

DESN 20200 Final Project: Electric Razor

Challenge: To design a timeless, yet modern electric razor for Braun GmbH.

Alden Kane

12.14.18

DESN 20200

Prof. Ann-Marie Conrado



2. INSPIRATION
BRAUN

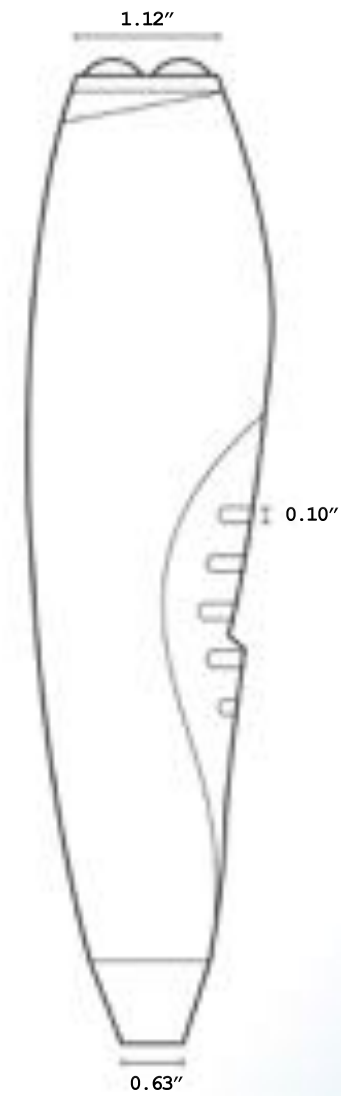


3. BROAD IDEATION

BRAUN

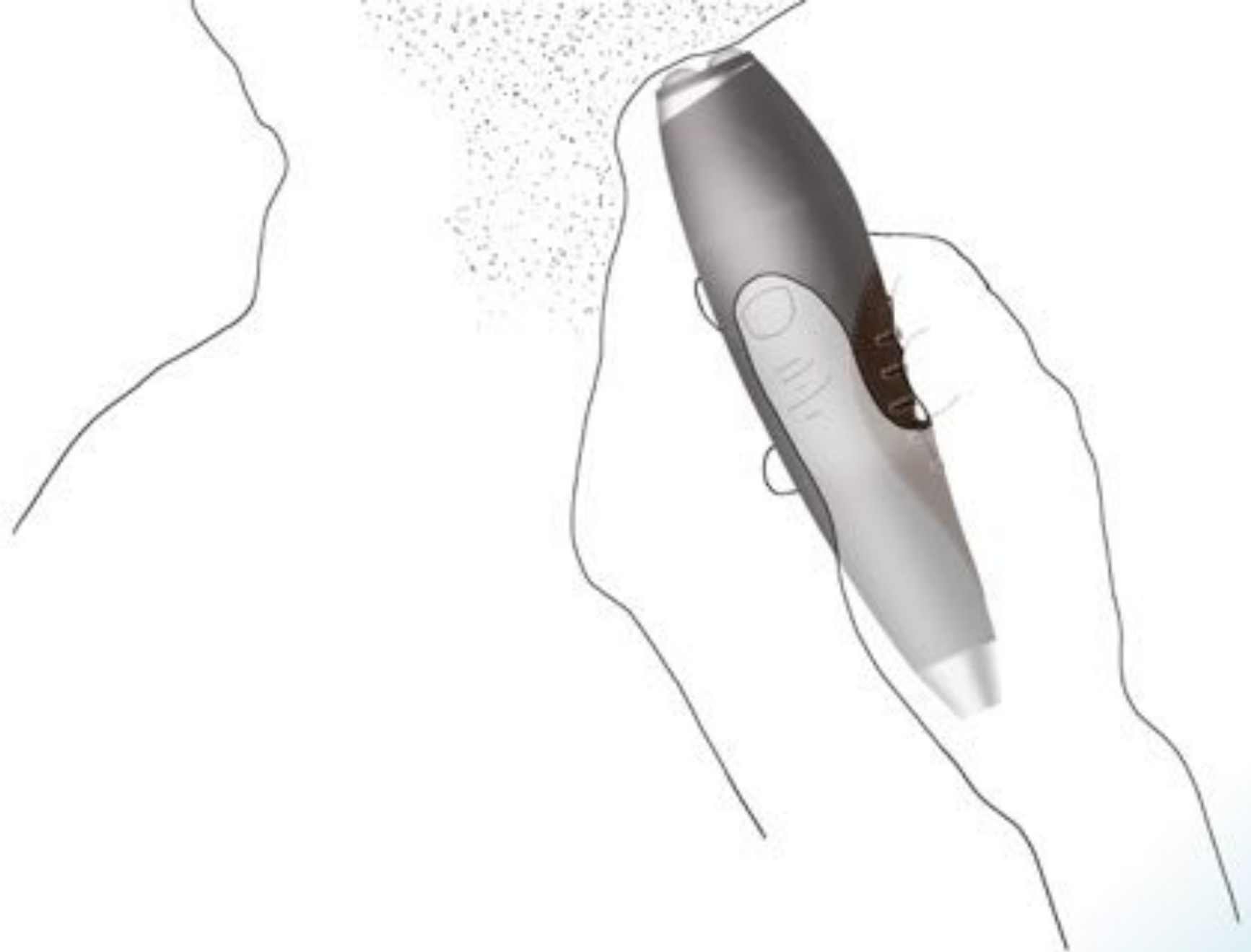


4. FOCUSED IDEATION
BRAUN





6. RENDERING
BRAUN



7. HAND + FACE VIEW

BRAUN

BRAUN 880A

OLD SCHOOL SHAVE
NEW SCHOOL FEEL



DENZEL WASHINGTON
ACADEMY AWARD WINNING ACTOR

8. ADVERTISEMENT
BRAUN