

Still produced in the Savoie region, the *N°08* embodies a consistent approach to materials and function. Its strength lies not in constant reinvention, but in the refinement of a form that works: a knife reduced to its essentials. More than a century later, it remains unchanged, valued as much for its reliability as for its design.



# Museum Classic watch

## Movado

The *Museum Classic* by Movado traces its origin to a radical act of design reduction. In 1947, American industrial designer Nathan George Horwitt envisioned a watch face stripped of numerals and indices, leaving a single dot at 12 o'clock. Symbolizing the sun at high noon, the dot transformed the dial into a meditative space, where time was marked not just mechanically but symbolically.

Horwitt was influenced by the sundial – the original timekeeper – and Bauhaus philosophy, which emphasized clarity, purpose and the unity of art and function. His composition, stark yet poetic, challenged conventional watchmaking aesthetics. Beneath its minimalism, the dial demanded meticulous engineering to align seamlessly with the Swiss mechanical movement it concealed.

In the early 1960s, Horwitt's dial became the first wristwatch to be added to the permanent collection of the New York Museum of Modern Art - a landmark recognition that gave rise to its enduring name: the *Museum Watch*. Produced by the Swiss brand Movado ("always in motion" in Esperanto), the *Museum Classic* remains true to Horwitt's original vision. Its quiet, deliberate simplicity continues to stand apart, making it an enduring icon of modern design and a reminder that meaningful innovation often begins with subtraction.

Over the decades, the design has been protected in multiple jurisdictions in various forms, underscoring its distinctive identity and cultural significance. In 1986, a new version of the design was finally registered under the Hague System, offering a streamlined path to international protection – a fitting global solution for a truly global design.



Alessi S.P.A.

Italy

DM/012 248

24.11.1988

# Juicy Salif

## Alessi

*Juicy Salif* is no ordinary citrus reamer. Designed by renowned French creator Philippe Starck and inspired by the form of a squid, it was sketched on a pizzeria placemat during a holiday on Italy's Capraia Island. It has rapidly become one of the most iconic - and debated - objects in industrial design, often described as "the most controversial juicer of the twentieth century".

With its spindly legs and otherworldly silhouette, *Juicy Salif* evokes images of spiders, sea creatures or space rockets. Visually arresting and functionally minimal, it challenges traditional notions of form and function. The design invites us to reconsider our relationship with everyday objects – how they work, what they mean and why we use them.

More than a kitchen tool, *Juicy Salif* embodies Starck's flair for poetic provocation and Alessi's bold approach to reimagining domestic life. It reflects a philosophy in which objects are not just tools, but vehicles for thought, expression and emotion. As Starck himself hinted, *Juicy Salif* was never really about squeezing lemons – it was about squeezing the boundaries of design itself.





Sony Interactive Entertainment Inc.

Switzerland

DM/030 892

05.10.1994

# PlayStation

## Sony

Released in 1994, the original PlayStation marked a turning point in the design of interactive entertainment. Developed by Sony Computer Entertainment (now Sony Interactive Entertainment), it was the first gaming console to sell more than 100 million units worldwide and helped to transform video games into a mainstream cultural phenomenon.

A pivotal design decision set the PlayStation apart: the use of CD-ROMs instead of cartridges. This expanded storage capacity and reduced production costs, enabling developers to build immersive, cinematic worlds. Titles such as *Final Fantasy VII*, *Metal Gear Solid* and *Gran Turismo* quickly became icons of a new era in gaming.

The console's compact gray body, intuitive interface and now-legendary controller – featuring an ergonomic grip and button layout optimized for 3D gameplay – reflected Sony's desire to appeal beyond children to a wider, more adult demographic. It was designed for the living room, not just the kids' room.

The PlayStation's design was registered under the Hague System through Sony Overseas S.A., a Swiss-based subsidiary established to support the company's international operations. That move helped it to secure global protection for a design that would become one of the most recognizable in consumer electronics. It remains a defining milestone in gaming and industrial design.







Victorinox AG  
Switzerland  
DM/049 771  
25.10.1999

## Spartan knife

### Victorinox

What began in a small cutler's workshop in Ibach, Switzerland, in 1884 would become one of the most enduring symbols of design and utility. Karl Elsener, founder of Victorinox, originally sought to provide the Swiss Armed Forces with a locally made knife. When early versions proved too bulky, he refined the concept, and in 1897 introduced the Swiss Officer's and Sports Knife, a compact, multi-functional tool combining a blade, can opener and screwdrivers. That clever redesign laid the foundation for the Swiss Army Knife™.

Over time, the knife evolved into a trusted companion for adventurers, professionals and everyday users. Its versatility led to specialized models, including those adapted for outdoor survival and technical repair. In 1978, NASA ordered 50 for its space missions, and astronaut Chris Hadfield later declared: "Never leave the planet without one."

Recognized globally for its durability, precision and iconic design, the Swiss Army Knife™ now holds a place in design collections at the New York Museum of Modern Art and the Design Museum in London. The *Spartan* model, with its 12 essential tools, is a direct descendant of the 1897 original.

# Maxi-Cosi CabrioFix infant car seat

Maxi Miliaan

Launched in 2002, the Maxi-Cosi *CabrioFix* infant car seat marked a turning point in child mobility design, combining safety, comfort and ease of use in a single, cohesive form. Maxi-Cosi, a brand owned by Dutch company Maxi Miliaan, had already established a reputation for innovative child mobility solutions. With the *CabrioFix*, it pushed design standards to a new level.

Conceived by Huibert Groenendijk, who helped define Maxi-Cosi's design language from the start, the *CabrioFix* features a smooth, organic silhouette with gently rounded shapes, creating a reassuring sense of protection that meets the emotional and practical needs of new parents. For the first time, Maxi-Cosi used 3D printing to turn digital models into physical prototypes, speeding up and refining the design process. This innovation contributed significantly to the product's design excellence.

The *CabrioFix* introduced key features like a retractable sun canopy, a newborn seat reducer and compatibility with anchoring bases. Paired with the Maxi-Cosi *EasyFix* base, it offered one of the first secure, user-friendly click-in systems and earned the first-ever five-star rating from European consumer groups in 2006. With over four million units sold in Europe and more than two decades in production, it remains a celebrated design icon in Maxi-Cosi's product line.







## KITKAT

### Nestlé

Few confectionery products are as instantly recognizable – or as sensorially engaging – as the *KITKAT* bar. More than just a chocolate-covered wafer, it has become a cultural symbol anchored in a unique ritual: the finger snap. That moment of tactile and audible satisfaction has shaped the way people interact with the brand for nearly a century.

Introduced in 1935, the *KITKAT* was designed for taste and for experience. Its four chocolate-coated wafer fingers are joined yet effortlessly separable, encouraging a deliberate, shared pause. Over time, that act of snapping, reinforced through decades of advertising, has become a global ritual: “Tear, break, snap, enjoy.”

Prior to 2007, the snapped finger design existed only in advertising, symbolizing the product’s unique interaction. As the gesture became iconic, it was incorporated into the packaging design in 2008, embedding the ritual visually into the product. That same year, the printed design elements were registered under the Hague System, securing protection for the visual identity that had become central to the brand.

More than a snack, the *KITKAT* invites interaction. Its design transforms a simple break into a multisensory experience – one that lingers in memory as much as in taste.



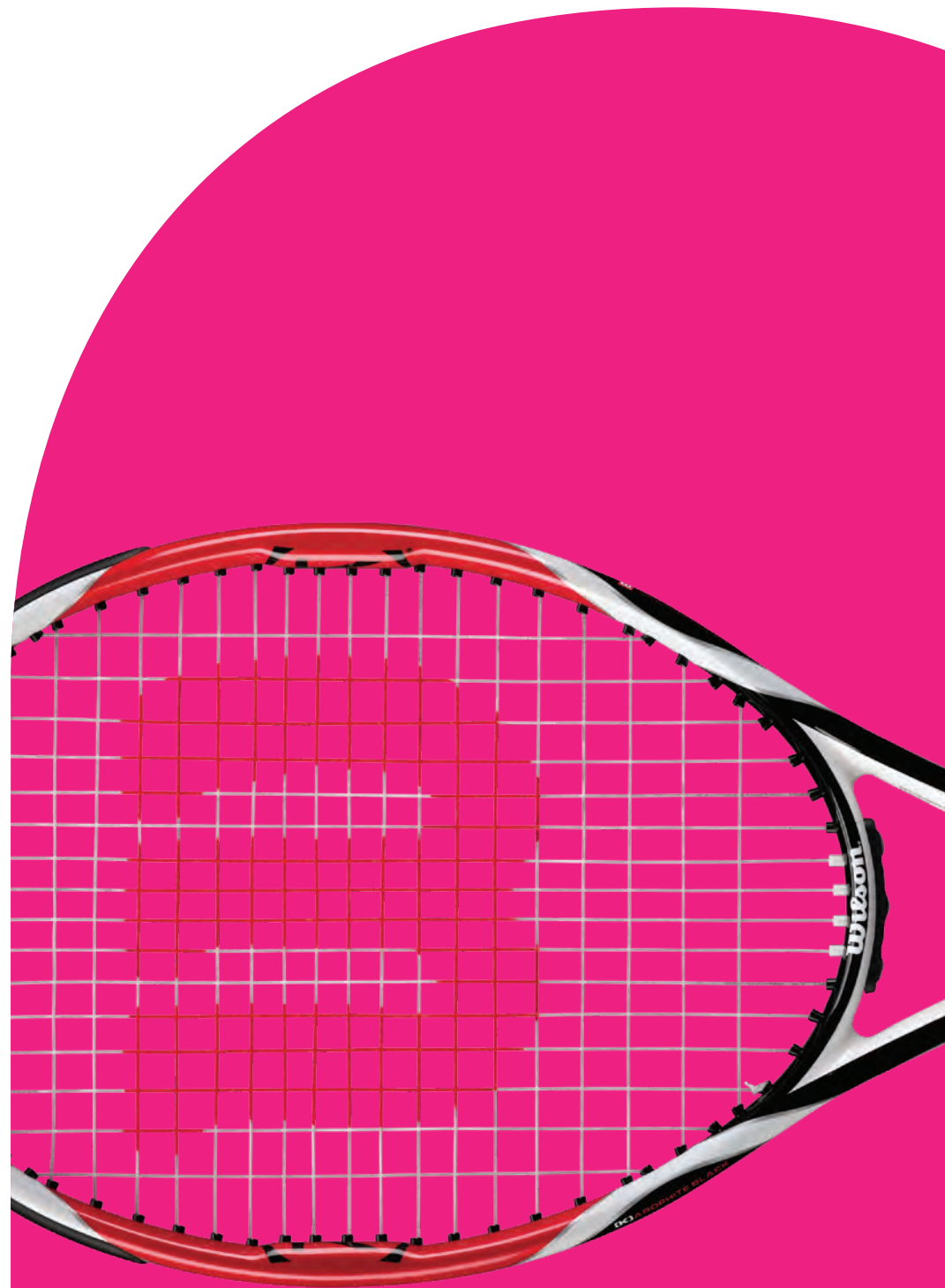
## K-Factor tennis racquet

### Wilson

The Wilson *K-Factor* tennis racquet reimagines a familiar object through a distinctive structural and visual language. Its compact frame and sculpted profile introduce a silhouette that prioritizes stability and responsiveness without added weight. A shortened throat section enhances handling, while the overall geometry promotes precise control without compromising power.

Rather than separating material innovation from user experience, the *K-Factor* integrates both into a unified design. Each aspect – structural, tactile and visual – reinforces the player's connection to the racquet. Four key elements define its approach: a dense, reinforced material strengthens the frame; side extensions enlarge the optimal hitting zone; contoured shaping increases stability through impact; and a shortened center improves agility.

Introduced at a time when tennis gear was becoming increasingly specialized, the *K-Factor* marked a shift in design philosophy at Wilson Sporting Goods Co. Founded in Chicago in 1914, the company used the racquet to redefine its contribution: not just making equipment, but shaping how the game is experienced through intentional, athlete-centered design.







Julia-Maria Künnap

Estonia

DM/073 859

30.06.2010

## Mari highchair

### Julia-Maria Künnap

The *Mari* highchair was born from everyday necessity. Designer Julia Maria Künnap, then a young mother, sought a chair for her daughter that would blend naturally with the minimalist interior of their home. Frustrated by the bulky, plastic-heavy options on the market, she decided to design one herself: lightweight, easy to handle, aesthetically refined and, above all, safe for her child.

Function and materiality were at the heart of the design. Künnap chose durable, high-quality materials typically used in premium applications, such as upholstery leather found in luxury car interiors, to ensure comfort and longevity. The chair was tested in the most demanding conditions: daily life with a toddler. For over a year, her daughter Mari used the chair, validating its performance and durability in real time.

Künnap is primarily known as a jewelry artist, but the *Mari* chair reflects her broader interest in design as a thoughtful, personal process. Many of her creations, whether wearable or functional, are one-of-a-kind pieces shaped by individual stories. The *Mari* chair's elegance and practicality were recognized with the Red Dot Design Award in 2010, affirming its universal appeal.

# Shalimar flacon

## Guerlain

Since its creation in 1925, Shalimar has remained a global icon - still among the world's top ten bestselling perfumes. In 2010, Guerlain reinterpreted its legendary flacon, reinforcing the pivotal role design has played in the fragrance's enduring success.

The flacon draws inspiration from the terraced cascades of the Shalimar Gardens in Lahore, created for Mumtaz Mahal by her husband, the Mughal emperor Shah Jahan, who also commissioned the Taj Mahal. The gardens, a symbol of devotion and beauty, lend the fragrance its name and spirit.

The modern flacon preserves the original's wide, sculptural base and pedestal, but exudes a refined minimalism. Its softened curves and pared-down lines bring a contemporary elegance to the sensual form, highlighting purity and sophistication.

The flacon is crowned by a fan-shaped cap, now meticulously sculpted with gemstone-like facets. Around its neck, a midnight-blue ribbon and tassel evoke the rituals of perfumery and Guerlain's storied legacy. It stands as a work of art in its own right - a vessel where form and memory intertwine in the timeless allure of *Shalimar*.





Bulgari S.P.A.

Italy

DM/083 388

11.04.2014

## Serpenti necklace

### Bulgari

The *Serpenti* necklace is one of Bulgari's most iconic creations – an emblem of sensuality, strength and technical artistry. Its distinctive coil is crafted using the *tubogas* technique, inspired by the corrugated metal tubes made of articulated bands used to transport pressurized gas in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries.

Introduced by Bulgari in the late 1940s, *tubogas* brought industrial innovation into the world of high jewelry. The complex, solder-free construction involves wrapping gold or steel strips around a core, producing a flexible, spring-like structure that adapts seamlessly to the body. This ingenious technique gave rise to the sinuous form of the *Serpenti* – sculptural yet fluid, powerful yet elegant. Unveiled during Italy's post-war renaissance, it quickly became a symbol of modern femininity. Over time, its hypnotic curves have inspired an entire line of creations, from coiled wristwatches to bold bracelets – all capturing the serpent's transformative allure.

Today, the *Serpenti* necklace remains a design masterpiece. With its seamless blend of heritage, innovation and beauty, it continues to embody Bulgari's daring creative vision and enduring connection to the wearer.

# Landscape bench

mmcité

The *Landscape bench* is a contemporary urban seat made primarily of wood, distinguished by its fluid silhouette and refined proportions. Designed to integrate naturally into a variety of public spaces, the bench balances form and function: its long, continuous lines and precisely curved profile deliver visual impact and ergonomic comfort.

Crafted with attention to detail, the *Landscape bench* transforms passive seating into a meaningful spatial element. Whether placed along a waterfront or nestled into urban greenery, it invites interaction while contributing to the overall character of its environment.

This design is the work of David Karásek, designer and creative director of mmcité, a Czech company internationally recognized for its high-quality street furniture. Founded in the 1990s, mmcité has become a leading name in urban design solutions, with projects completed in more than 40 countries. Its philosophy combines industrial production with design excellence to elevate everyday public spaces.

To protect the distinct form of the *Landscape bench*, the design was registered internationally through the Hague System, enabling streamlined and effective protection across key global markets.







# Husqvarna Svartpilen motorbike

## KTM Motorrad

The *Svartpilen* ("Black Arrow" in Swedish) reflects Husqvarna's long tradition of motorcycle craftsmanship, while embracing a modern, minimalist design language. Drawing inspiration from the streamlined motorcycles of the mid-20<sup>th</sup> century, particularly the iconic 1950s *Silverpilen*, it blends Scandinavian simplicity with today's performance requirements.

Its clean, pared-back lines create a functional yet distinctive profile. A lightweight engine combined with rider-assist technologies delivers agility and smooth handling without compromising the bike's understated aesthetic. Matte finishes and refined surfaces enhance the design's clarity and precision. Marking a shift from Husqvarna's traditional off-road focus, the *Svartpilen* moves toward urban riding and lifestyle, balancing heritage with practical innovation to appeal to riders seeking style and performance.

Founded in Sweden in 1903, Husqvarna Motorcycles has transformed over the decades. Now headquartered in Austria under KTM ownership, the brand continues to adapt by using design as a bridge between its heritage and the demands of modern riders. Although Austria is not a member of the Hague System, KTM secures design protection through the European Union, which is a Contracting Party to the Hague Agreement.

# Aerial urban fiber-optic network

Isocel

In 2015, Isocel pioneered a transformative approach to fiber-optic deployment in Benin by introducing the country's first aerial urban fiber-optic network. Until then, such infrastructure had been exclusively laid underground, a method that is often costly, complex and slow to scale. Recognizing the limitations of traditional systems, Isocel developed a practical, localized design: a network architecture that leveraged existing urban infrastructure, such as electricity and telephone poles, to support fiber-optic cables above ground.

That innovation not only reduced installation costs and deployment time but also enabled the spread of high-speed Internet access to a broader segment of the population across the Littoral department, which includes the country's economic capital and most densely populated urban area, Cotonou. In a region where digital infrastructure is key to development, the aerial model proved scalable and sustainable – a blueprint for other countries in the developing world that are seeking rapid connectivity solutions.

To affirm the originality of its concept and protect its implementation, Isocel registered the design under the Hague System. That international registration cemented the company's leadership in digital inclusion and demonstrates how the Hague System can support innovative infrastructure design in emerging markets.





Ninebot Tech. Co. Ltd

China

DM/089 858

11.11.2015

## Balance scooter Ninebot

Sleek and intuitive, the *Ninebot Balance Scooter* exemplifies minimalist design paired with modern urban mobility needs. Designed for short city commutes, self-balancing scooters use gyroscopic sensors to help riders maintain equilibrium. Steering and acceleration are controlled by subtle shifts in body weight, making the experience efficient and engaging.

For this model, the design team prioritized a futuristic appearance without compromising comfort or operational control. A retractable leg-control rod, refined through extensive ergonomic testing, allows for precise maneuvering while ensuring easy portability. The dual-curve leg pad has been meticulously contoured to follow the natural motion of the human leg, supporting smooth transitions when accelerating, decelerating or turning.

Other thoughtful features include a hidden pull rod, enabling the scooter to be rolled like a suitcase when not in use, as well as integrated front headlights and colorful rear taillights that enhance visibility and safety while adding a dynamic, high-tech character.

With cumulative sales in the tens of millions of dollars, the *Ninebot Balance Scooter* has become a defining product for urban youth, redefining expectations for personal, compact transportation in the city.



# Cirque pendant lamp

## Louis Poulsen

The *Cirque* pendant lamp from Poulsen draws inspiration from the atmosphere of Tivoli Gardens, Copenhagen's historic amusement park known for its whimsical architecture, lights and motion. Its shape echoes the park's onion-domed buildings, while its bold stripes reference the way colors blur into continuous bands when spinning, capturing the visual energy of carousels and carnival rides. The result is a form that hints at movement even when still.

Designed for downward lighting, the *Cirque* lamp features a white-lacquered inner reflector that softens and diffuses light without glare. It provides ambient yet focused illumination, suitable for dining tables, hallways or larger compositions where multiple fixtures work together. It is designed for longevity, using materials that can be taken apart for reuse or recycling.

The *Cirque* lamp reflects Louis Poulsen's philosophy that light should be shaped with purpose. Founded in Denmark in 1874, the company has consistently emphasized lighting that enhances atmosphere, comfort and function. Its approach balances technical precision with forms that influence how a space is perceived and experienced.





## ePEBO® electric vacuum coffee maker Bodum®

The *ePEBO*® electric vacuum coffee maker is a striking example of BODUM®'s commitment to marrying form and function. Developed by Pi-Design AG, the studio behind all of BODUM®'s product innovations, it underscores the brand's global reputation for precision-crafted coffee and tea solutions, kitchenware and tableware that blend everyday utility with visual appeal.

A modern take on the traditional siphon brewing method, the *ePEBO*® uses heat and vapor pressure to propel water from the lower chamber into the upper vessel, where it infuses with coffee grounds. When the heat source stops, vacuum suction pulls the freshly brewed coffee back through a reusable filter, delivering a smooth, aromatic cup devoid of sediment and bitterness.

Crafted from heat-resistant borosilicate glass and BPA-free Tritan, the *ePEBO*® makes the entire brewing process visible, transforming it into a sensory experience.

Refined in appearance and engineered with precision, the *ePEBO*® embodies BODUM®'s dedication to sustainable design and enduring utility, bringing a touch of scientific elegance to the everyday ritual of coffee.

## Beosound 2 speaker Bang & Olufsen

The *Beosound 2* speaker exemplifies Bang & Olufsen's mastery of blending form and function. Its conical shape, inspired by home objects like vases and sculptures, seamlessly integrates into interiors while delivering an immersive 360-degree sound experience. More than an aesthetic choice, its distinctive shape was refined through meticulous acoustic engineering: the bass unit at the bottom enhances depth, the midrange drivers at the center ensure clarity, and the top-mounted, rotatable tweeter optimizes sound dispersion while doubling as a user interface.

Torsten Valeur, the designer behind *Beosound 2*, is a long-time Bang & Olufsen collaborator, shaping some of its most recognizable products. Rooted in his philosophy ("To become an icon, a product must stand out through its clear, understandable idea"), *Beosound 2* is sculptural and functional. Its anodized aluminum construction ensures durability while creating a seamless, tactile experience, a hallmark of Bang & Olufsen craftsmanship.

Since its debut, the *Beosound 2* has made a profound impact on the market, becoming a signature piece in Bang & Olufsen's portfolio. Celebrated for its innovation, it has been featured in prestigious exhibitions and lauded for reshaping the aesthetic of home audio. More than just a speaker, it is a cultural artifact, showcasing Bang & Olufsen's timeless influence on design and sound.





# AeroMobil 4.0

## AeroMobil

The *AeroMobil* project was born of a deep-rooted desire for freedom – freedom to move, innovate and imagine. Emerging in the wake of the Velvet Revolution in what was then Czechoslovakia, the idea reflected a new generation's dream of exploring the world without political or physical boundaries. Combining the car and aircraft into a single transformative vehicle was not just a technical challenge, it was a symbol of liberation.

Inspired by nature's adaptability and efficiency, the *AeroMobil 4.0* was designed to shift seamlessly between road and sky. This fourth-generation prototype represented a significant evolution from previous iterations, featuring retractable wings that unfold elegantly for flight and tuck away for road travel. Its hybrid-electric propulsion concept and transformative structure enable conversion from car to aircraft in under three minutes. A lightweight composite body, advanced aerodynamics and integrated safety systems, including ballistic parachutes, underscore the company's commitment to performance and protection.

Over 350,000 hours of development and rigorous testing culminated in a prototype that achieved full air-worthiness under the experimental aviation license in Slovakia. Although it was never mass produced, the *AeroMobil 4.0* debuted in 2017 and has been captivating audiences at prestigious global exhibitions. The company leverages the Hague System to secure its revolutionary design and protect its innovation as it continues to pioneer the frontier of personal air mobility.





# IntelliVue X3 portable patient monitor

## Philips

The Philips *IntelliVue X3* is a compact, portable patient monitor designed to provide continuous, reliable monitoring throughout a patient's hospital stay. Its dual-function design allows it to serve as a multi-measurement module when connected to a bedside monitor and switch to a transport monitor when detached, ensuring uninterrupted patient care during hospital transfers.

Developed by a collaborative team of Philips designers, the *IntelliVue X3* follows the company's established design language. A distinctive, dark user interface zone helps clinicians to focus quickly on critical patient data, enhancing usability in fast-paced medical environments. Thoughtful use of color coding on connectors and carefully chosen materials further improve ease of use and safety.

The device's lightweight, rugged build includes an ergonomic handle and accessible alarm lights, making it practical for transport and everyday clinical use. Its modular structure and innovative slide-out drawer system allow medical staff to access, remove and replace components swiftly and cost-effectively.

Since its launch, the *IntelliVue X3* has been recognized for its innovation and impact, winning the prestigious 2021 Design Europa Award. It encapsulates Philips' ongoing commitment to advancing patient care through thoughtful design and technology.





## Cool Box handbag

### Delvaux

Launched in 2018, the *Cool Box* from Delvaux is a handbag that draws its name, and much of its visual language, from an object not typically associated with luxury: the everyday cool box. Traditionally used to keep food and drinks cold, the original cool box is a utilitarian, box-shaped container designed for function over form. Delvaux's reinterpretation transforms this practical shape into a refined, minimalist handbag.

The design embraces geometric precision. With its clean, flat surfaces and compact structure, the bag is like a small work of architecture. Crafted from soft, grained leather, it balances defined lines with a supple touch. The unlined interior reduces weight and allows the natural character of the leather to show through, highlighting material honesty over excess finish.

One of its most distinctive features is the hidden opening: a band of leather covers the zipper, keeping the bag's silhouette clean and uninterrupted. This quiet, clever detail reflects the overall design philosophy: subtle innovation without unnecessary embellishment.

By drawing inspiration from a mundane object and transforming it through craftsmanship and restraint, the *Cool Box* shows how form can shift meaning, suggesting that even utilitarian shapes can be reimagined with elegance, clarity and a touch of playfulness.

# Arizona Big Buckle

## Birkenstock

In 1973, Birkenstock introduced the *Arizona*, a two-strap sandal that would become its most iconic and best-selling model to date. Created by Karl Birkenstock, the *Arizona* exemplified his vision of footwear that was not only health-conscious but also aesthetically distinctive.

The *Arizona's* design transcends fleeting fashion trends, aiming for timelessness, functionality and purpose. Particular attention was given to the footbed, ensuring that its ergonomic function was seamlessly integrated into the sandal's overall visual language.

Drawing inspiration from the bold, sculptural forms of brutalist architecture, the *Arizona* embraces minimalism and eschews unnecessary embellishment. The goal was to create a design identity that was both distinctive and enduring.

The *Arizona's* unmistakable silhouette has inspired many reinterpretations. Among them is the *Arizona Big Buckle* – a refined evolution of the classic, featuring oversized pin buckles that add a touch of modern elegance while preserving the original's essential character.





## Door-in-Door refrigerator LG Electronics

The LG *Door-in-Door (DID)* refrigerator was developed in response to the kitchen's evolution into a central living space – a convenient place for storage and daily interaction. LG focused on three core principles: easy access, separate storage and energy efficiency.

At the heart of the design is a dual-layer door system that allows users to reach frequently used items without opening the main compartment. That reduces cold air loss, enhances energy performance and improves organization by separating everyday essentials from longer-term storage.

Advanced insulation technology ensures thermal stability despite the added complexity of the structure. A transparent glass panel with a knock-on feature lets users tap to illuminate the interior without opening the door, allowing them to check contents and thus reducing unnecessary temperature fluctuations from opening and closing the door. Visually, the refrigerator maintains a seamless front by concealing the inner door, resulting in a clean, premium appearance that quietly integrates its innovations.

The *DID* refrigerator reflects LG's design philosophy of anticipating lifestyle changes and creating practical, user-focused solutions. Debuting as a category-defining product, it has helped to reshape industry standards and consumer expectations.

After the Republic of Korea joined the Hague System in 2014, LG emerged as a leader in global design protection, filing nearly 4,000 international design registrations. Those designs show that lasting impact comes not from novelty alone, but also from the careful refinement of every curve, hinge and pixel.



# PlayStation VR

## Sony

*PlayStation VR (PS VR)* marked a turning point in immersive entertainment by combining Sony Interactive Entertainment's technical expertise with bold, user-centric design. Launched in 2016, it redefined interactive storytelling. Its impact has been recognized internationally, with honors including the iF Design Award and the Good Design Award.

*PS VR* was developed with a clear focus: to make virtual reality more comfortable, accessible and engaging. The sleek, futuristic headset is structurally balanced and features an adjustable headband, designed for long play sessions with minimal discomfort. A front shield structure helps to block out external light and intensify immersion, while soft padding and even weight distribution reduce pressure on the head and face.

Although initially built for gaming, *PS VR* also opened doors to broader applications, from virtual tourism to immersive media experiences, pushing the potential of VR beyond traditional boundaries.

Its success not only reinforced Sony's leadership in entertainment technology but also demonstrated the importance of design in shaping emerging user experiences. By refining hardware and usability, *PS VR* laid the groundwork for future developments in virtual reality consumables.







Seacsub S. P. A.

Italy

DM/100 813

17.04.2018

## Unica full-face snorkeling mask

### Seacsub

The *Unica* full-face snorkeling mask by Seacsub marks a major step forward in snorkeling gear. Unlike conventional masks, *Unica* offers a 180-degree panoramic view, allowing users to breathe naturally and quietly through both nose and mouth while fully immersing themselves in the underwater world. Its design even supports easy conversation while snorkeling.

The key to innovation in the *Unica* is its patented dual-channel system, which separates inhaled and exhaled air to prevent carbon dioxide buildup and fogging – common challenges in earlier full-face masks. A safety valve at the snorkel's top blocks water during dives, while the brightly colored tip enhances surface visibility.

Moving beyond bulky, one-size-fits-all designs, *Unica* is lightweight, comfortable and available in four sizes, including two for children, making snorkeling accessible to a wide range of ages and abilities. Its combination of practicality and elegant design has made it a familiar presence not only in specialty shops, but also in supermarkets and toy stores worldwide.

In 2020, Seacsub adapted *Unica* to serve as personal protective equipment during the COVID-19 pandemic, fitting it with filters to safeguard medical workers. This inventive repurposing highlights the mask's thoughtful design and Seacsub's commitment to applying their expertise beyond recreational equipment.



## Phantom II speaker Devialet

More than a speaker, the *Phantom II* by Devialet is a triumph of compact acoustic engineering and sculptural design. Its distinctive spherical form reimagines how sound behaves in space –projecting balanced, distortion-free audio in all directions for a truly immersive 360° listening experience.

The geometry is not merely decorative, but also functional. Inspired by Harry F. Olson’s pioneering work in modern acoustics, the design draws on his theory of the pulsating sphere, optimizing how sound waves form and travel, free from the surface diffraction and directionality of conventional speakers.

To achieve that, Devialet unified hardware, software and product design into a seamless whole, prioritizing clarity, power and detail. Every curve and component of the *Phantom II* serves the listening experience – refined yet forceful, minimalist yet deeply expressive.

Designed to fit easily into any space, the *Phantom II* comes in a variety of finishes that blend seamlessly into its surroundings. Bold in concept and elegant in execution, it speaks to technological mastery and aesthetic discipline – it doesn’t just play sound; it redefines how it is experienced.







# Chocolate Melon packaging

## Hasar

The packaging design for the *Chocolate Melon* confection expresses cultural identity through visual storytelling. It draws on the natural landscape and cultural heritage of Turkmenistan, where the sweetness of southern melons meets the richness of traditional eastern confections.

A palette of ochre-gold and deep chocolate brown evokes warmth and refinement, while surface graphics incorporate ornamental patterns inspired by historic Turkmen carpet artistry, reinterpreted through a contemporary lens. The result is a visual language that lends local tradition a truly global appeal.

Beyond its visual impact, the packaging has contributed to the growing international reputation of HASAR's confectionery, particularly in the Middle East and South Asia. Since Turkmenistan joined the Hague System in 2016, companies like HASAR have been able to register their designs across multiple jurisdictions through a single, streamlined process, thereby ensuring that its distinctive visual identity is protected as the business expands into new markets.

# Monza SP1

## Ferrari

The *Ferrari Monza SP1* is a radical reinterpretation of a classic racing archetype. Unveiled in 2018 as part of Ferrari's Icona series, the *SP1* pays tribute to the company's open-top sports cars of the 1950s, which were designed for one purpose only: to win. The *Monza SP1* evokes the spirit of Ferrari's iconic *barchettas* (little boats), such as the 1948 *Ferrari 166 MM*.

With the *Monza SP1*, Ferrari resurrected that legacy in a single-seat road car that distills driving down to its essentials. Designed by Flavio Manzoni and the Ferrari Design Centre, the *SP1* features a monolithic carbon-fiber body with neither roof nor windscreen - just a sculpted form shaped for speed and function. Its architecture, including upward-opening compact doors and a one-piece bonnet-wing assembly that reveals the powerful 810 cv V12 engine, exudes purity and performance.

Managing airflow inside the open cockpit without a windscreen presented a challenge. The innovative *Virtual Wind Shield* integrated into the fairing channels airflow smoothly over the cockpit, protecting the driver from wind turbulence while preserving the car's sleek design.

Every detail - from the upward-swinging doors to the carbon-fiber shell - serves to amplify the raw, open-air thrill of being behind the wheel. The *Monza SP1* is a concentrated expression of Ferrari's racing heritage, where design and engineering converge to deliver speed, balance and a sensational driving experience.







## Front-end grille

### Škoda



The design in focus is the front-end grille of the *Škoda Fabia*, an element that encapsulates the brand's commitment to clarity, proportion and functionality. Škoda Auto, part of the Volkswagen Group, is known for combining design practicality with value in the compact car segment, and the *Fabia* is no exception.

The grille presents a clean, hexagonal shape, outlined by a slim chrome frame that adds a touch of refinement. Within the frame, finely detailed vertical ribs create a structured, precise visual language – clear, confident and immediately recognizable on the road.

The grille is more than just an aesthetic element; it plays a key role in conveying the *Fabia's* visual identity. It provides the front end of the vehicle with structure and balance, anchoring the car's overall design while supporting airflow and cooling functions beneath the surface.

Through the digital eHague platform, Škoda has secured cost-effective and rapid protection, allowing it to safeguard and promote the unique identity of the *Fabia's* front-end design in key markets around the world.



# Electric scooter

## Xiaomi

The *Xiaomi Electric Scooter* was developed in response to evolving urban mobility needs, particularly in regions where daily commutes are short and efficiency is key. Compact, portable and engineered for reliability, it supports everyday movement across short to medium distances with minimal effort.

Its design emphasizes structural clarity and long-term durability. Superfluous external elements were eliminated to reduce wear and simplify maintenance. The folding mechanism is positioned outside the wheelbase, preserving the rigidity of the frame and minimizing vibration. A multifunctional component combines the folding latch and bell, reducing part count while retaining full functionality.

Performance and safety were addressed with equal care: a regenerative brake on the front wheel pairs with a rear disc brake, while heat-resistant pneumatic tires provide grip during braking. Cruise control supports consistent speed on longer rides, and carefully tuned acceleration makes for a smooth, stable experience. The scooter reaches speeds of up to 25 km/h with a range of 30 km, and its app connectivity allows users to track battery status remotely. Since its debut in 2016, it has sold more than 7.3 million units in 87 countries and regions.







# Vespa scooter

## Piaggio

A symbol of Italian design and postwar ingenuity, the *Vespa* (“wasp” in Italian) was named for the buzzing sound of its engine and the scooter’s narrow waist and flared rear, reminiscent of the insect’s silhouette.

Introduced in 1946, the *Vespa* marked Piaggio’s bold shift from aircraft manufacturing to personal mobility in Italy after the Second World War. It was conceived as a stylish, affordable mode of transport, and quickly became a cultural phenomenon. Since then, more than 19 million *Vespas* have been sold worldwide, making it an icon of mobility, design and lifestyle.

The *Vespa GTS* carries this legacy into the modern era. Building on the tradition of large-frame *Vespas*, it offers increased power and responsiveness while retaining the elegant curves and proportions that have defined the brand for decades. Designed by the Piaggio Group’s Centro Stile, the *Vespa GTS* features the signature steel monocoque chassis – an engineering hallmark – enhanced with advanced performance technology.

Elegant yet robust, the *Vespa GTS* is more than a vehicle: it is a continuation of a design legend rooted in human-centered mobility. Blending timeless aesthetics with modern innovation, it reaffirms *Vespa*’s enduring place in the ever-evolving landscape of individual transport.

## FIRE FLEX suit Rosenbauer

Developed by Austrian fire equipment manufacturer Rosenbauer, the *FIRE FLEX* suit was designed in close dialogue with firefighters, with the aim of addressing the physical and environmental demands of modern firefighting. Rather than approaching the suit as standard-issue gear, the design process focused on translating operational needs – mobility, thermal protection and long-wear comfort – into material and structural decisions.

Prototypes were shaped by user feedback and tested in controlled high-risk conditions, including flashover simulations. The result is a suit that combines high-performance textiles with an ergonomic pattern designed to allow a greater range of motion and reduce fatigue during physical activity.

*FIRE FLEX* departs from conventional firefighter aesthetics. A two-tone color scheme, yellow highlights and segmented reflective striping contribute to visibility and introduce a contemporary feel. The suit's tailored cut supports fit and articulation while maintaining protective integrity.

To safeguard its innovation, Rosenbauer protected nine related designs under a single Hague System registration, covering multiple jacket and pant combinations. Although Austria is not a member of the Hague System, Rosenbauer was able to secure international protection because of the country's European Union membership.







## **Njord RW500 wind turbine** IceWind

The *Njord RW500* from IceWind is a vertical-axis wind turbine named after Njörðr, the Scandinavian god of wind, reflecting its ability to thrive in Iceland's extreme conditions. Designed to capture energy from unpredictable winds, it operates efficiently from any direction, making it ideal for locations with rapidly shifting wind patterns. That adaptability ensures consistent energy generation, even during Iceland's long, dark winters.

The turbine's hybrid blade system optimizes performance across a wide range of wind speeds. At lower speeds, the inner blades capture the breeze to initiate rotation. As wind speeds increase, the outer blades chime in to harness the stronger winds and generate power. The smooth transition between blade systems allows the turbine to operate effectively in both gentle gusts and high winds, providing a versatile source of renewable energy.

Constructed from advanced materials such as carbon fiber, stainless steel and space-grade aluminum, the turbine balances durability with precision engineering. By registering its designs under the Hague System, IceWind protects its innovations globally, reinforcing the company's vision for resilient, adaptable energy solutions in a changing climate.

## Carry-On suitcase Aviteur

The Aviteur *Carry-On* blends heritage, material innovation and artisanal craftsmanship. Created by Patricia Gucci – designer and heir to one of fashion’s most iconic families – this piece reimagines mid-20<sup>th</sup>-century cane luggage for contemporary modern travel demands.

Its refined, minimalist silhouette features a transparent handle made of Lucite – a durable, crystal-clear acrylic material often used in luxury design – alongside aviation-grade aluminum components and soft rolling wheels with internal air chambers to minimize noise. Each detail serves dual purposes of aesthetics and functionality, reinforcing a design ethos centered on clarity, durability and tactile appeal.

Developed in collaboration with Italian artisans and engineers, the *Carry-On* was designed for structural integrity and long-term use, prioritizing lasting value over transient trends. It embodies a growing movement in luxury design that emphasizes responsible production methods, authentic materials and reduced ornamentation.

Although Aviteur is based in Ireland, which is not a member of the Hague System, it has access to the Hague Agreement by virtue of Ireland being a member of the European Union, which is a Contracting Party to the Agreement. That allows Irish-based applicants to benefit from the Hague System’s streamlined protection framework.









Thule Sweden AB  
Sweden  
DM/207 052  
09.12.2019

## Thule Spring stroller

### Thule

*Thule Spring* was created to support active families in their everyday lives. With its compact, three-wheel design, it combines maneuverability and comfort in a form that is easy to use and built to last. Whether you're on park paths or city streets, the *Spring* embodies Thule's core values: usability, safety and quality.

Designed for convenience, it folds with one hand and stands upright when stored – ideal for tight spaces at home or quick loading into a car, especially when you have a child in your arms. The hammock-style seat offers comfort for long outings, while a step-in footrest encourages toddlers to climb in on their own. A large, ventilated canopy protects from sun and wind, and puncture-proof tires ensure a smooth ride across urban terrain.

Every detail reflects Thule's heritage in outdoor gear and mobility, going strong in Sweden since 1942. The *Thule Spring* continues the legacy by supporting active lives and simplifying everyday journeys through smart, sustainable design.

# Microlino car

## Microlino

The *Microlino* was born of a simple yet radical question: How much car do we really need? With most daily trips averaging just 35 km and 1.2 passengers, modern cars are often too large, heavy and inefficient for urban commutes.

Inspired by 1950s bubble cars, the *Microlino* blends retro aesthetics with cutting-edge innovation. Its compact teardrop shape maximizes efficiency while offering space for “two adults and three beer crates”, as its marketing tagline playfully puts it. A front-opening door allows easy sidewalk access and perpendicular parking – ideal for dense cities. Integrated headlights in the side mirrors improve aerodynamics, while a widened rear track enhances stability.

Beyond its design, the *Microlino* embodies a shift toward minimal, sustainable mobility. Built with fewer parts than a conventional car, it significantly reduces material consumption and is lightweight and energy efficient. The ability to fully charge in just four hours from a standard household outlet underscores its practicality as a low-emission alternative for city dwellers.

By prioritizing design, sustainability and practicality, the *Microlino* challenges the status quo, proving that smaller, smarter vehicles can lead the way toward greener cities. The *Microlino* isn't just a car; it's a vision of a more sustainable urban future, elegantly packaged in a nostalgic yet forward-thinking design.









Hermès Sellier  
France  
DM/208 445  
28.05.2020

## "Cheval de fête" silk scarf Hermès

The *carré de soie* – Hermès' iconic silk scarf – is an enduring symbol of creativity, craftsmanship and elegance. Introduced in the 1930s, this precious square of fabric encapsulated the company's spirit. Initially sold in Hermès' Parisian boutiques, the scarves were sourced from Lyon, the heart of French silk production. Their success prompted Hermès to begin designing its own exclusive patterns, marking the beginning of a long-standing tradition of creating unique, artistic scarves that resonate with customers around the world.

From the outset, Hermès worked with talented designers to develop a graphic language deeply connected to its equestrian heritage. Over the years, more than 300 artists from around the globe have contributed their individual vision to the collection. One, Jan Bajtlik, reinterpreted the equine theme with his joyful *Cheval de Fête* (Celebration Horse) for the Spring/Summer 2021 collection, continuing the legacy of bold, imaginative designs.

Today, the *carré de soie* is not just a scarf - it is a timeless object that celebrates the rich history of Hermès and the boundless creativity that defines it.



## PET bottle

### DeeTwelve Technologies

Oladayo Matthew Faniran, the innovative mind behind DeeTwelve Technologies, developed a PET bottle design featuring a built-in L-shaped straw. The design eliminates the need to tilt the bottle, allowing users to enjoy their drink more conveniently and without spills.

DeeTwelve Technologies, a packaging solutions company incorporated in Nigeria, specializes in creating packaging designs for the food and beverage industry. Their PET bottle designs have garnered attention for their functionality and appeal. According to Faniran, beverage manufacturers using their packaging saw an increase in sales of at least 20 per cent within the first quarter of adoption, which shows that thoughtful design can enhance consumer experience and drive business growth.

Although from Nigeria, which is not yet a member of the Hague System, Faniran was able to protect his design internationally through the Hague System in Ghana, a member country, where he has his domicile. Indeed, the Hague System enables individuals or entities with a domicile, nationality or commercial establishment in a Contracting Party to file for international protection. This way, Faniran secured global protection for his bottle design and expanded his market reach, demonstrating how the Hague System offers an efficient and cost-effective solution for inventors from non-member countries to safeguard their creations worldwide.







# Neomano smart glove

## Neofect

The *Neomano* smart glove from Neofect was developed to address a persistent challenge in neurological rehabilitation: how to maintain patient motivation during prolonged, repetitive recovery exercises. Traditional therapy routines can be monotonous, often leading to poor adherence, particularly for stroke patients, whose progress depends on consistency. The design team at Neofect set out to change this by rethinking the format and the function of the rehabilitation tool itself.

The result was a wearable device that integrates smart sensors with interactive software, transforming movement into immediate feedback and therapy into play. The glove is built from soft, flexible silicone that adapts to different hand sizes, with the electronics discreetly arranged to support, rather than restrict movement. A small battery positioned on the wrist reduces hand interference, a detail that emerged from close study of how patients move during therapy sessions.

Crucially, the designers also accounted for use in clinical settings. The inner surface of the glove can be removed and sanitized with alcohol – an essential feature in large hospitals where hygiene is non-negotiable.

By balancing functionality, comfort and clinical practicality, the *Neomano* smart glove illustrates how thoughtful design can reshape the recovery experience, making it not only more effective, but also more human.

# WS250 stand-up snowmobile

## Widescape

In the late 1990s, inspired by a snow scooter seen in a magazine, a young inventor and his mechanic father built a motorized prototype that would eventually redefine winter mobility. That early creation sparked the development of a groundbreaking new vehicle.

By 2018, Widescape had been established to bring that vision to life and, with the help of a design firm of former powersports experts, develop the *WS250*, the world's first stand-up snowmobile. A key feature of the *WS250* is its closed cabin architecture for the engine compartment, which seals out melted snow and moisture, ensuring reliable performance even in deep powder.

The *WS250* combines sleek aesthetics with rugged functionality. Its lightweight, compact design is optimized for off-trail exploration, delivering an immersive and highly active riding experience. The engineering focuses on practical performance tailored to real-world conditions.

This machine represents a bold fusion of athleticism and outdoor freedom, standing out as a unique and purpose-driven innovation in the world of powersports.







**Timofei Nakonechnyi**

Kyrgyzstan

DM/212 513

25.12.2020

## Lid handles Kluger Koch

These lid handles, developed by Kyrgyz entrepreneur Timofei Nakonechnyi, reinterpret traditional architectural forms as functional kitchenware. Inspired by the yurt – a circular, portable dwelling used by nomadic communities across Central Asia – the designs echo the *tunduk*, the crown-like structure at the yurt's apex. More than just a building element, the *tunduk* symbolizes unity, home and the cyclical nature of life, embodying a deep connection to hospitality and harmony with the natural world.

Those references are not merely decorative. The handles translate structural features of the yurt into forms that are stable, tactile and visually distinctive. Across the series, comprising 13 designs, subtle variations in contour and proportion offer different ergonomic and stylistic options, while maintaining a consistent cultural reference.

Marketed under the brand name Kluger Koch, the designs reflect a commitment to combining utility with heritage. They are resonating in Central Asia and beyond, demonstrating how design rooted in tradition can speak to contemporary sensibilities globally.



# Scuba Hoodie

## Lululemon

The *Scuba Hoodie* is one of lululemon's most iconic and globally recognized designs, identifiable by its curved seaming, a feature that has become synonymous with the brand's aesthetic. Building on the success of the original hoodie, a longtime favorite in lululemon's community, the *Scuba Hoodie* has been reimagined to appeal to a younger, trend-conscious audience.

Key design elements include a sculpted hood with a chin guard, curved seams that shape the silhouette and mixed rib paneling that provides structure and ease of movement. Functional elements – like thumbholes to keep sleeves in place and a discreet hair tie built into the zipper pull – reflect attention to daily use, while tonal embroidered logos keep branding minimal.

Founded in Vancouver in 1998, lululemon creates technical apparel for yoga, running, training and everyday wear. The *Scuba Hoodie* embodies that intersection of performance and versatility. Originally conceived as post-practice outerwear, it has grown into a wardrobe essential to be worn in a wide range of settings and lifestyles.







LG Electronics Inc.  
Republic of Korea  
DM/213 442  
16.03.2021

## StanbyME display screen LG Electronics

The LG *StanbyME* is a wireless, portable screen designed to meet the evolving needs of modern life, where work, entertainment and communication can happen anywhere, not just at a desk or on a couch. It responds to a generation that values freedom of movement and seamless integration between devices and daily routines.

More than a traditional TV or tablet, *StanbyME* is a 27-inch display mounted on a height-adjustable stand with hidden wheels and a built-in battery. It can be rolled from room to room, offering up to three hours of unplugged use. Whether used for streaming a movie in bed, following a recipe in the kitchen, attending a video call or reviewing documents in a home office, it adapts to the moment.

The screen rotates to a vertical position for browsing mobile-style content and is touch-enabled, allowing users to scroll through videos, select content and navigate apps with ease. A multi-angle swivel and height adjustment ensure comfort in any posture or setting.

*StanbyME* embodies LG's user-centered design philosophy: breaking away from fixed, wall-mounted displays to offer a more personal and dynamic way of engaging with content. By merging mobility, versatility and interactivity, it redefines what a screen can be in the context of modern living.



# DSH 600-22 cut-off saw

## Hilti

The *DSH 600-22* is a compact, battery-powered, cut-off saw built for demanding construction sites. Designed to cut through materials such as metal, concrete, tile, stone, brick, blockwork and asphalt, it replaces traditional gas-powered tools with a cleaner, more efficient solution.

An easy-start system and robust, cordless design offer convenience and reliability. Inspired by motorcycle engineering, its decoupled handles reduce vibration, improving control and minimizing user fatigue. A protective cage shields essential components, enhancing durability and safety in harsh working conditions.

Unlike gas saws, the *DSH 600-22* produces no direct emissions and generates significantly less noise, making it better suited for indoor work or noise-sensitive environments. Despite the shift to battery power, it maintains cutting performance and depth, ensuring productivity without compromise.

Developed by Hilti, a global leader in construction technology, the *DSH 600-22* reflects a broader move toward safer, smarter and more sustainable tools. Its ergonomic build, powerful performance and reduced environmental impact make it a forward-thinking choice for modern jobsites.





# Motorcycle muffler

## Akrapovič Racing

This muffler was developed for the off-road motorcycle segment, an arena shaped by increasingly stringent technical specifications and environmental standards. The concept was brought to life by Akrapovič, the Slovenian company founded in 1990 by former motorcycle racer Igor Akrapovič. Renowned for its high-performance exhaust systems, the company has built a global reputation for combining engineering precision with refined craftsmanship.

For racing in open natural environments, acoustic control has become a key design challenge. Akrapovič's engineering team set out to develop a system that satisfies evolving sound limits while preserving the essential characteristics of the brand: high power output, mechanical durability, and lightweight construction. The outcome is a technically advanced, visually distinctive muffler. Its sculpted surfaces and discreet logo integration set a new standard in appearance and performance.

By leveraging the Hague System, Akrapovič ensures that its innovation is effectively protected across markets throughout the product's lifecycle: from early development through commercial release and on to market presence. That, in turn, reinforces the company's commitment to quality, design and global competitiveness in the motorcycle industry.

# TITAN Evo chair

## Secretlab

The Secretlab *TITAN Evo* establishes a new benchmark in ergonomic seating, engineered for the demands of extended desk sessions that define modern work and leisure. As professionals and enthusiasts alike spend hours at their desks, whether competing in virtual worlds, pursuing creative work or navigating back-to-back remote meetings, Secretlab has reimagined sitting comfort. Drawing on feedback from more than three million users and insights from ergonomic research, the *TITAN Evo* is designed to adapt to the body in motion, not just support it at rest.

Rather than enforcing a single, “correct” posture, the chair encourages frequent shifts in position. Its integrated four-way lumbar system adjusts dynamically to different spinal curves, while a gently sloping seat base supports a variety of seated angles. From the sculpted backrest to the magnetic memory foam head pillow, every element works in concert to promote long-term comfort.

Validated by a panel of medical and ergonomic experts, the *TITAN Evo*'s design is grounded in science and refined through extensive real-world testing. Each curve, adjustment and material choice contributes to a seating experience that supports movement, reduces strain and enhances focus. Secretlab's proprietary design reflects a holistic approach to sitting, offering users an ergonomic solution that is as intelligent as it is intuitive.





## Al Rihla ball

adidas

In 2022, adidas unveiled *Al Rihla* (“the journey” in Arabic) as the official ball of the FIFA World Cup Qatar™. It marked the brand’s 14<sup>th</sup> consecutive world cup ball and stood out as one of the most advanced ever produced.

Visually, *Al Rihla* celebrated the culture and colors of its host nation. Flowing lines in blue, red and yellow evoked Qatar’s desert landscapes, traditional Dhow boats and national flag, all set against a shimmering pearlescent base. The design conveyed motion and energy, echoing the dynamism of the modern game.

Beneath its exterior, the ball pushed the limits of performance and precision. Its seamless, thermally bonded shell was made up of 20 polyurethane panels, textured with intricate macro- and micro-patterns. This “speedshell” surface optimized aerodynamics, enhancing flight stability and controlled swerve – critical qualities for elite-level play.

Inside, adidas introduced connected ball technology with a suspended inertial measurement unit at the ball’s core. This sensor delivered real-time data to the video assistant referee, supporting faster and more accurate decision-making on the pitch.

Sustainability was also central to the design. *Al Rihla* was the first World Cup match ball produced using only water-based inks and adhesives, proof that innovation and responsibility can go hand in hand.

# MFC-L2860DW laser printer

## Brother

The *MFC-L2860DW* is a monochrome laser printer designed for the evolving needs of today's work environments. It combines compact engineering, intuitive operation and a sustainable print service model. Its clean, space-efficient form makes it ideal for telecommuting setups, home offices and small professional workgroups.

Focused design refinements enhance usability and workflow. A simplified control panel improves user interaction without compromising functionality, while the widened paper output area increases document visibility and ease of access. Despite its compact footprint, the printer delivers solid performance and integrates smoothly with mobile apps, supporting remote printing, scanning to mobile devices and real-time monitoring for flexible, mobile workstyles.

Sustainability is embedded in the user experience. Each toner cartridge includes an integrated circuit chip that monitors toner levels and automatically initiates delivery of a replacement when needed. Used cartridges are collected at no extra cost, using the original packaging, and are refilled at regional facilities before being redistributed – closing the loop in a resource-efficient cycle.

Recipient of the *iF Design Award*, the *MFC-L2860DW* exemplifies how well-executed, eco-conscious design can transform an everyday device into a more intelligent, responsible and adaptable tool for modern work.





Anatolii Burbeza

Ukraine

DM/217 913

24.11.2021

## SteelDrop caravan

### Lifestylecamper

The *SteelDrop* caravan by Lifestylecamper reimagines a classic design for the modern age. Inspired by the iconic teardrop silhouette of mid-20<sup>th</sup>-century travel, it brings timeless form into dialogue with contemporary function, offering compact freedom for those who value autonomy, mobility and thoughtful design.

Handcrafted in Kyiv, Ukraine, the *SteelDrop* is built with a distinctive retro profile and a durable steel body that marries resilience with style. Despite its size, it offers surprising versatility. Customers can tailor their caravan with a wide range of features – from solar panels and integrated heating to outdoor showers – to make each unit a personalized travel companion. Whether for weekend escapes or extended road journeys, the *SteelDrop* is designed to support independent living with ease and comfort.

Its appeal aligns with a growing cultural movement toward minimalism and self-sufficiency. As more people seek alternatives to conventional travel and infrastructure, the *SteelDrop* offers a refined solution that prioritizes freedom without compromising functionality.

Lifestylecamper relies on the Hague System to protect the *SteelDrop's* distinctive design across markets. International registration safeguards the brand's creative integrity as the company continues to grow and inspire a new generation of travelers.

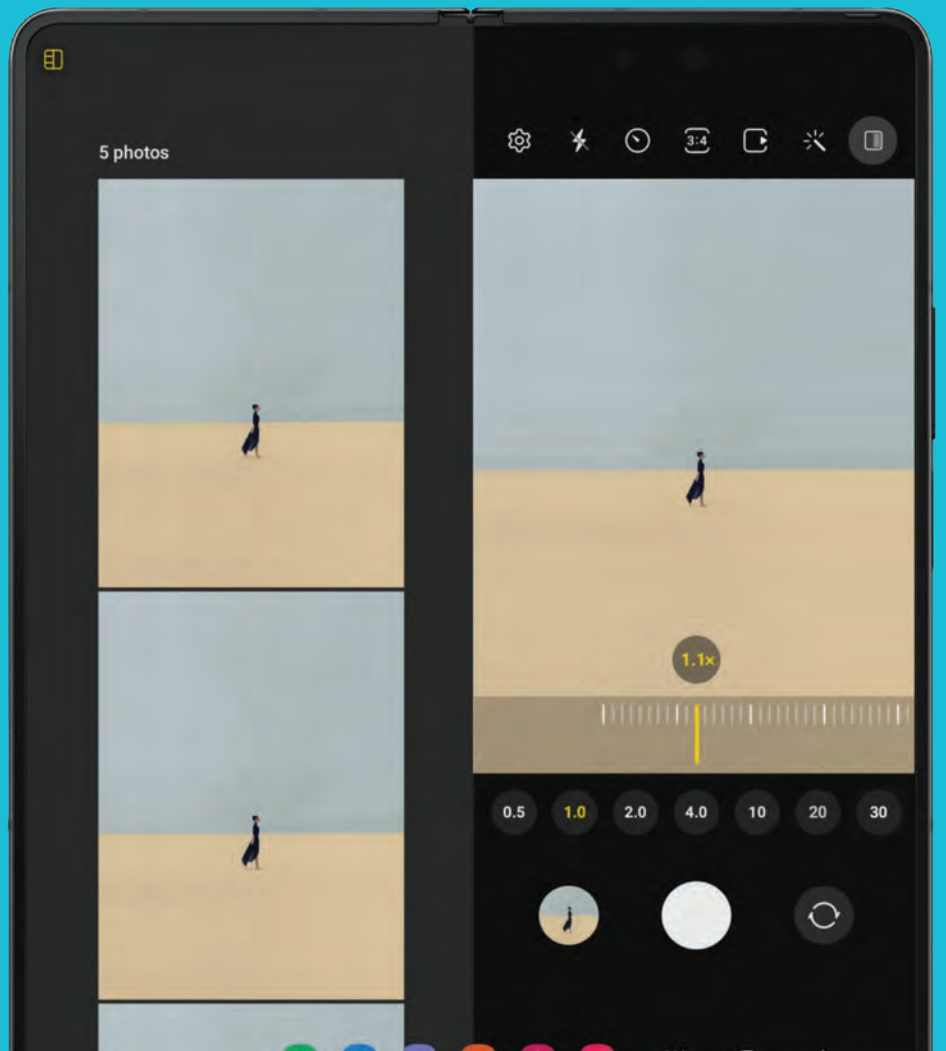
# Galaxy graphical user interface

Samsung

This design is a graphical user interface for Samsung's *Galaxy Z Fold4*, showing how images are displayed in a flowing sequence as they are captured in camera mode. Tailored to the *Fold4*'s unique foldable screen, the interface allows users to scroll effortlessly through a visual timeline of photos. Each image appears instantly, creating a smooth, intuitive experience that keeps users engaged in the moment. The result is an enhanced approach to mobile photography: seamless, dynamic and fully integrated with the device's form.

Graphical user interfaces are the visual layer through which people interact with digital devices. Comprising icons, buttons and menus, they enable users to navigate technology through touch, clicks or gestures. From smartphones to smartwatches, they are designed for ease of use and visual clarity, shaping how we connect, work and play.

As screens play an increasingly central role in our daily lives, graphical user interfaces have become essential to product identity – and their protection is more important than ever. Under the Hague System, the number of registered graphical user interface designs is growing rapidly, reflecting their value in the digital economy. Samsung Electronics leads this movement as the top filer, defining new standards in interface design.





## **Puzzle educational toy** Keymaster

The Keymaster puzzle is not just an educational toy; it is a modern reinterpretation of an ancient Mongolian artifact believed to date back more than 2,500 years to the era of the Hun Empire. Although similar objects have been found in Hungarian archaeological digs and a popular version exists in China, Khatanbaatar Khandsuren, the puzzle's creator, believes that its true origins lie deeply rooted in the cultural and intellectual history of Mongolia.

Founder of the Mongolian Intellectual Academy, which promotes cognitive development through games and educational initiatives, Khandsuren saw an opportunity to transform a historical object into a tool for learning and competition. Passionate about mind sports, he developed 17 variations before finalizing the current design, which is available in versions with 5, 7 or 9 rings, each offering a unique level of challenge. The result is a puzzle that is simple to learn but rich in mental challenge, testing logic, memory and concentration.

Today, the puzzle is the centerpiece of national tournaments across Mongolia. It is currently sold only on the domestic market but its growing popularity reflects ambitions for global reach. Beyond a simple pastime, the Keymaster puzzle is a celebration of cultural continuity and intellectual curiosity, a timeless challenge designed to engage minds across generations and borders.

# Galaxy Z Fold4

## Samsung

In a world of fleeting trends and rapid innovation, Samsung's *Galaxy Z Flip4* and *Galaxy Z Fold4* represent a shift from novelty to meaningful refinement. Rather than pursuing change for its own sake, these foldable smartphones reflect an evolving design philosophy where form, function and user experience are honed with meticulous precision.

The *Galaxy Z Fold4* introduces a more compact silhouette with a slimmer hinge and optimized screen ratio, designed to shift between work and everyday use - offering a tablet-like display for multitasking when unfolded, and a pocket-sized form when close. The *Z Flip4*, with its sleek, straight-edged profile, focusses on delivering a full-screen experience within a minimal footprint. In both devices, craftsmanship is evident not in excess but in restraint: reduced decoration, tighter integration and an ergonomic grip that responds to everyday use.

This thoughtful approach to design reflects Samsung's broader commitment to purposeful innovation, where technology is not just advanced but evolves intelligently. By reimagining the user experience and setting new standards for mobile form factors, Samsung continues to lead the foldable category - not only as a manufacturer, but as a visionary shaping the future of personal technology.







Robopac S. P. A.

San Marino

DM/224 745

03.11.2022

## INTEGRA automatic guided vehicle

Robopac

*INTEGRA* is an automatic guided vehicle designed to move pallets efficiently and safely in factories and warehouses. Developed by Robopac, a global leader in packaging and automation solutions, *INTEGRA* stands out for its technical performance and the story behind its form.

The concept was born during a casual coffee break: a spontaneous exchange between engineers and designers sparked a shared ambition: to create a machine that would go beyond functionality. The goal was to give the vehicle a sinuous shape, softening the boundaries between humans and machines. *INTEGRA* would not simply be a tool, but a working companion: efficient, compact and visually approachable.

The result is a laser-guided vehicle with smooth, rounded lines and a compact profile. Its covering forks recall the design of an electric pallet truck, discreetly enclosing the rear wheels when lowered. Despite its minimal footprint, it can carry loads of up to 1,500 kg and navigate confined spaces with agility and control.





Mercedes-Benz Group AG

Germany  
DM/225 514  
30.11.2022

## G-Class EQ Mercedes-Benz

For more than four decades, the *G-Class* has stood as a symbol of uncompromising performance and unmistakable design. Originally developed as a rugged off-road vehicle (*Geländewagen* in German), it has become a global design icon, revered as much for its bold silhouette as for its capability. With the EQ (electric quotient) model, the *G-Class* entered a new chapter, reimagined with fully electric power while staying true to its storied legacy.

Preserving the character of the original was essential for the Mercedes-Benz design team. They approached electrification with precision, integrating subtle aerodynamic enhancements to improve efficiency without compromising the vehicle's instantly recognizable form. The result is a *G-Class* that is visually faithful to the original, yet confidently futuristic.

Signature updates include a redesigned front hood with a more pronounced profile, newly integrated air curtains in the rear wheel arches, and a distinctive electric front design that signals innovation while honoring tradition. Those carefully calibrated changes retain the vehicle's iconic stance while introducing a new visual language for electric mobility.





## GO washing machine Vestel

The Vestel *GO* washing machine reimagines home appliance design through intelligent automation and streamlined user experience. Conceived by Vestel's in-house design team, *GO* radically simplifies the traditional laundry experience. Its minimalist form, stripped of knobs and clutter, is centered on a bold, circular door and two context-aware touch buttons. When inactive, the interface disappears, allowing the machine to blend into its environment with quiet elegance.

At the heart of *GO* is an AI-powered system that detects fabric type, color, load size and dirt level in real time. It autonomously selects the most efficient wash cycle, optimizing water and energy use without compromising performance. This intelligent functionality, combined with an intuitive interface, has earned *GO* many international design awards and made it a touchstone in sustainable appliance design.

*GO* exemplifies Vestel's broader design philosophy: to make everyday technology intuitive, efficient and appealing. As Türkiye's top filer under the Hague System, Vestel has long recognized that safeguarding design is key to staying competitive in global markets. The success of *GO*, a product in which engineering, design and human needs converge, is the result.



# CalmSpine™ workstation

## Gaálhab

*CalmSpine™* reinterprets the modern workstation through the lens of personal experience. Developed by Hungarian design studio Gaálhab, the project originated from a designer's need to address chronic back pain. That led to a rethinking of how furniture can support the body and mind during long hours of work. Instead of following the traditional desk-and-chair model, *CalmSpine™* introduces a compact, integrated structure tailored to contemporary needs.

The design responds to the broader shift in work culture shaped by the post-COVID era, in which domestic and hybrid workspaces have become central. *CalmSpine™* consists of two interconnected components: a curved, cantilevered desk arm and a sculptured seat. Together, they form a single silhouette anchored by a floating base. The design focuses on visual coherence and simplicity, with built-in actuators, cabling and ports hidden from view to maintain an uncluttered surface and emphasize the overall geometry.

Gaálhab works in custom fabrication, architecture and product design. With *CalmSpine™*, the studio explores how form and function can respond to changing work habits, offering a refined alternative to conventional office furniture.





XDeep SP. Z. O. O. SP. K.

Poland

DM/227 317

19.01.2023

## Sidewinder closed-circuit rebreather

Xdeep



The XDeep *Sidewinder* is a closed-circuit rebreather (CCR) designed for side-mount diving, a configuration favored by divers exploring caves, wrecks and other confined spaces. Unlike traditional scuba gear, a CCR recycles breathing gas, allowing for silent, bubble-free diving with improved buoyancy control and minimal environmental disturbance.

Originally developed to support a disabled military veteran using diving as therapy, the *Sidewinder* quickly gained wider interest. Its compact, lightweight form and intuitive setup made it attractive to technical divers, despite relying on standard components that limited performance.

To unlock its full potential, XDeep reengineered the system from scratch, merging simplicity with advanced, purpose-built features: a cross-flow CO<sub>2</sub> scrubber for efficient gas processing, a sealed oxygen sensor system for durability, and a self-cleaning filter to protect the precision oxygen injection mechanism. Those solutions address the specific challenges of side-mounted rebreathers, rather than adapting parts from other systems.

Every aspect of the design serves a function. Its modular layout, streamlined shape and low profile enhance safety, comfort and trim in demanding environments. With no unnecessary features, the *Sidewinder's* form is dictated by the realities of deep and technical diving.

# Illuminated Christmas elf

## Fotodiastasi

Fotodiastasi's illuminated Christmas elf is part of the company's seasonal collection of sculptural light installations. Designed for public and commercial spaces, such as city centers, shopping malls, stadiums and airports, the elf combines a lightweight aluminum frame with rope lights, strip lights and translucent materials such as plexiglass. Like all Fotodiastasi creations, it is fully recyclable and designed to work day and night: eye-catching in form and color by day, and transformed into a luminous feature after dark.

Weather-resistant and easy to install, the elf balances whimsy with structural durability. Its posture and scale are designed to invite interaction without overwhelming its surroundings, reflecting Fotodiastasi's broader aim of "bringing fairy tales to life" through light.

Founded in Greece in 1987, family-owned Fotodiastasi specializes in custom-designed installations that respond to the cultural and visual context of each location. Their work is seen worldwide and is often adapted in size, palette or materials to reflect local identity.

The company is also Greece's leading filer of international design applications under the Hague System, utilizing that framework to protect and promote its designs in markets worldwide.





## X-ble Waist

### Hyundai

Hyundai's *X-ble Waist* is a robotic exoskeleton designed to reduce strain on workers' lower back when they are engaged in lifting tasks. Developed by Hyundai Motor Group's Robotics Lab, the device augments core strength to help prevent musculoskeletal injury, one of the most common risks in industrial environments.

Designed with real-world complexity in mind, *X-ble Waist* responds not only to physical needs but also to the visual and practical demands of factory and warehouse settings. Those spaces are often filled with brightly colored signage, floor markings and barriers. To minimize visual interference, the device has a "hidden" aesthetic: black tones and matte finishes unify the appearance of mesh fabric, carbon fiber, aluminum and high-strength plastics, allowing it to visually recede when worn.

Ease of use is central to the design. Instead of a mechanical or medical appearance, *X-ble Waist* takes its cues from workwear. Its textile-based interface and lightweight construction make it intuitive to put on and remove, encouraging daily use without disrupting routines.

*X-ble Waist* is undergoing field testing and future versions will be shaped by workers' feedback. It reflects Hyundai's broader vision of robotics as an unobtrusive extension of human capability.

# Xiaomi MIX Fold 2

## Xiaomi

When it launched, the *Xiaomi MIX Fold 2* redefined foldable smartphone design. Measuring just 5.4 mm when unfolded, it was the thinnest and lightest device in its class, delivering technical precision with an emphasis on comfort, usability and refined aesthetics.

The design balances minimalism with dynamic flow. Sleek, continuous lines emphasize structural clarity, while Xiaomi's disciplined approach brings coherence to a complex folding form. Unfolded, the *MIX Fold 2* reveals a generous 8-inch display that bridges smartphone and tablet functionality, supporting productivity and multitasking in a highly portable format.

Despite its ultra-slim profile, the folded device (only 11.2 mm thick) offers a full-featured external display, ensuring seamless use in both modes. Details are carefully optimized: camera lenses are arranged horizontally to enhance grip comfort, and the custom protective case incorporates a stepless hinge mount for adjustable viewing angles.

Material choices reflect tactile quality and long-term performance. The glass leather back provides a soft, stain-resistant surface with reduced environmental impact. Every unit, especially the hinge, undergoes durability testing to ensure a consistently smooth folding experience.









## Daroc® Reef marine habitat

### Underwater Gardens International

The Daroc® Reef, developed by Underwater Gardens International, is a marine habitat designed to restore underwater biodiversity and support the recovery of fragile ecosystems. Inspired by natural reef systems, it offers vital shelter, feeding areas and spawning grounds for marine life, from coral and algae to fish and invertebrates. As ocean habitats face growing threats from climate change and human activity, structures like Daroc® offer a lifeline for marine regeneration.

The reef's form was developed through a scientific approach to ecological design, combining marine biology with environmental engineering. By analyzing how underwater currents interact with natural surfaces, the design helps to reduce sediment build-up and encourages a steady flow of water. Those gentle currents distribute nutrients and oxygen, supporting coral growth and marine habitation. Tunnels, cavities and branching arms are integrated throughout the structure, offering complexity for sea life while also serving practical functions for transport and underwater installation.

Daroc® is 3D-printed in one continuous process without the need for support materials. Its sloped surfaces and textured finish multiply the available surface area, greatly improving the potential for coral attachment and species recovery. More than a reef, it is a living blueprint for ocean regeneration, where design, technology and biology converge to support the future of marine life.

# Array lighting collection

## Vibia

*Array* is a lighting collection that explores how light interacts with fine thread to create sculptural, spatial forms. Designed by Umut Yamac in collaboration with Spanish lighting brand Vibia, the series uses tightly stretched cords suspended between two aluminum rings to form lightweight, semi-transparent volumes in cylindrical and conical shapes.

Rather than simply illuminating a room, *Array* shapes how light is seen and experienced. A hidden light source inside the lower ring casts a soft downward glow and an upward wash of light. As the light passes through the layers of thread, it creates shifting visual effects that seem to move when the viewer changes position. Those effects play with perception, making the forms appear to shimmer or vibrate slightly.

The design references traditional textile techniques and contemporary minimalism. Although made of industrial materials, the collection's use of thread adds a tactile and ephemeral quality. The visual language balances structure and delicacy, volume and lightness.

Presented publicly for the first time in 2023, *Array* has since gained attention for its quiet but striking presence. It offers a thoughtful approach to lighting, one that transforms everyday materials into immersive spatial experiences.







# Versatile coffee machine

## Meama

The *Versatile* is a capsule-based coffee machine developed by Meama, a Georgian company that brings together design innovation, technology and coffee culture. Founded in 2016 and headquartered in Tbilisi, Meama specializes in pioneering solutions for home and office coffee consumption, including its own capsule systems and custom-designed machines.

The *Versatile* was conceived as a multifunctional appliance designed to challenge conventional notions of what a coffee machine should look and feel like. Departing from traditional design language, it features a soft-edged cubic form, tactile ridged textures and a concealed water tank - lending it a sculptural, domestic presence rather than a technical one. The control buttons are few, carefully placed and intuitive to use, reinforcing a quiet, understated aesthetic.

In terms of functionality, the *Versatile* supports a broad range of beverages through Meama's patented capsule system - espresso, filter coffee, tea, cocoa and even chilled drinks. Its ability to prepare both hot and cold beverages from a unified interface reflects a commitment to user flexibility, without sacrificing visual clarity or operational simplicity.

In 2024, the *Versatile* was honored at the prestigious Red Dot Design Awards, receiving the title of Best Product of the Year.

Pate Play Tech Ltd.

Bulgaria  
DM/233 384  
01.11.2023

## Phenom slot cabinet

### Pate Play Tech

The *Phenom* is a slot cabinet, the physical housing for gaming machines found in casinos and gaming halls. It contains the essential hardware and user interfaces, including screens, controls and audio systems, with which players interact during gameplay.

The *Phenom* is designed by Pate Play, a company that specializes in innovative gaming technology solutions. It combines a sleek, minimalist form with dynamic lighting to create engaging visual effects that enhance the gaming atmosphere without overpowering it. Its ergonomic shape prioritizes player comfort during extended sessions, and premium sound quality and customizable features deepen the immersive experience.

Built on a foundation of thorough research into player behavior, the *Phenom* adapts to diverse environments, from luxury casinos to smaller gaming venues, and balances style with practicality. Ease of maintenance ensures operational efficiency. By blending thoughtful engineering with contemporary design, the *Phenom* raises the standard for gaming hardware, meeting the evolving expectations of players and operators alike.







## VF3 VinFast

In a market increasingly dominated by large vehicles, the VinFast *VF3* offers a different perspective. This compact electric sport utility vehicle (SUV) is built for cities, responding to the spatial and environmental challenges posed by contemporary urban life.

The *VF3*'s minimalist, boxy form is a deliberate choice that prioritizes function. Despite its small size, it accommodates four passengers and provides a surprisingly generous cargo area. Its slightly raised body and clean, geometric lines contribute to a look that balances practicality with a distinctive presence on the road.

Designed for efficiency and simplicity, the *VF3* features a lightweight frame and electric drivetrain that reduce energy consumption without compromising usability. With fast-charging capability and a practical range, it meets the needs of daily commuting with ease.

Rather than competing on size or luxury, the *VF3* presents a different set of values: efficiency, adaptability and thoughtful design. It responds to a growing demand for vehicles that fit into the city rather than dominate it, offering a more balanced approach to everyday transport.





wowWood Kft.

Hungary

DM/235 558

22.11.2023

## Sun lounger

wowWood

The wowWood sun lounger reconsiders what outdoor furniture can be by focusing on appearance *and* use. In a market where visual impact often overshadows practicality, wowWood shifts attention to the interaction between object and user, without compromising on aesthetic clarity.

The design begins with function: a place to rest, store belongings, charge devices and stay comfortable over time. Those needs are not treated as afterthoughts, but as integral to the structure itself. USB ports, wireless charging, ambient lighting, cup holders with drainage and discreet storage are all built into the wooden frame. The result is a piece that feels quiet and composed, even as it supports multiple layers of activity.

Based in Hungary, wowWood positions itself at the intersection of craft, technology and outdoor living. Its approach emphasizes refinement, considering how materials, proportions and details can work together to quietly enhance everyday experience. Many luxury loungers elevate form above function, but wowWood takes the opposite route: asking what outdoor relaxation truly requires, and how design can meet those needs with restraint and clarity.



# Brikka coffee-maker

## Bialetti

The *Brikka* coffee-maker reinterprets one of Bialetti's most iconic elements – the octagon. Emblematic of balance and functionality, this timeless shape is deeply rooted in Italian design history. In this modern iteration, the octagon has been updated with a refined synthesis of angles and curves, creating a design that is at once contemporary and true to the brand's signature identity.

Harmonizing form and performance, the *Brikka's* optimized geometry enhances its visual appeal and efficiency. Clean, sharp lines emphasize the clarity of design while improving ergonomics and user experience. The smart design principles behind this thoughtful evolution simplify assembly and so streamline production.

Driven by Bialetti's commitment to innovation, the *Brikka* reflects the brand's rich heritage and philosophy, where design serves both beauty and function. The coffee-maker remains an icon of Italian coffee culture, balancing tradition with contemporary advancements.





## ASPRO electric paint sprayer Himbalt

Developed in-house by Himbalt and sold under the ASPRO brand, this electric paint sprayer is the result of more than 20 years of experience in construction equipment and of ongoing dialogue between engineers and professional painters. Guided by the principle that a tool should act as a trusted partner, ASPRO was designed to meet the demands of daily use.

Electric paint sprayers like ASPRO work by drawing paint from a container and using a high-pressure pump to atomize the liquid into a fine mist, which is then evenly applied to surfaces through a spray gun. That enables faster, more uniform coverage than is possible with traditional brushes or rollers and is ideal for large or complex surfaces.

ASPRO stands out for its compact form, intuitive operation and ease of maintenance. A low center of gravity ensures stability; quick-connect hoses reduce setup time; and an enhanced cooling system allows for continuous performance in tight or demanding environments. Unlike mass-market tools, it is engineered for durability, precision and reliability.

To support its international rollout, Himbalt secured protection for ASPRO's distinctive design through the Hague System, marking it not just as a functional tool but as a globally recognized solution for professional painters.



# Moon Pillow

## PTM Guard

The *Moon Pillow* by Pranamat is a compact acupressure pillow designed to provide targeted relief to the head, neck and shoulders. Evolving from the brand's well-known full-body massage mats, it reinterprets the signature lotus-shaped massage elements in a smaller, travel-friendly format.

Its crescent form, inspired by the natural curve of the moon, evokes cycles of rest and recovery. This shape allows it to conform comfortably to the upper body, offering support during short rest periods or moments of relaxation throughout the day.

As with other Pranamat products, the *Moon Pillow* is crafted with an emphasis on sustainability. It is made from natural linen, filled with buckwheat hulls, and features massage elements molded from recyclable plastic. The result is a product that prioritizes environmental responsibility and long-term durability.

The design of the *Moon Pillow* is protected under international design rights filed by PTM Guard, the intellectual property holding company affiliated with Pranamat's parent organization. While the lotus-shaped elements are covered by separate registrations, that specific protection applies to the overall form and structure of the pillow itself. Blending tactile comfort with therapeutic function, the *Moon Pillow* reflects Pranamat's continued commitment to accessible, body-led wellness design.







J. Carranca Redondo Lda

Portugal  
DM/236 804  
19.01.2024

## Bottle of Beirão liquor Beirão

*Licor Beirão*, affectionately known as “The Liqueur of Portugal”, has revealed a newly refined bottle design. It is the eighth iteration in a visual journey that began in 1929.

The silhouette is now noticeably more slender and upright, creating a more contemporary profile while improving transport efficiency and reducing environmental impact. The return to brown glass marks a respectful nod to the brand’s heritage, but also makes it possible to use a broader spectrum of recycled materials, merging past with purpose.

Design meets craftsmanship in the hand-tied red ribbon, a tactile detail that captures the brand’s human touch and has remained unchanged since the 1930s. The embossed signature of José Redondo, son of the founder, is integrated into the glass surface – a gesture of authorship and authenticity. The Lousã coat of arms, subtly positioned, grounds the bottle in its geographic identity.

Color is key: the vibrant yellow front label remains unmistakable, while the updated back label introduces clarity, digital access via a QR code and a refined presentation of the “perfect serving”. A subtle tree of hearts symbol, evoking a family tree, pays tribute to the brand’s generational legacy, reinforcing the values that have shaped *Licor Beirão* for nearly a century.



# Volvo FH Aero truck

## Volvo

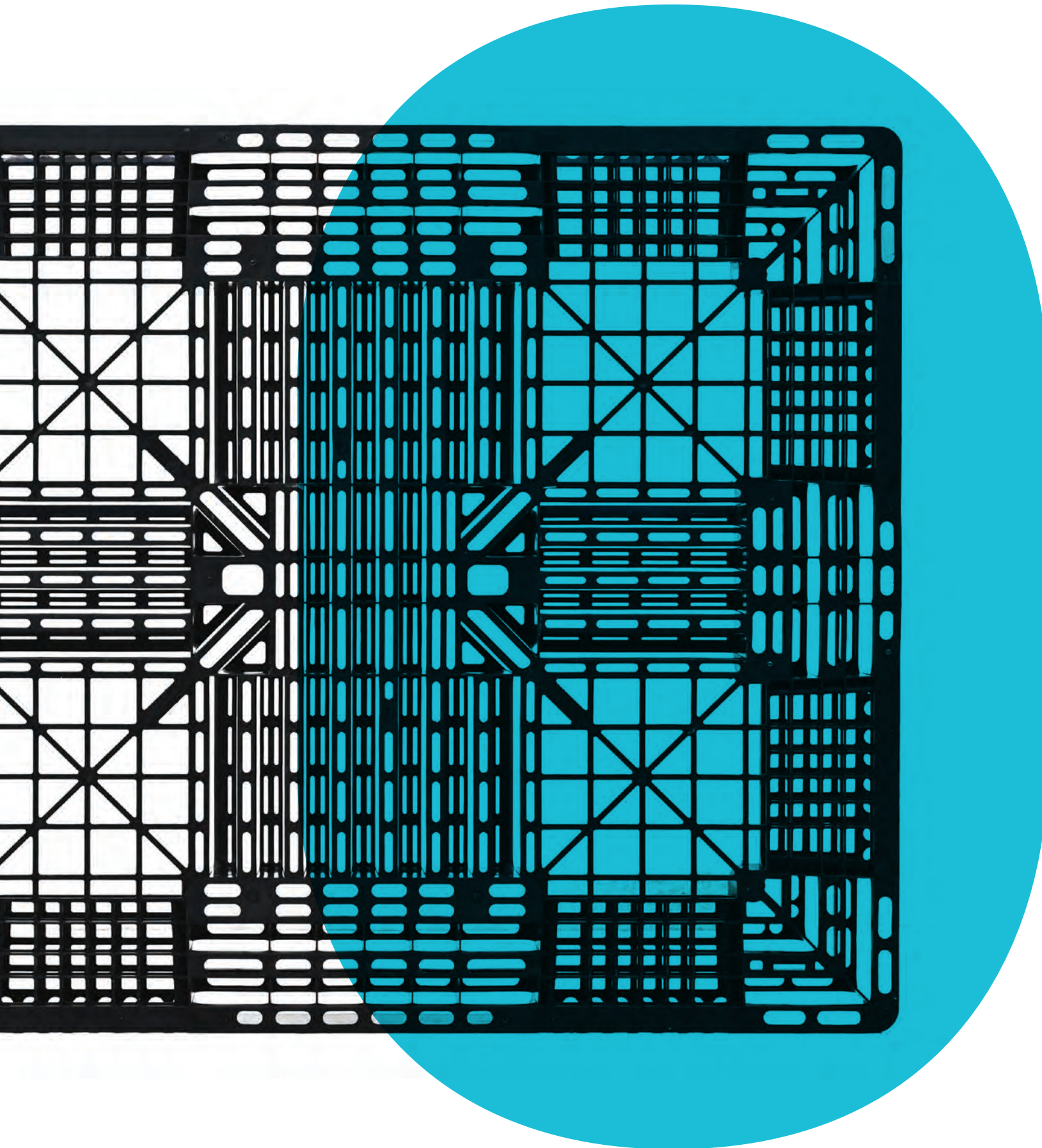
The Volvo *FH Aero* marks a milestone in Volvo Trucks' design journey: an aerodynamic long-haul truck shaped by new regulatory freedoms, technological progress and a commitment to sustainable transport. The "FH (Forward High)" designation refers to its cab-over-engine layout and elevated driver position, while "Aero" reflects its aerodynamic optimization.

When new regulations permitted a 239mm extension at the front, Volvo's designers seized the opportunity to reshape their flagship. Drawing inspiration from electric vehicles and high-speed trains, they created a softened, streamlined cab that minimizes drag and maximizes efficiency. A bold, horizontally split front face, V-shaped lighting, and Volvo's largest Iron Mark emblem lend the truck a distinct presence while guiding airflow.

Traditional mirrors were replaced by sleek camera "wings" that improve visibility and reduce wind resistance. Paired with energy-saving features such as regenerative braking and low-friction components, the aerodynamic profile delivers increased range and lower emissions across electric, gas and diesel models. Inside, the truck is designed around the needs of the long-haul driver, combining an ergonomic layout, intuitive digital interfaces and practical amenities to enhance comfort and control.







National Industrialization Company (TASNEE)

Saudi Arabia

DM/235 788

16.02.2024



## Lightweight plastic pallet

### National Industrialization Company (TASNEE)

The lightweight plastic pallet developed by the Saudi Arabian company National Industrialization Company offers a durable, cost-effective alternative to conventional wooden pallets used in petrochemical logistics. Made from recycled polypropylene, the design reflects a deliberate shift toward materials that are sustainable and better suited to harsh industrial conditions. Lighter than wood and resistant to moisture, chemicals and weather, the pallet addresses longstanding concerns about durability, hygiene and environmental impact.

Its development involved an iterative design process using simulation tools and physical prototyping to fine-tune the structure. Engineers focused on achieving an optimal load-to-weight ratio, ensuring that the pallet could handle heavy industrial demands while minimizing material use. The result is a form that performs reliably while supporting circular economy principles by reducing reliance on virgin resources and extending operational lifespan.

The design also holds a notable place in design protection history: it was the first international registration from Saudi Arabia published under the Hague System after the country's accession to the Hague Agreement in 2025. In a sector often seen as purely functional, it underscores the growing recognition of industrial design as both a strategic asset and a driver of innovation.

Mauricio Marquez

Brazil

DM/235 639

27.02.2024

## Ouriço armchair

Mauricio Marquez

The *Ouriço* armchair takes its name from the Brazilian word for hedgehog, reflected in its rounded, protective form. Its low, curved seat creates a sense of enclosure, while the solid walnut base, treated with natural wax, grounds the design with warmth and stability. The soft, textured upholstery contrasts subtly with the wood, blending comfort and simplicity.

Designed by Mauricio Marquez, the *Ouriço* embodies an approach rooted in nature and local tradition. Drawing inspiration from Brazilian landscapes and materials, Marquez crafts organic forms with careful attention to ergonomics and craftsmanship. The design avoids literal references, instead suggesting a connection to place through its shape and construction.

Made from locally sourced materials using artisanal techniques, the chair balances function with cultural expression. It prioritizes quiet presence and practical comfort, offering a design grounded in Brazilian heritage without overt symbolism.







Jani International PTE Ltd.

Singapore  
DM/239 366  
08.03.2024



## Tavo Maeve pet car seat Jani

The Tavo *Maeve* pet car seat sets a new standard in pet mobility by applying the rigor of child safety engineering to four-legged passengers. Developed by Jani International, the company behind the Tavo brand known for modern, safety-focused pet products, it reflects a broader cultural shift toward treating pets as full members of the family, deserving of the same care and protection during travel.

Shaped like a protective pod, the seat cradles a pet's body to minimize injury or excessive movement during sudden stops. It securely attaches to the vehicle, giving pet owners peace of mind and reducing driver distraction. Soft, impact-absorbing cushioning and memory foam side panels enhance comfort, while breathable fabrics and a built-in canopy keep pets calm and cool on the road.

Designed for ease of use, the *Maeve* installs quickly and is made from responsibly selected materials. Jani International's international design protection underlines its commitment to innovation and quality, meeting rising consumer demand for safer, more thoughtful pet travel solutions that prioritize animal welfare without compromising style or function.



# Agricultural robot

## Kubota

The Agri Concept is a fully electric, autonomous robot developed by Kubota as part of its futuristic vision for agriculture, where automation, AI and sustainability intersect to address critical challenges in food production and care for the environment.

Designed for a range of farming tasks, this innovative machine features six independent drive motors and a standard three-point hitch, enabling operations such as plowing and hauling. Unlike existing automated tractors, it does not require human visual supervision. Cameras and sensors allow for fully autonomous, safe operation, and a rapid charging system replenishes the battery from 10 per cent to 80 per cent in just six minutes, overcoming a key limitation of electric farm equipment.

The design places particular emphasis on human-machine interaction. Integrated exterior lighting and a clear front display communicate the machine's operational status to people nearby, ensuring safe integration into daily farm routines. Dual operation modes – autonomous and manual – make the transition to automation easier for a broad range of users.

Founded in 1890, Kubota has long been a leader in farm and industrial machinery. The Agri Concept reflects the company's evolving design philosophy, with a focus on smart, connected systems that enhance efficiency and sustainability in the farming sector and beyond.









## Aircraft tail pattern

### Croatia Airlines

An aircraft tail is more than a functional surface – it’s a canvas flying at 30,000 feet. For Croatia Airlines, the tail pattern serves as both signature and symbol, merging national identity with engineering precision. Redesigned by Ivana Ivanković, this fresh take on the airline’s classic checkerboard motif draws on Croatian heritage to create a contemporary emblem of motion, clarity and pride.

Inspired by the geometry of flight and the discipline of engineering, the surface pattern extends the logic of the new logotype, which also evokes a stylized aircraft tail, into a cohesive design system. Together, they reflect the airline’s values of safety, hospitality and technical excellence, while honoring the country’s national narrative.

This evolution respects tradition while embracing the future. Precision meets symbolism; structure meets spirit. Whether on the runway or soaring through the skies, the tail pattern ensures Croatia Airlines remains instantly recognizable, at home and abroad.

In industrial design, where identity and structure intersect, this aircraft tail demonstrates how surface can carry meaning, and how movement itself can become a form of national expression.

# HarmonyOS graphical user interface

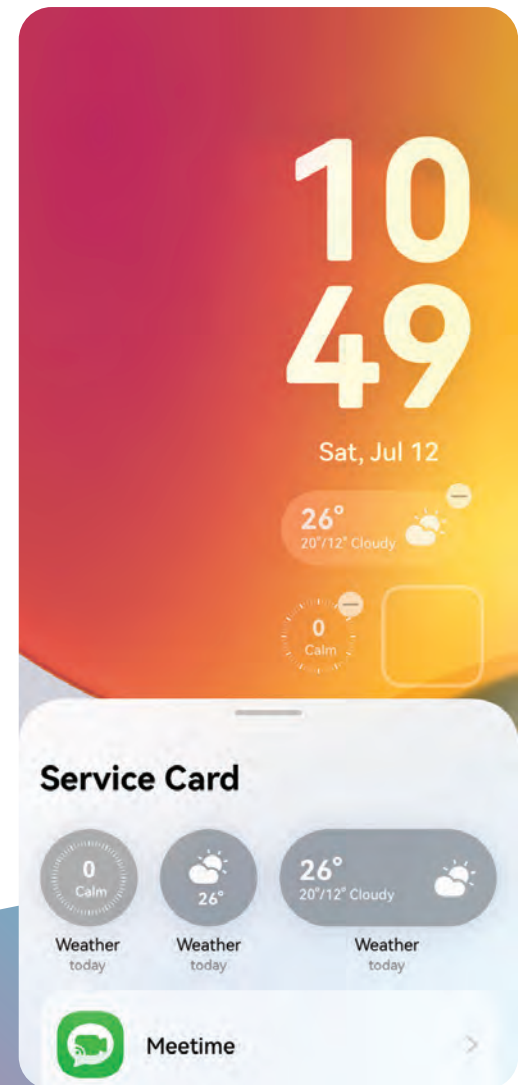
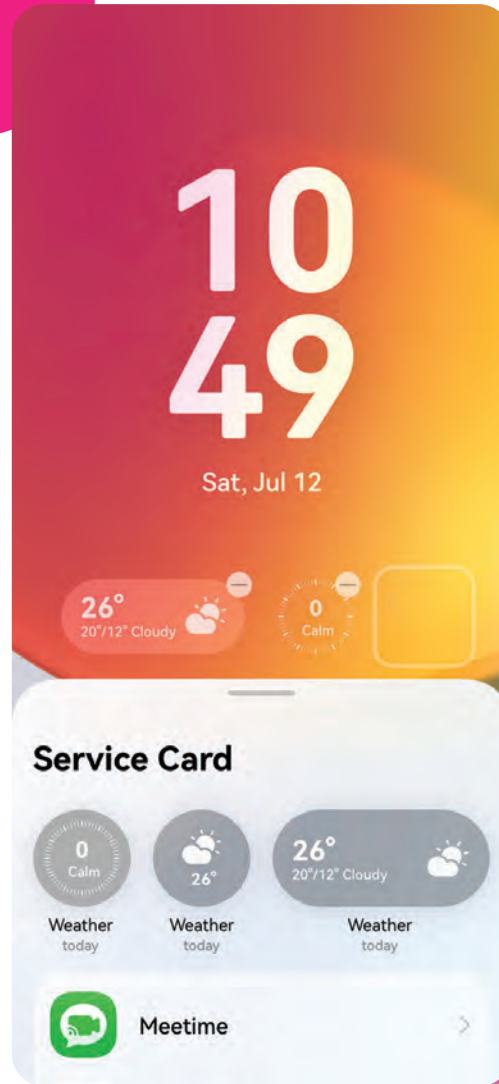
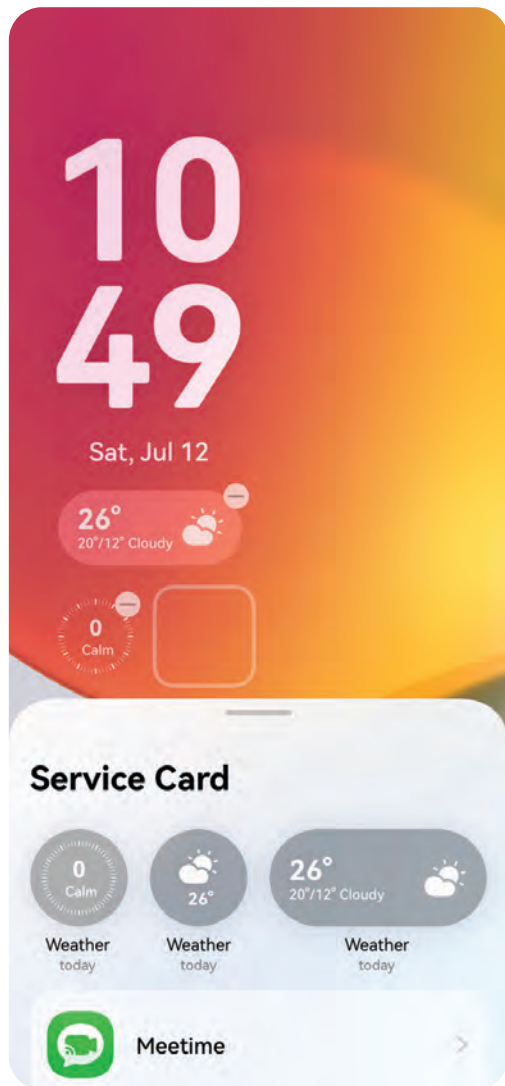
Huawei

This graphical user interface was developed to enhance the personalization options and adaptability of Huawei's *HarmonyOS* operating system, of which it functions as the visual and interactive layer. *HarmonyOS* is designed for smartphones, tablets, wearables and home devices. Its interface must therefore support touch interaction and adapt fluidly to varying screen sizes, orientations and usage contexts.

The design team explored multiple information architectures and interaction models. The result is a modular system that balances clarity with functionality, supporting horizontal and vertical operation. The aim was to create a unified experience that feels intuitive on any device.

A key innovation is the dynamic layout engine, which lets users tailor their home screen by resizing or rearranging widgets and panels. That structural flexibility supports deeper personalization without compromising consistency or ease of use.

As part of the broader *HarmonyOS* ecosystem, the interface lays the groundwork for future iterations, emphasizing not only usability, but also the users' freedom to shape their digital environment based on individual habits and preferences.





roborock

Roborock Design



Reactive AI

## Docking station for robotic vacuum cleaners

Roborock

This docking station is designed for Roborock's line of robotic vacuum cleaners, serving as a hub for recharging, automatic dust disposal and water management. It can store wastewater, refill the robot's water tank or connect directly to household plumbing for continuous operation. By automating those tasks, the station supports longer periods of autonomous cleaning, extending the robot's function beyond vacuuming to include mopping and routine maintenance.

To support those features while blending into home environments, it has a unibody construction. With no detachable outer parts, it forms a continuous, sculptural shell that emphasizes durability and simplifies assembly. Its surface is left uncoated – avoiding spray finishes – to reduce pollutant emissions during manufacturing, a decision aligned with broader efforts to make production more sustainable.

Founded in 2014, Roborock develops smart cleaning devices for domestic use, with a focus on robotic vacuum and mopping systems. The design of the docking station illustrates how supporting hardware is becoming increasingly important for home automation.







Anna Christina Rodrigues Moraes de Oliva Maya

Brazil

DM/241 902

01.11.2024

## Tondo Sofa

### Anna Maya Designs

The *Tondo Sofa* by Brazilian designer Anna Maya reinterprets historical references through a contemporary lens. Drawing inspiration from circular forms found in nature and the Renaissance *tondo* – a term for round works of art symbolizing unity and harmony – it reflects a dialogue between classical motifs and modern minimalism. The name itself echoes this duality, connecting artistic heritage with present-day design practice.

Defined by smooth, continuous curves, the *Tondo* resists the sharp angles typically associated with modernist furniture. Its form is sculptural yet restrained, aiming for a balance between visual presence and functional use. The sofa's rounded silhouette, combined with its attention to proportion and material finish, creates an object that feels intentional rather than ornamental.

Following the accession of Brazil to the Hague System in 2023, Anna Maya became the country's first designer to obtain an international registration. She has since registered several more of her designs, consolidating her place in the global design community. With the *Tondo Sofa*, she bridges past and future, merging artistic tradition with digital innovation to create a piece that resonates across generations.





Nunzio La Vecchia

Monaco

DM/244 241

20.11.2024

## QUANT eVTOL electric aircraft nanoFlowcell

The nanoFlowcell® *QUANT eVTOL* looks like it has flown straight out of the future. With its smooth, reflective surfaces, sculpted cockpit and four expansive ducted fans, it blends high-performance design with radical energy innovation. This experimental aircraft lifts off and lands vertically and is engineered for quiet, all-electric flight. Its compact form is tailored for urban air mobility.

Beneath its futuristic shell lies bi-ION®, a revolutionary saltwater-based energy fluid. Developed by nanoFlowcell, it powers a flow cell system that generates electricity on demand, rather than storing it like a traditional battery. That enables rapid refueling, eliminates fire risk and supports a sleeker, lighter structure.

The QUANT eVTOL is a prototype. Every element of its design, from the curved glass-like canopy to the refinement of its lines, reflects a vision for cleaner, safer and more intelligent flight.

The aircraft is part of nanoFlowcell's broader mission to rethink mobility. It combines sustainability with cutting-edge form, offering a glimpse of what tomorrow's skies may look like.



# Botanicals collection

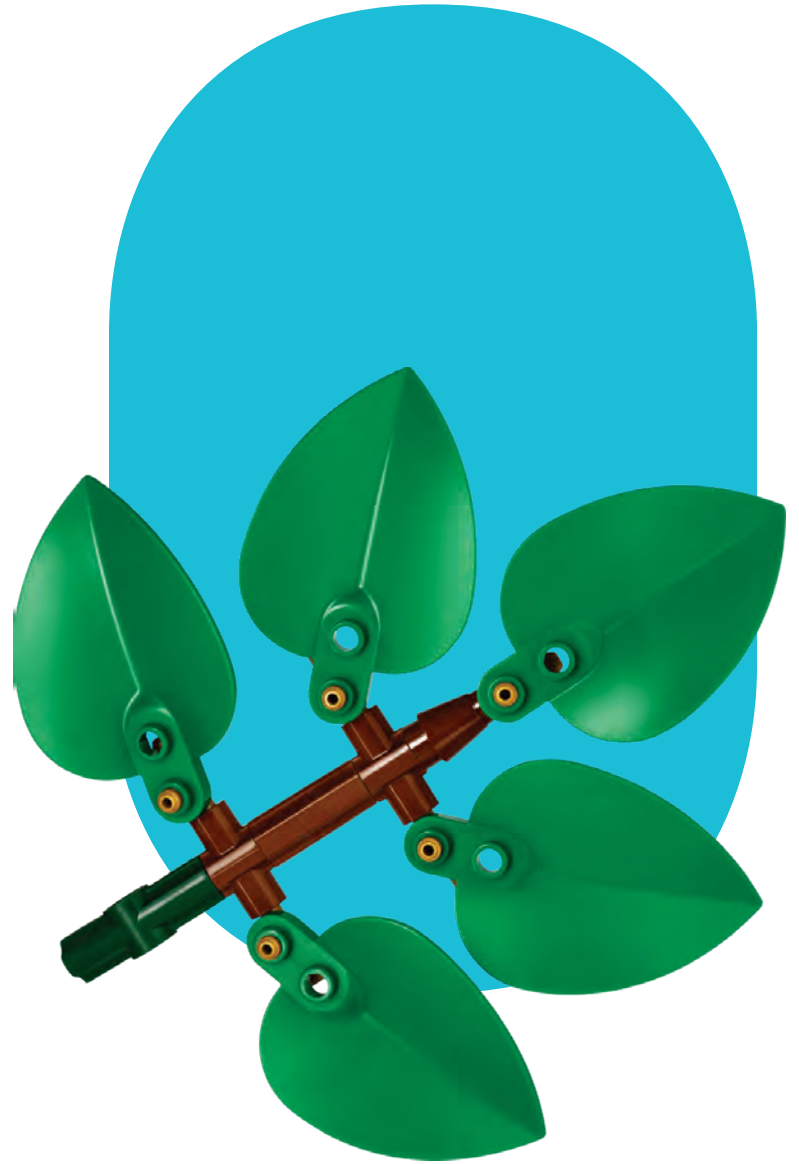
## The LEGO Group

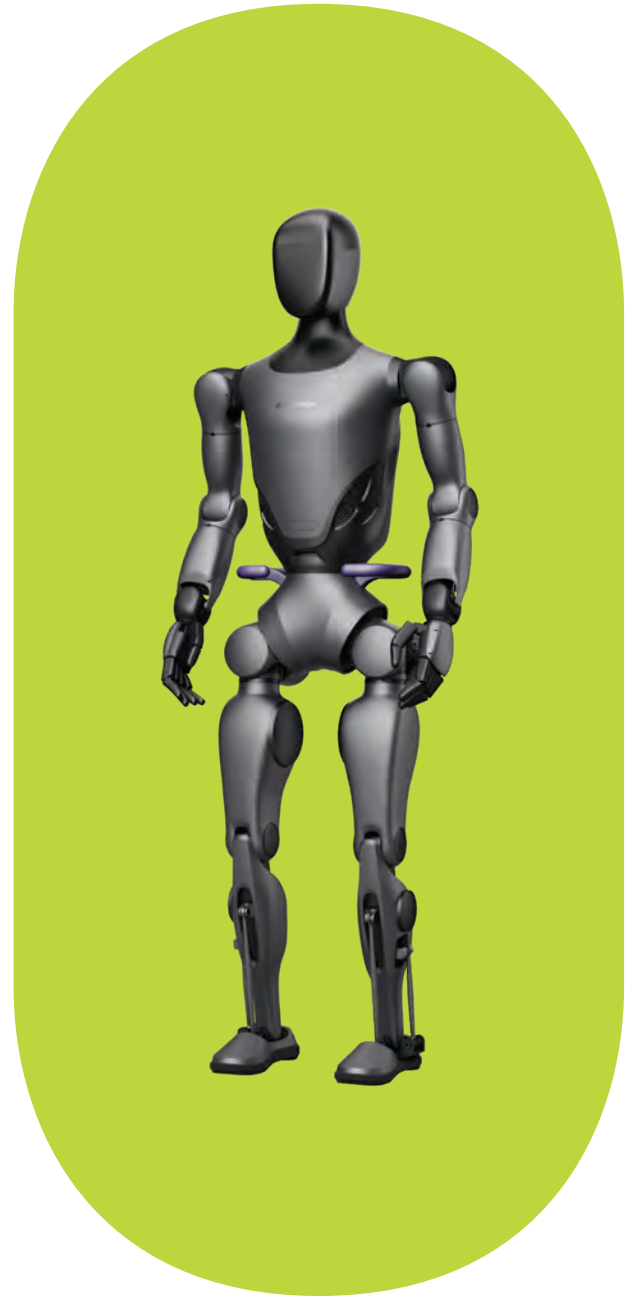
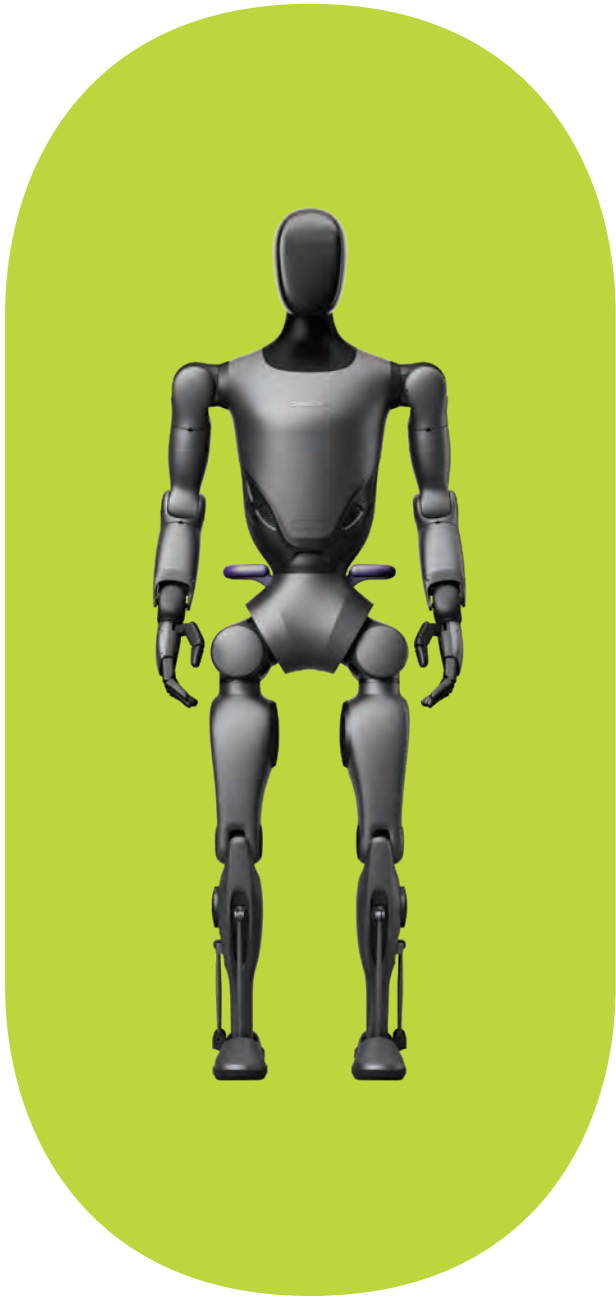
Known worldwide for its iconic interlocking bricks and commitment to creativity, the LEGO Group has inspired generations of builders to explore, imagine and play. With the *LEGO® Botanicals collection*, it is venturing into new terrain, translating nature's beauty into intricate floral arrangements crafted entirely from LEGO parts.

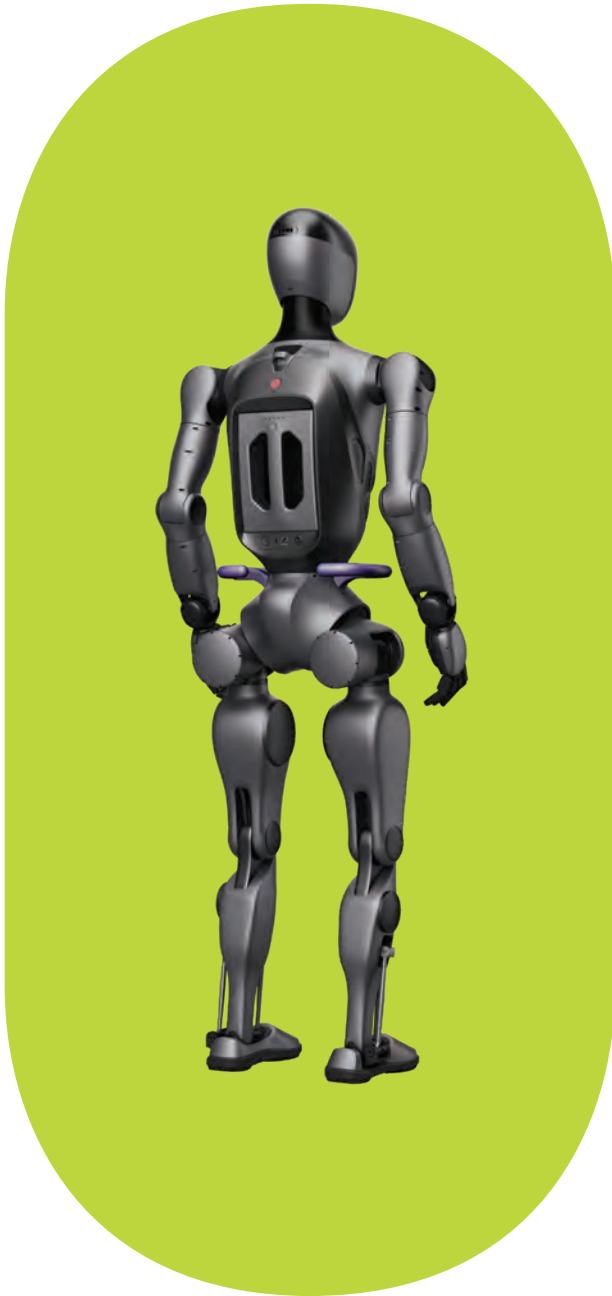
One such part was developed by Matéo Dupureur, together with designers and engineers from the LEGO team. The challenge was to create a part that resembled a petal or leaf – organic in spirit, yet fully compatible with the LEGO building system. After testing of numerous prototypes, they refined the part's proportions, details and connectivity to perfection.

The final piece achieves a delicate balance that is suggestive of a botanical shape but open to interpretation. Some may see a petal, while others see a beak, tongue or ears. The intentional ambiguity is aimed at sparking creativity and multiple uses, and is an invitation to builders to explore a myriad of possibilities.

The thoughtfully crafted part helps to broaden the possibilities of the *LEGO Botanicals collection*, engaging new audiences and offering fresh inspiration to long-time fans. It reflects the brand's ongoing innovative drive and shows that even the smallest part can unlock entirely new ways to imagine and build.







## Humanoid robot Fourier

*GR-2* is a second-generation humanoid robot developed by Shanghai Fourier Intelligence, a company recognized for its work in rehabilitation and assistive robotics. With this model, Fourier extends into the realm of general-purpose humanoids – robots capable of operating in human environments and assisting with a wide range of physical tasks.

Standing at 1.75 m and weighing 63 kg, *GR-2* mirrors human proportions but avoids overt anthropomorphism. Its silver-gray body, accented by black joints and a functional purple belt, suggests a machine-first identity. This less human-like appearance signals its role as tool rather than companion, well suited for research, logistics and assistive scenarios.

With 53 independently controllable joints or axes of movement, *GR-2* offers precise, human-like motion, including dexterous hands for handling objects. Internal wiring and a serial joint configuration support ease of maintenance and integration into diverse settings.

Visually, *GR-2* balances mechanical clarity with restrained character. The hollow waist detailing adds visual interest without compromising utility. The robot is built for modular development, not spectacle. It is intended to evolve through steady iteration across labs, service industries and environments in which adaptable human-scale robotics can have a meaningful impact.

# Apple Watch Series 10

## Apple

The Apple Watch *Series 10* brings together a decade of thoughtful design, combining health insights, daily utility and personal expression in one sleek device.

An Apple Watch is more than a timepiece, it's a smartwatch that helps users to stay healthy, active, safe and connected right from the wrist. With *Series 10*, Apple introduces its thinnest design yet, featuring a larger edge-to-edge display and a lighter, more comfortable fit for everyday wear.

Built with recycled materials and a lower carbon footprint, the *Series 10* reflects Apple's growing focus on sustainability. It is powered by the new S10 chip, making interactions smoother and more responsive – whether you are checking messages, navigating with maps, or using the intuitive double tap gesture for quick control.

Health and wellness remain central. *Series 10* offers updated sensors and algorithms for more accurate tracking of activity, sleep, heart rate, temperature and blood oxygen levels. It also supports features like electrocardiogram (which records the heart's electrical signals), cycle tracking and emergency alerts, keeping users informed and proactive about their well-being.

Ten years on, the Apple Watch continues to evolve, not just in what it can do but in how seamlessly it fits into daily life. *Series 10* is a refined step forward: designed for comfort, built for balance and ready for what's next.







## Bartholomew Bear stuffed toy Jellycat

*Bartholomew Bear*, with his toffee-brown fur and soft body, has been a familiar presence in children's lives around the world for decades. The 'stuffed-just-right' design, a Jellycat hallmark, gives the bear a flexible, pliable shape that naturally responds to touch. Those qualities help to make it a comforting companion for young children still discovering how objects feel.

The *Snow Suit* outfit draws from Alpine clothing traditions, featuring practical details like flip-down goggles and Velcro-fastened cuffs. The choice of fabrics balances durability with a gentle texture, allowing the costume to withstand play while offering varied tactile experiences. Those design elements lend a degree of realism that encourages imaginative storytelling.

Jellycat's design approach begins with a focus on personality and texture, along with the practicality of how a child will hold and interact with the toy. Prototyping refines those ideas to create a final product that combines resilience with an inviting form.

To protect our design and strengthen Rosenbauer's market visibility, we chose the cost- and time-efficient "one-stop shop" offered by the Hague System.

**Philipp Mayr**  
Rosenbauer (Austria)



Right holder	Product name	Country of registration (WIPO style)
Herm. Kuhbier Nachf. Kurt Cosman GmbH	Fabrics for ladies' millinery	Germany
Koninklijke Philips NV	Loudspeaker	Netherlands (Kingdom of the)
Hermès Sellier SAS	Pocket-watch pouch	France
Compagnie des Montres Longines, Francillon SA	Hour Angle Watch	Switzerland
Embru-Werke AG	Altorfer Deck Chair	Switzerland
PUMA - Schufabrik Rudolf Dassler	Formstrip	Germany
Moulinex SA	Robot Marie	France
Braun GmbH	T 1000 World Receiver	Germany
Robert Bosch GmbH	SA12 dishwasher	Germany
Lacoste	Polo shirts	France
Alexandre Buisson	Bassin d'Éducation Aquatique Buisson Alexandre	Morocco
Fromageries Bel - La Vache Qui Rit	Cheese packaging	France
Fédération Internationale de Football Association	World Cup trophy	Switzerland
Geobra Brandstätter GmbH	Toy figurines	Germany
Volkswagen AG	Golf II	Germany
Heineken International BV	Beer bottle	Netherlands (Kingdom of the)
Opinel SAS	Hêtre Carbone N°08	France
Movado Watch Company SA	Museum Classic watch	Switzerland
Alessi SpA	Juicy Salif	Italy
Sony Interactive Entertainment Inc.	PlayStation	Japan
Victorinox AG	Spartan knife	Switzerland
Maxi Miliaan BV	Maxi-Cosi CabrioFix infant car seat	Netherlands (Kingdom of the)
Société des Produits Nestlé SA	KITKAT	Switzerland
Wilson Sporting Goods	K-Factor tennis racquet	United States of America
Julia-Maria Künnap	Mari highchair	Estonia

WIPO design registration system helped the Wilson K-Factor racquets gain a devout following, including top tennis athletes, and blocked knockoffs from the market.

**Terence O'Brien**  
Wilson Sporting Goods (USA)

Date of registration	Registration number	Photo credit	Page
16.06.1928	1	The Hague Registry	34
17.02.1930	394	Koninklijke Philips NV	36
30.07.1931	1 302	Hermès Sellier SAS	38
01.10.1931	1 446	Compagnie des Montres Longines, Francillon SA	40
22.05.1948	11 624	Embru-Werke AG	42
29.04.1958	22 352	PUMA - Schufabrik Rudolf Dassler	44
02.08.1961	28 852	Groupe SEB	46
22.06.1963	33 140	Peter Kapos/Systems	48
24.09.1964	35 739	Robert Bosch GmbH	50
13.06.1966	39 634	Lacoste	52
10.11.1970	49 777	BEABA	54
12.02.1971	50 409	Fromageries Bel - La Vache Qui Rit	56
11.05.1971	51 045	Fédération Internationale de Football Association	58
04.02.1974	57 943	© PLAYMOBIL	60
06.09.1983	73 276	Volkswagen AG	62
20.02.1985	DM/005 486	Heineken International BV	64
25.03.1985	DM/004 983	Opinel SAS (anciennement Joseph Opinel & Cie SA (Etablissements))	66
17.04.1986	DM/006 806	Movado Watch Company SA	68
24.11.1988	DM/012 248	Alessi SpA	70
05.10.1994	DM/030 892	Sony Interactive Entertainment Inc.	72
25.10.1999	DM/049 771	Victorinox AG	74
04.07.2002	DM/061 679	Maxi Miliaan BV	76
01.04.2008	DM/070 484	Société des Produits Nestlé SA	78
22.12.2009	DM/072 857	Wilson Sporting Goods	80
03.06.2010	DM/073 859	Kalle Veesaar	82

Right holder	Product name	Country of registration (WIPO style)
Guerlain SAS	Shalimar flacon	France
Bulgari SpA	Serpenti necklace	Italy
David Karásek	Landscape bench	Czech Republic
KTM AG	Husqvarna Svartpilen motorbike	Austria
Isocel SA	Aerial urban fiber-optic network	Benin
Ninebot Tech Co. Ltd	Balance scooter	China
Louis Poulsen A/S	Cirque pendant lamp	Denmark
Bodum AG	ePEBO® electric vacuum coffee maker	Switzerland
Bang & Olufsen A/S	Beosound 2 speaker	Denmark
AeroMobil R&D SRO	AeroMobil 4.0	Slovakia
Koninklijke Philips NV	IntelliVue X3 portable patient monitor	Netherlands (Kingdom of the)
Delvaux Createur SA	Cool Box handbag	Belgium
Birkenstock IP GmbH	Arizona Big Buckle	Germany
LG Electronics Inc.	Door-in-Door refrigerator	Republic of Korea
Sony Interactive Entertainment Inc.	PlayStation VR	Japan
Seacsub SpA	Unica full-face snorkeling mask	Italy
Devialet	Phantom II speaker	France
Hasar	Chocolate Melon packaging	Turkmenistan
Ferrari SpA	Monza SP1	Italy
Škoda Auto a.s.	Front-end grille	Czech Republic
Beijing Xiaomi Mobile Software Co. Ltd	Electric scooter	China
Piaggio & C. SpA	Vespa scooter	Italy
Rosenbauer International AG	FIRE FLEX suit	Austria
IceWind	Njord RW500 wind turbine	Iceland
Aviteur Luxe Ltd	Carry-On suitcase	Ireland
Thule Sweden AB	Thule Spring stroller	Sweden
Microlino AG	Microlino	Switzerland

In today's competitive landscape, safeguarding design is not just an option, it's a strategic necessity. The Hague System made it simple, efficient and globally impactful.

**Nikoloz Cherkezishvili**  
Meama (Georgia)

Date of registration	Registration number	Photo credit	Page
05.07.2010	DM/073 971	Guerlain SAS	84
11.04.2014	DM/083 388	Bulgari SpA	86
14.04.2014	DM/083 431	mmcité	88
29.04.2015	DM/086 351	KTM AG	90
02.06.2015	DM/090 183	Isocel SA	92
11.11.2015	DM/089 858	Ninebot Tech Co. Ltd	94
06.01.2016	DM/088 934	Louis Poulsen A/S	96
05.07.2016	DM/091 588	Bodum AG	98
12.12.2016	DM/093 825	Bang & Olufsen A/S	100
25.04.2017	DM/097 339	AeroMobil R&D SRO	102
16.05.2017	DM/096 349	Koninklijke Philips NV	104
11.08.2017	DM/097 405	Delvaux Createur SA	106
12.10.2017	DM/098 109	Birkenstock IP GmbH	108
07.02.2018	DM/099 827	LG Electronics Inc.	110
14.03.2018	DM/100 483	Sony Interactive Entertainment Inc.	112
17.04.2018	DM/100 813	Seacsub SpA	114
21.09.2018	DM/103 109	Devialet	116
18.12.2018	DM/201 765	Hasar	118
04.01.2019	DM/200 389	Ferrari SpA	120
28.01.2019	DM/201 136	Škoda Auto a.s.	122
13.02.2019	DM/201 074	Beijing Xiaomi Mobile Software Co. Ltd	124
05.04.2019	DM/204 116	Piaggio & C. SpA	126
09.05.2019	DM/201 794	Rosenbauer International AG	128
19.06.2019	DM/203 314	Icewind	130
15.09.2019	DM/211 772	Aviteur Luxe Limited	132
09.12.2019	DM/207 052	Thule Sweden AB	134
25.02.2020	DM/209 828	Microlino AG	136

Right holder	Product name	Country of registration (WIPO style)
Hermès Sellier SAS	"Cheval de fête" silk scarf	France
Oladayo Matthew Faniran	PET bottle	Ghana
Neofect Co. Ltd	Neomano smart glove	Republic of Korea
10696030 Canada Inc.	WS250 stand-up snowmobile	Canada
Timofei Nakonechnyi	Lid handles	Kyrgyzstan
Lululemon Athletica Canada Inc.	Scuba Hoodie	Canada
LG Electronics Inc.	StanbyME display screen	Republic of Korea
Hilti AG	DSH 600-22 cut-off saw	Liechtenstein
Igor Akrapovič	Motorcycle muffler	Slovenia
Secretlab SG Pte. Ltd	TITAN Evo chair	Singapore
adidas AG	AI Rihla ball	Germany
Brother Industries, Ltd.	MFC-L2860DW laser printer	Japan
Anatolii Burbeza	SteelDrop caravan	Ukraine
Samsung Electronics Co. Ltd	Galaxy graphical user interface	Republic of Korea
Khatanbaatar Khandsuren	Puzzle educational toy	Mongolia
Samsung Electronics Co. Ltd	Galaxy Z Fold4	Republic of Korea
Robopac SpA	INTEGRA automatic guided vehicle	San Marino
Mercedes-Benz Group AG	G-Class EQ	Germany
Vestel	GO washing machine	Türkiye
Gaálhab Kft.	CalmSpine™ workstation	Hungary
Xdeep Sp. z.o.o. sp.k	Sidewinder closed-circuit rebreather	Poland
I. Paleohorinos Fotistika A.b.e.e.	Illuminated Christmas elf	Greece
Hyundai Motor Company	X-ble Waist	Republic of Korea
Beijing Xiaomi Mobile Software Co. Ltd	Xiaomi MIX Fold 2	China
Underwater Gardens International SL	Daroc® Reef marine habitat	Spain
Vibia Lighting SLU	Array lighting collection	Spain
LTD Meama	Versatile coffee machine	Georgia

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28.05.2020	DM/208 445	Hermès Sellier SAS	138
19.08.2020	DM/210 343	DeeTwelve Technologies	140
08.09.2020	DM/210 552	Neofect Co. Ltd	142
22.10.2020	DM/212 689	Widescape	144
25.12.2020	DM/212 513	Timofei Nakonechnyi	146
10.01.2021	DM/212 151	Lululemon Athletica Canada Inc.	148
16.03.2021	DM/213 442	LG Electronics Inc.	150
12.04.2021	DM/213 764	Hilti AG	152
15.06.2021	DM/216 603	Igor Akrapovič	154
18.06.2021	DM/215 273	Secretlab SG Pte. Ltd	156
05.07.2021	DM/215 514	adidas AG	158
04.08.2021	DM/215 802	Brother Industries, Ltd.	160
24.11.2021	DM/217 913	Lifestylecamper	162
20.01.2022	DM/218 640	Samsung Electronics Co. Ltd	164
24.03.2022	DM/221 568	Keymaster	166
04.10.2022	DM/224 129	Samsung Electronics Co. Ltd	168
03.11.2022	DM/224 745	Robopac SpA	170
30.11.2022	DM/225 514	Mercedes-Benz Group AG	172
28.12.2022	DM/227 005	VESTEL Design Center	174
18.01.2023	DM/229 002	Gaálhab Kft.	176
19.01.2023	DM/227 317	Xdeep Sp. z.o.o. sp.k	178
25.01.2023	DM/227 648	I. Paleohorinos Fotistika A.b.e.e.	180
17.03.2023	DM/228 289	Hyundai Motor Company	182
29.05.2023	DM/229 500	Beijing Xiaomi Mobile Software Co. Ltd	184
14.09.2023	DM/233 027	Underwater Gardens International S.L.	186
16.10.2023	DM/233 732	Vibia Lighting S.L.U.	188
19.10.2023	DM/237 167	LTD Meama	190

Right holder	Product name	Country of registration (WIPO style)
Pate Play Tech Ltd	Phenom slot cabinet	Bulgaria
Vinfast Trading and Production Joint Stock Company	VF3	Viet Nam
wowWood Kft.	Sun lounger	Hungary
Bialetti Industrie SpA	Brikka coffee-maker	Italy
Himbalt Limited Liability Company	ASPRO electric paint sprayer	Russian Federation
PTM Guard SIA	Moon Pillow	Latvia
J. Carranca Redondo Lda	Bottle of Beirão liquor	Portugal
Volvo Truck Corporation	Volvo FH Aero truck	Sweden
National Industrialization Company (TASNEE)	Lightweight plastic pallet	Saudi Arabia
Mauricio Marquez	Ouriço armchair	Brazil
Jani International Pte Ltd	Tavo Maeve pet car seat	Singapore
Kubota Corporation	Agricultural robot	Japan
Croatia Airlines d.d.	Aircraft tail pattern	Croatia
Huawei Technologies Co. Ltd	HarmonyOS graphical user interface	China
Beijing Roborock Technology Co. Ltd	Docking station for robotic vacuum cleaners	China
Anna Christina Rodrigues Moraes de Oliva Maya	Tondo Sofa	Brazil
Nunzio La Vecchia	QUANT eVTOL electric aircraft	Monaco
LEGO A/S	Botanicals collection	Denmark
Shanghai Fourier Intelligence Co. Ltd	Humanoid robot	China
Apple Inc.	Apple Watch Series 10	United States of America
Jellycat Ltd	Bartholomew Bear	United Kingdom

Date of registration	Registration number	Photo credit	Page
01.11.2023	DM/233 384	Pate Play Tech Ltd	192
21.11.2023	DM/233 972	Vinfast Trading and Production Joint Stock Company	194
22.11.2023	DM/235 558	wowWood Kft.	196
23.11.2023	DM/233 433	Bialetti Industrie SpA	198
15.12.2023	DM/234 684	Himbalt Limited Liability Company	200
16.01.2024	DM/234 973	PTM Guard, SIA	202
19.01.2024	DM/236 804	J. Carranca Redondo Lda	204
08.02.2024	DM/236 732	Volvo Truck Corporation	206
16.02.2024	DM/235 788	National Industrialization Company (TASNEE)	208
27.02.2024	DM/235 639	Mauricio Marquez	210
08.03.2024	DM/239 366	Jani International Pte. Ltd	212
19.03.2024	DM/237 617	Kubota Corporation	214
21.06.2024	DM/241 066	Croatia Airlines d.d.	216
15.07.2024	DM/242 054	Huawei Technologies Co. Ltd	218
19.07.2024	DM/240 092	Beijing Roberock Technology Co. Ltd	220
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**From left to right:** Vinod Gautam, Ho Beom Jeon, Yan Shi, Giovanni Fiore, Lili Ninova, Olga Piazza, Loftus Cuddy, Louis Meunier, Zehui Niu, Katarina Cavor, Daniel Gyamerah, Jing Jin, Chi Chong Ho, Phuong Nguyen Le Minh, Ineta Galubicke, Myriam Mollo, Sarah Lucek, Yin Wu, María Montero, Silke Weiss, Olga Blaser, Jonah Asher

**Stairs from top to bottom:** Max Germeil, Hiroshi Okutomi, Elena Dumitru, Grégoire Bisson, Tetiana Nikora, Grace Nkansah, Melvice Ntungwe

**Absentees:** Sidney Gray, Yi Wang, Geneviève Steimlé, Sachiko Chiba, Maria Orekhova, Min Gong, Mark Morris, Océane Pellier

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## Acknowledgments

This book is a tribute to all users of the Hague System - individuals, companies and legal representatives - who have placed their trust in it to register their designs, whether decades ago or in recent years. Their creativity, innovation and commitment are at the heart of the Hague System and continue to inspire its ongoing evolution.

This evolution has been shaped in large parts by the dedicated involvement of the Industrial Property offices of the Hague System members, whose work in promoting design protection, guiding applicants and implementing the System at the national and regional levels has been essential in making it stronger, more efficient and more accessible worldwide.

The book would not have been possible without the support of many colleagues at WIPO. At the Hague Registry, special thanks go to Grégoire Bisson, Yi Wang, Hiroshi Okutomi, Louis Meunier, Geneviève Steimlé, Giovanni Fiore, Océane Pellier, Elena Dumitru and Myriam Mollo. From the Digital Engagement Service, heartfelt appreciation is due to Charlotte Beauchamp, Noah Miller, Edwin Hassink and Yona Lee. Grateful acknowledgment is also made to Elizabeth March and Marie Valmas from the Knowledge Management Division; Denis Cohen and Tetyana Badoud from the Office of the Legal Counsel; Clara Gimenez Delgado from the Records and Archives Section; Mosahid Khan from the Statistics and Data Analytics Division. Finally, recognition is due to the many others whose names may not appear here but whose efforts were equally important. Their expertise, encouragement and tireless efforts have been indispensable to the creation of this work.



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