

NYGMA



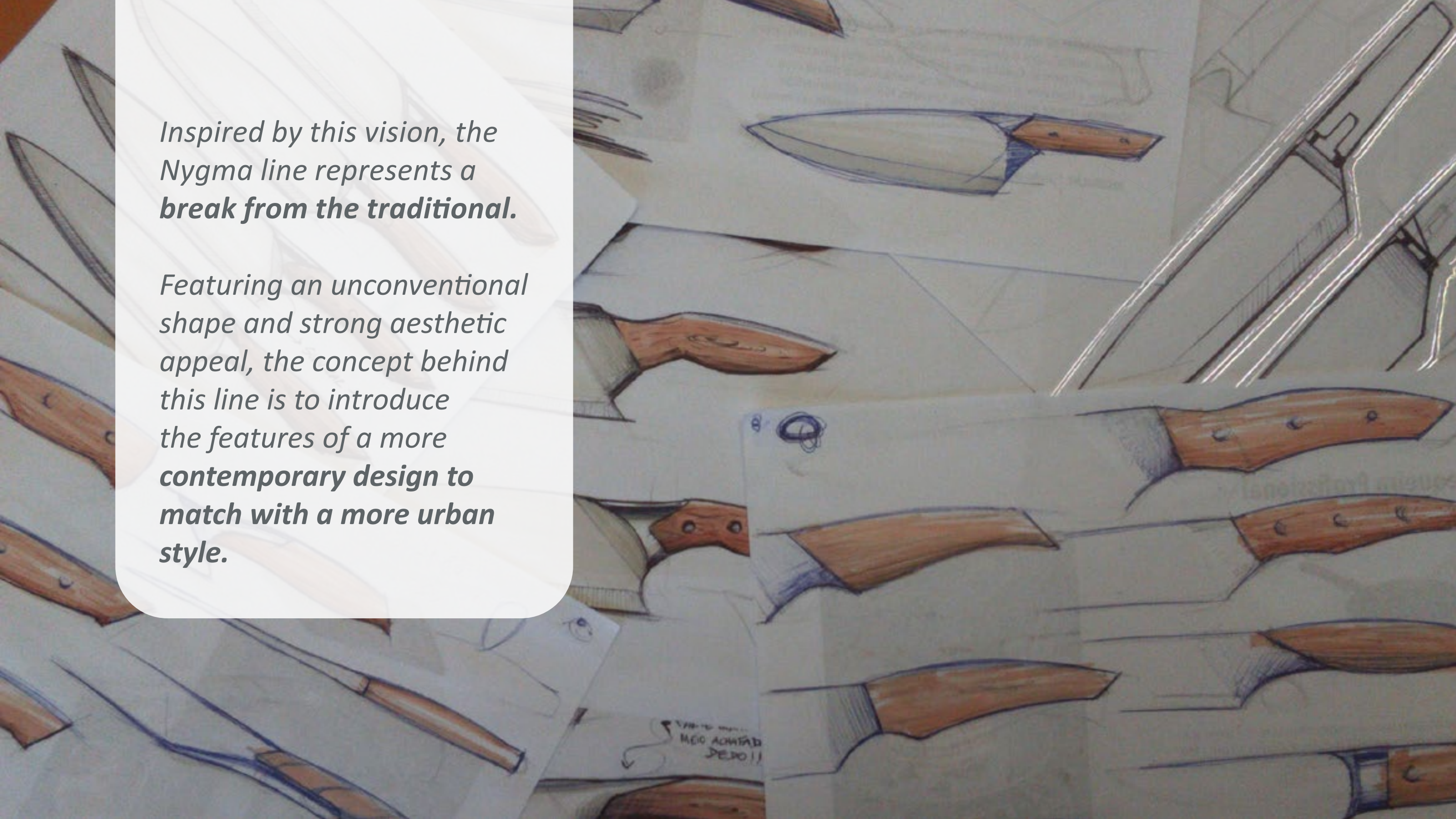


*In an ever-evolving universe, **staying connected** with emerging technologies and trends is essential.*

*This challenge pushes us to keep pace with these rapid developments, ensuring we remain **up-to-date and one step ahead** of the market.*

*Inspired by this vision, the Nygma line represents a **break from the traditional.***

*Featuring an unconventional shape and strong aesthetic appeal, the concept behind this line is to introduce the features of a more **contemporary design to match with a more urban style.***



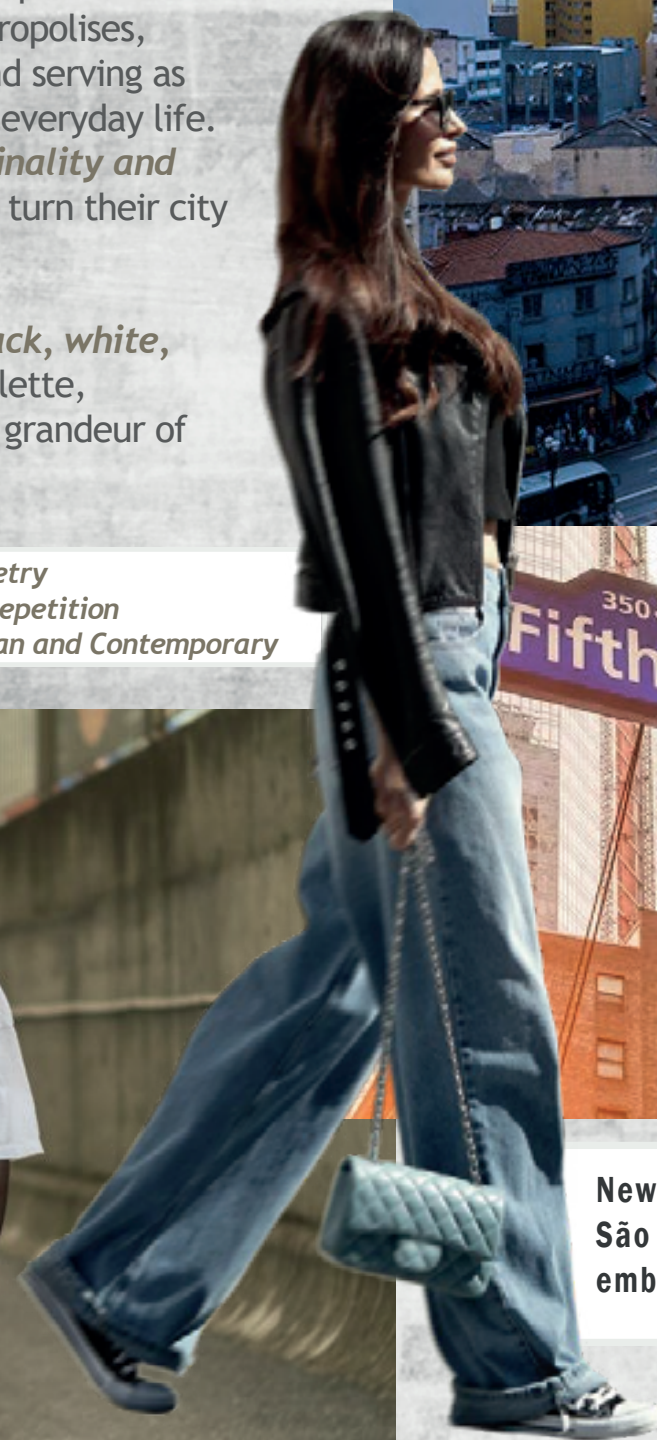


URBAN is one of the most renowned styles, born amidst the fast-paced and noisy rhythm of major metropolises, *inspired by art, music*, and serving as an authentic expression of everyday life. Its strength lies in the *originality and timelessness* of those who turn their city into their playground.

Neutral colors such as black, white, and nude dominate the palette, reflecting the sobriety and grandeur of urban architecture.


Graphics and Symmetry
Order and Repetition
Urban and Contemporary

The target audience consists of men aged 30 to 50, who are generally serious, modern, self-assured, and place a strong emphasis on their own values and opinions.

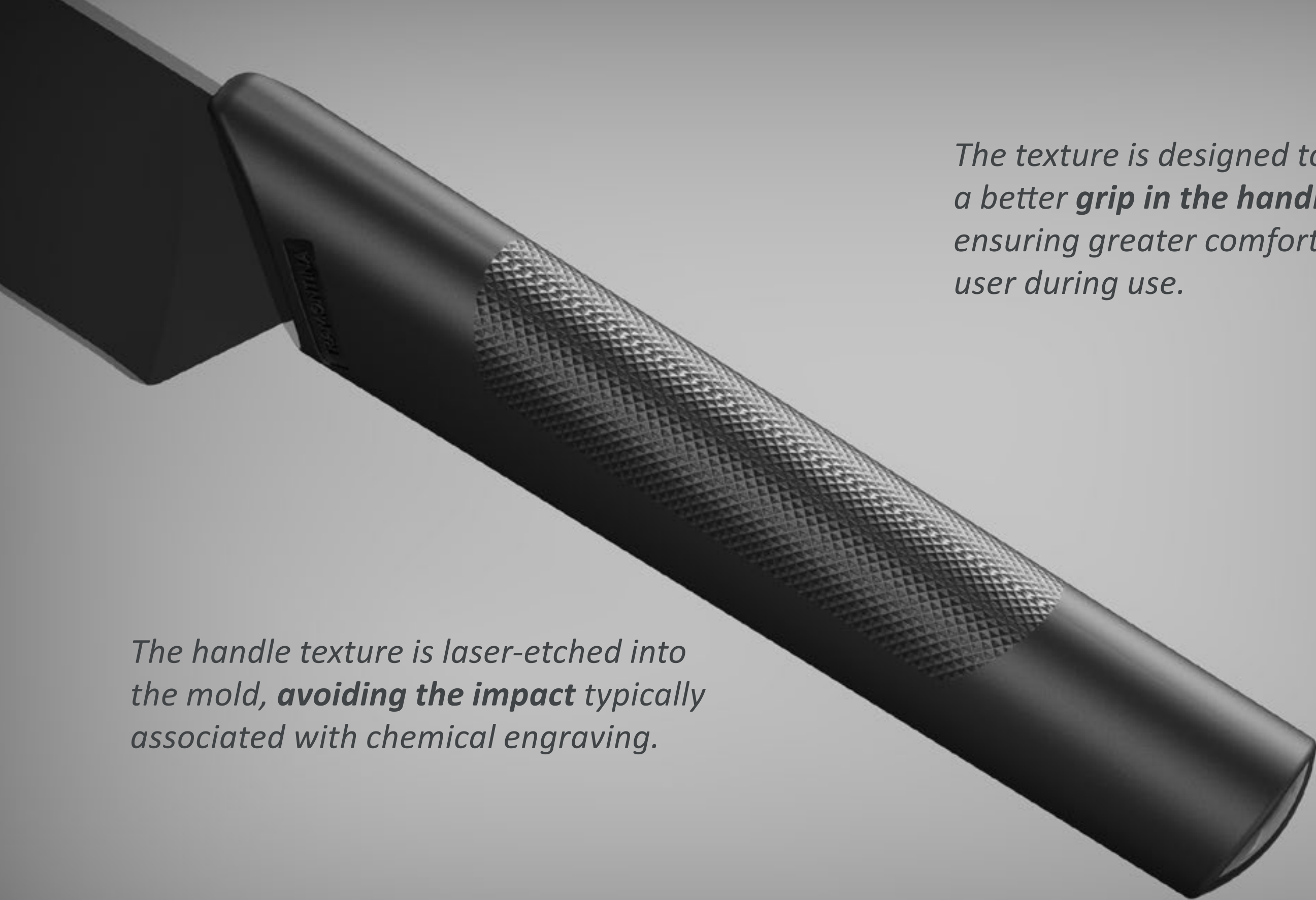


New York, London, Tokyo, and São Paulo are cities that embody much of this style.





Not only does it bring modernity and a **fresh, youthful vibe** to the category, but its sleek lines and black blade reflects the **minimalist aesthetic** of the pieces, doubling as a decorative item. It transforms the product into something users proudly **display in their kitchens**, rather than store away in a drawer.




*The texture is designed to provide a better **grip in the handle** area, ensuring greater comfort for the user during use.*

*The handle texture is laser-etched into the mold, **avoiding the impact** typically associated with chemical engraving.*

*The brand placement was carefully designed so that each time the user picks up a knife, they will **make contact with the logo.***



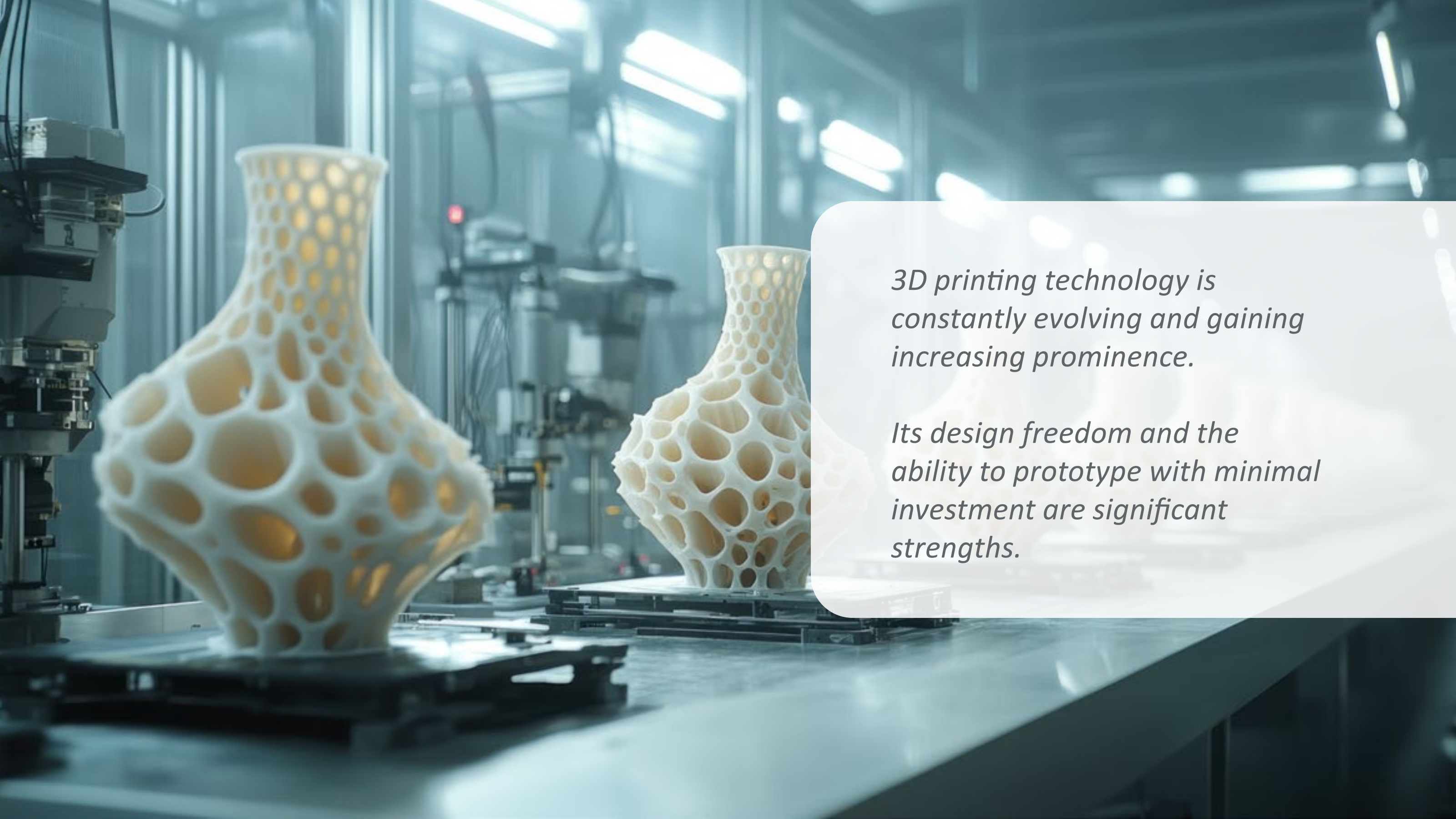


*The blades are made of **stainless steel with a black coating**, and the heat treatment ensures greater **edge durability**.*

*The handle is crafted from non-toxic material with **antimicrobial protection**, preventing the growth of fungi and bacteria.*

*Additionally, they offer improved glide capacity, **reducing effort during cutting** and providing a more enjoyable experience for the user.*





3D printing technology is constantly evolving and gaining increasing prominence.

Its design freedom and the ability to prototype with minimal investment are significant strengths.

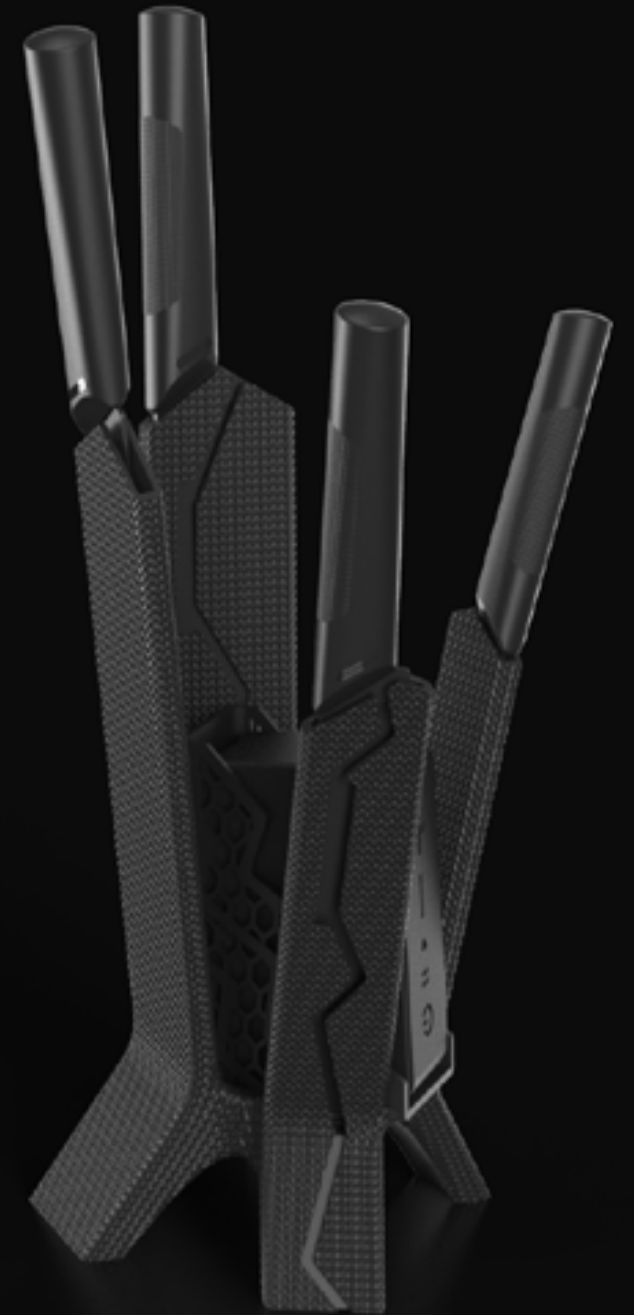
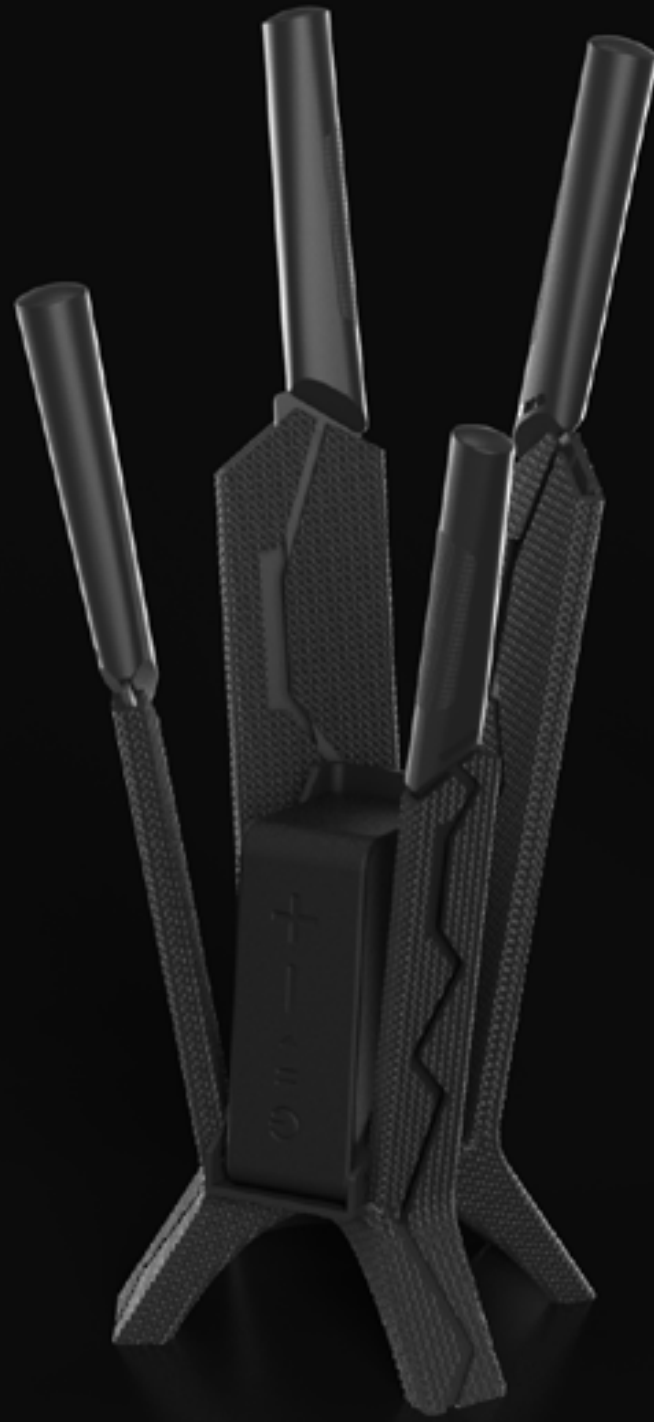
*Thus, a modern set is born,
designed to fit the new lifestyle
of **connected individuals**, with a
unique and customizable design.*

*Nygma combines **smart
technology with functionality**,
making people's environments
even more connected.*



*The support is made from **biodegradable thermoplastic**, developed using 3D printing technology.*

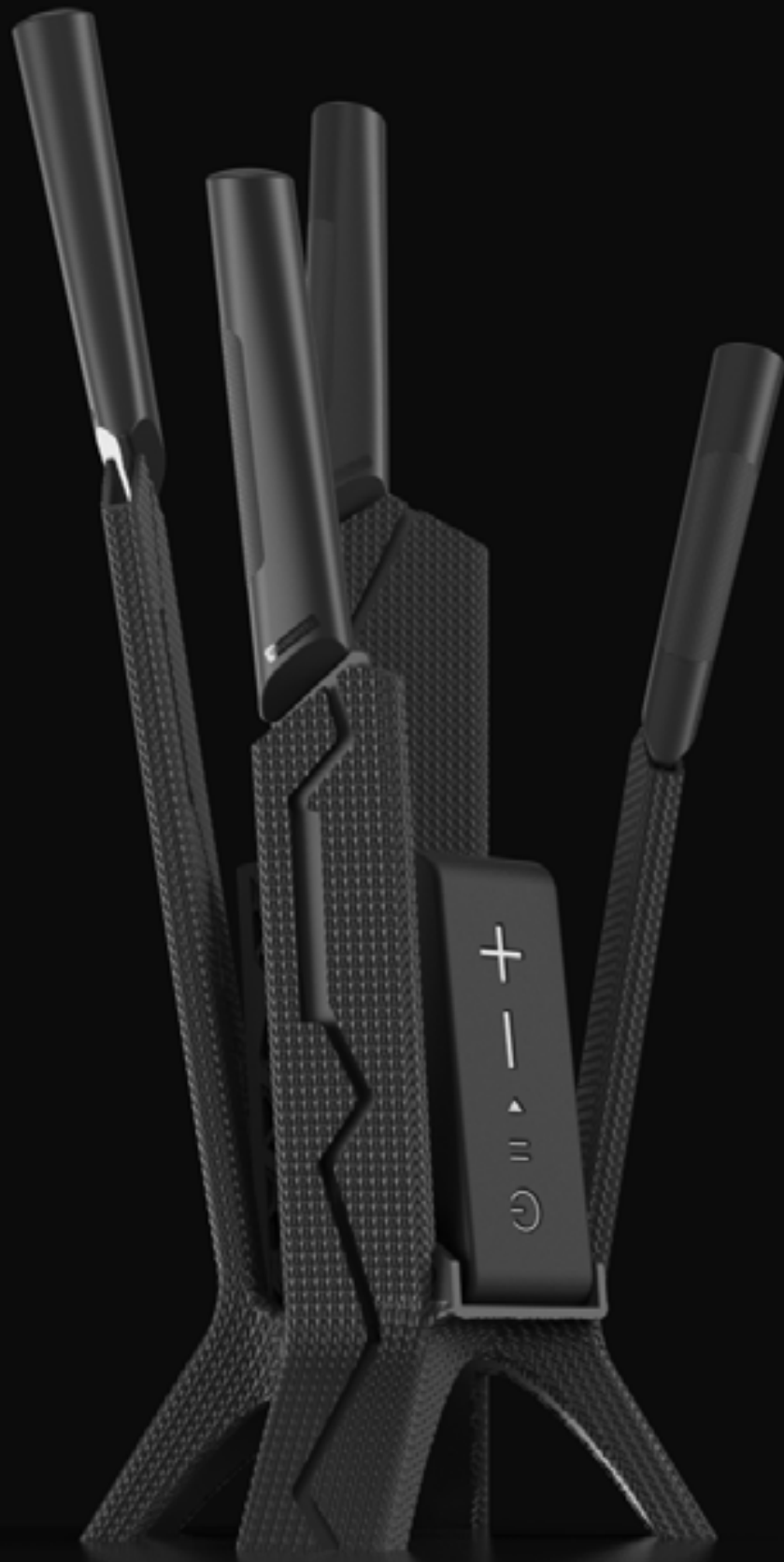
*This results in **low tooling costs**, allowing for modifications at any time, while **eliminating the need for inventory** and enabling on-demand sales.*





*The speaker, rechargeable via a micro USB cable, allows users to **cook while enjoying their favorite playlists**, creating an environment that is not only **modern and stylish** but also **vibrant and inspiring**.*

*It is a product that perfectly aligns with the **contemporary streaming style**, bringing together people through **great music and exquisite cuisine**.*



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More than just knives, GOOD VIBES!