

## Husqvarna Viking



### Sewing machines

Husqvarna Viking, one of the world's leading manufacturers of sewing machines, was looking to give its entire product range a full make-over, while retaining overall structures and machine components.

The aim was greater consistency in the general design in order to strengthen Husqvarna Viking as a Scandinavian high-quality brand.

The emphasis was on ergonomics, optimising and streamlining the details, user interface and visual appeal.

**Client:** Husqvarna Viking  
Sewing Machines AB  
**Product:** Sewing machines

