

Design & Production Method

www.colibriconcept.com

The Integrated Design & Sourcing Method.

Our framework balances signature AI-driven Design and manufacturing with strategic external sourcing and product modification to maximize exclusivity while minimizing initial capital expenditures.

► 1: AI-Driven design & the ability to produce it.

This tier handles the creation of the brand's flagship, fully proprietary items.
We use AI tools to generate new designs, whitch must pass a strict technical evaluation.

- Complexity Matrix: Assessing whether the design can be produced using standard molds, laser or CNC machines..ext.
- Practical Execution: Identifying the manufacturing steps and verifying if local factory lines or specialized artisans can replicate the design reliably.
- Cost-to-Material Ratio: Calculating the raw materials and manufacturing hours to ensure the target retail margin is maintained.

①High Complexity
Requires master craftsmanship
design rejects automation
difficult to produce.



②Low Complexity.
need simple tools like standard saws.
laser cut for metal
effortless execution.

► 2: The Cohesive Collection Framework (Premium Positioning)

To drive customer lifetime value and position the brand as a premium luxury house, all products are organized into cohesive collections rather than standalone releases.

- Anchor & Companion Product Hierarchy: Each collection features 1–2 high-visibility "Anchor" pieces (the AI-designed flagships) surrounded by "Companion" pieces (modified or carefully curated items).
- The Interlocking Narrative: Products within a collection share explicit design DNA—such as matching metallic finishes, geometric motifs, or complementary color stories.
- Completion Incentives: Marketing and product packaging emphasize the "set" concept, transforming individual items into collectible pieces that incentivize repeat purchases or to return later for additional pieces to complete their set.

Large tray
Small Tray
Tissue Box
Decorative Box



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► 3: The Value-Add Modification

For inefficient products, we acquires premium base products from the broader market and heavily modifies them to fit internal standards.

- Hybrid Material Integration: Sourced premium items undergo secondary manufacturing to add proprietary elements. For example, standard high-quality glass product are retrofitted with metal components or vice versa
- Component Substitution: Altering structural bases, hardware, or accents on white-label decor to ensure the final product cannot be cross-shopped or found on competitor sites.
- Quality Assurance Upgrades: Every modified item is subjected to the brand's internal finishing standards, ensuring that seams, polishes, and weights match the luxury feel of the fully proprietary line.



Replacing birds with art glass birds



► 4: Tier-A Supplier Curation (Scalable Sourcing)

During the startup phase, "complex to produce" categories like textiles, carpets, or ceramics are managed through strict supplier curation rather than manufacturing.

- Supplier Evaluation Framework: Partners are selected based on our criteria and compatibility with the brand's aesthetic.
- Curation-Led Exclusivity: The sheer diversity of the decor market makes it impossible for us to manufacture or customize every item. As a startup, we lack the capacity to produce e.g. rugs in-house or commission custom designs from third-party manufacturers.
- We carefully select products that align with our brand vision.

Selected product



Sourcing Matrix by Product & Material

sourcing strategies

» **Custom Manufacturing (Bespoke)**

Approach: Our designs executed by specialized wood, metal, stone or other workshops. High margin potential, exclusive to our brand.

» **Hybrid Modification (Semi-Custom)**

Approach: Sourcing ready-made wholesale pieces and elevating them with tailored accents of metal, wood, or glass, thoughtfully chosen to match each item's unique aesthetic and the pre-planned design.

» **Ready-Made Curation (Wholesale)**

Approach: Direct purchasing from trusted wholesalers, a selected pieces that align with our brand vision. Low lead time, quick scaling, but lower margins and higher competition.

The 5-Stage Supply Chain Workflow

» **Design, Curation, & Planning**

launching products in seasonal drops and allocate the budget across three categories: 10% custom core pieces, 20% hybrid trend-driven items, and 70% ready-made staples. providing workshops with detailed tech packs that outline exact designs, material specifications, and tolerance limits.

» **Supplier & Workshop Management**

I will establish formal Service Agreements with my workshops to enforce strict lead times. If I end up working with multiple distinct workshops, I intend to route all items through a central consolidation hub or my main warehouse to complete the final assembly.

» **Centralized Quality Assurance (QA)**

To protect product aesthetics and perceived value, I will implement a two-tiered inspection process. I plan to check custom items at the workshop for structural integrity, warping, or cracking before transport, and inspect ready-made wholesale goods at my warehouse for scratches, shattering, or finishing defects.

» **Inventory Management and Warehousing**

I intend to classify my SKUs by fragility and weight so I can prep them with appropriate protective packaging like bubble wrap or foam inserts. I will also maintain safety stock buffers by holding higher quantities for items with long lead times and lower amounts for faster-moving products.

» **Online Retail Fulfillment**

I plan to dedicate a specific warehouse zone to assemble final components, secure fragile items with premium protection, and box everything in branded packaging for retail delivery.

Curated Examples of Our Design Work - 1
signature Design

- Modern Simple Design
- 2 Deferent Workshops
- Metal Components



Collection Framework
Long model
Short model
Two colors
Tray (stand)





Curated Examples of Our Design Work - 2
Value-Add Modification

Collection Framework
Diffuser + Candle + Stand

Stand out from the crowd with a design built to be different.
⇨Ready-made diffuser and Glass candle.
⇨Custom wooden stand,
⇨Thoughtfully chosen handle,
⇨Changing the color of glass pieces
Result: handcrafted quality that is nearly impossible to imitate.



Brand Label + Product Description

Glass painted in Black

Curated Leather Handle

A wooden stand designed to match the shape of the diffuser top.

Curated Examples of Our Design Work - 2
Value-Add Modification - signature Design

Collection Framework
⇨Large Tray, Small Tray, Large Decorative Box, Small Decorative Box.
⇨2 Colors

Series Metal Handle
⇨ Long one side handle
⇨ Short One side handle
⇨ Short two sides handle



⇨ Woodworks
⇨ Design Ready Handles

Modern 2colors tray with base



Curated Examples of Our Design Work - 2

Signature AI-Generated Design

modernization of the tradition Syrian Mosaic

AI-Generated Design



⇨improving exist design by new feature
⇨modernization of the tradition Syrian Mosaic



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