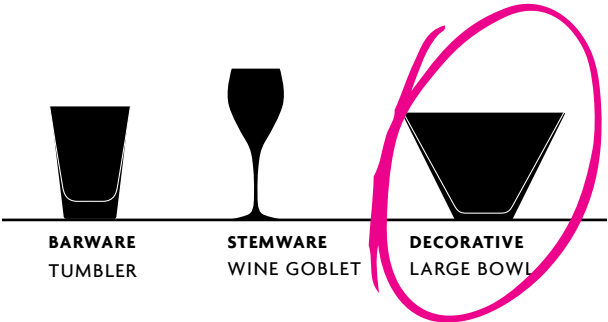


# ARTĚL

## BRAND CONCEPT

What sets ARTĚL apart is that each aspect of a piece (shape, motif, and color) can be customized to create products that are entirely unique, as outlined below:

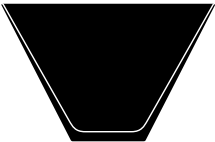
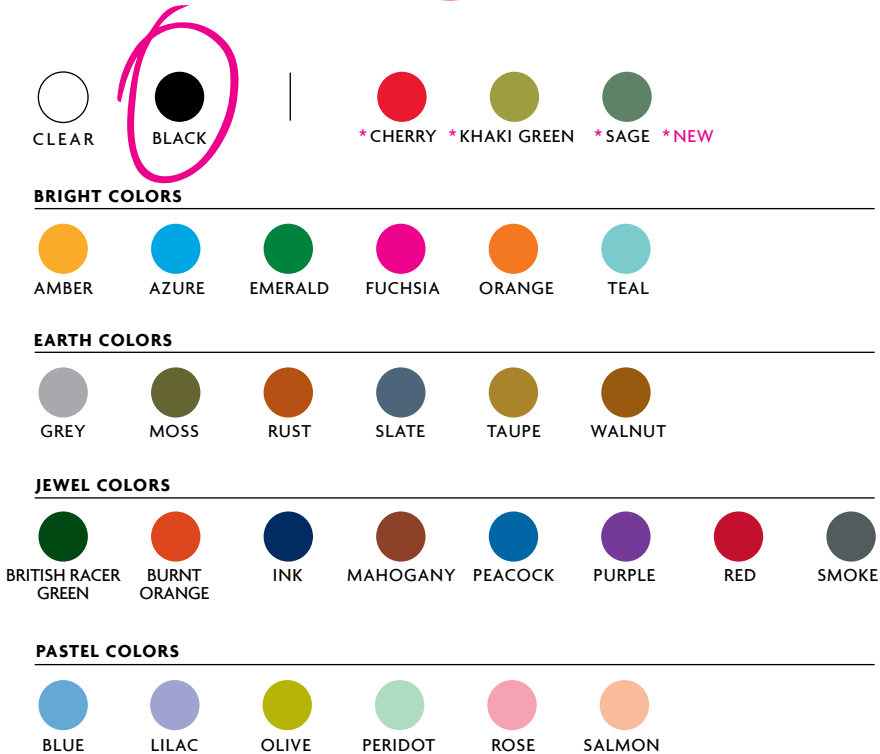
1.  
FIRST,  
PICK A SHAPE



2.  
NEXT,  
CHOOSE A MOTIF



3.  
FINALLY,  
SELECT A COLOR



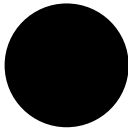
SHAPE  
LARGE BOWL

+



MOTIF  
VERDURE

+



COLOR  
BLACK

=



LARGE BOWL WITH VERDURE  
IN BLACK