

# Editorial



A world without product design is unthinkable. A near infinite number of objects we encounter every day – the alarm clock that wakes us in the morning, the shower head that revives us, the clothes we put on, the knife we use to butter our toast – were all developed by a designer. Whether created specifically with aesthetics in mind or not, every object created by the human hand has a certain visual appearance and was therefore designed.

From an aesthetic perspective, a product's design can be either appealing or unappealing. Beyond this, the corporate perspective also wants to know if there is a connection between a product's aesthetic and its market success. The current issue deals with this and other questions at the intersection of design and marketing. And let's anticipate the gist of this issue: In order to reach its full potential, a product's design not only has to be aesthetically pleasing but it also has to match its brand. The bad news: This is easier said than done. Effective design has to be integrated into the development process early on and not simply tacked on at the end as a cosmetic consideration. The good news: Design can go above and beyond the mere pleasant sensory experience it provides. For customers, design furthers emotional connections. It raises the consumer's self-confidence and can even influence how customers assess the performance of certain features.

We wish you happy reading! May you have many epiphanies in the exciting new world of product design.

Sincerely,  
Jan R. Landwehr and Andreas Herrmann

*Editoren*

Handwritten signatures of Jan Landwehr and Andreas Herrmann. The signatures are written in black ink and are positioned below the text 'Editoren'. The signature of Jan Landwehr is on the left, and the signature of Andreas Herrmann is on the right.

Frankfurt, July 2015