

Design Firm Spotlight

:DELIGHT THROUGH DESIGN



KREO Design & Innovation, a multi-disciplinary design firm, has been truly a creator, ushering a new wave of design thinking which is changing the way design is looked at in India. Extending the possibilities of design and finding functional design solutions versus focusing on the medium of output, KREO's core strength lies in approaching projects from a cross-functional design perspective, helping clients realize design standpoints that solve their requirements as a whole.

Founded in 2013 by Darshita Thaker, alumna of National Institute of Design, KREO has grown in a short time to become a firm with a belief that



Darshita Thaker
Founder, KREO

nothing is beyond its design perspective. Today it has the distinction of having worked with some of the most prolific brands in the country across FMCG, fashion, retail, e-commerce, travel, real estate, engineering and technology spaces.

Speaking about KREO's approach to design, Darshita shares "Whether it's telling the brand stories through experiences or establishing it through clutter breaking work on multiple platforms, we create designs and experiences that endure beyond results." With the ability to deliver projects from conception through to execution and implementation, KREO is propelled by a large team

of dedicated designers, visualisers, graphic designers, retail experience designers and project managers working out of its office in Bangalore. The passion for design is evident as Darshita adds "KREO is inspired by the belief that process and collaboration should be as exciting and fun as the end result."

One distinct advantage KREO brings to the table is its ability to offer design expertise across the spectrum including branding, retail design, visual merchandising, digital marketing, exhibition design and experience design. This comprehensive proposition is backed by uncompromising quality standards,



Glucon-D: FSU Design & Execution



CP Farm Fresh: Store Design



Heinz: FSU Design

processes and delivery within specified time frame and budgets. It is an approach which has helped KREO to attract, sustain and build lasting relationships with some of the biggest clients in the business. With sights set firmly on the future, KREO is growing in scale and size by walking the talk and contributing to the growth story of brands. Simply and steadily, it is leading the future of design in India and opening up new frontiers of opportunity.

“ Through design that reflects the changing dynamics and the future, KREO's vision is to drive the market by pursuing design excellence and taking the brand 'Designed in India' to the world. ”

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The colourful KREO team



Sterling Holidays: Office Space Experience Design



Bosch: India's first 'Do It Yourself' Store - Experience Design



Crocs: Shop in Shop - Design & Execution



3M: Smart City Expo - Exhibition Design