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PRESS RELEASE

Red Dot Award: Product Design 2018 for Pureness by V-ZUG

The exclusive and elegant design line Pureness by V-ZUG has been awarded Product Design 2018 for high design quality in the Red Dot Award. The award stands for one of the most prestigious evaluation procedures for good design and innovation. This year, the independent and international jury evaluated submissions from a total of 59 countries. The Red Dot Award is one of the best known design competitions in the world. The award-winning Pureness design line will be presented from 9 July 2018 in the Red Dot Design Museum, the largest museum for contemporary design. In a special exhibit lasting several weeks, design aficionados can be blown away by the elegant and purist design of Swiss kitchen appliances.

More information: vzug.com

Photos



photo 1
Pureness et son élégance intemporelle créent l'enthousiasme.



reddot award 2018
winner

photo 2
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