

Designing Woman: Woman-Owned Business SnS Design Continues to Find Success With a Thoughtful Appeal to Female Decision-Makers

New York, NY - Award-winning industrial design firm SnS Design (www.snsdesign.com) continues to find success despite the current tough economic climate.

Nisha Sawhney, founder of the woman-owned SnS Design firm explains, "Today, women are the #1 decision-makers when it comes to which appliances to buy, and they are making choices based on what they feel is best for their family and the environment.

SnS Design value women's perspective and continues to remain competitive in today's market. The firm has a successful track record of creating designs for brands that include Haier America, LG, and Amcor, and continues to secure new clients.

Sawhney, continues, "Today's savvy marketers understand their primary purchasing demographic for certain products are women, and now want to utilize a woman's point of view to make a meaningful connection with their target audience."

One of SnS Design's recent award-winning designs illustrates this concept very nicely. When tackling the task of how to make an air purifier that was functional, yet attractive enough for display in a child's room, Nisha and her design team came up with two creative solutions, a frog and hippo, both with a playful look. Incorporated into each design were all the necessary elements (air outlet, filter, purifier controls, etc.), resulting in a small consumer product with a toy-like appearance rather than the typical "appliance" look.

Ms. Sawhney explained, "You know you have a great product on your hands when its appeal transcends generations. We knew we had succeeded when children under five as well as their grandparents were fascinated by the frog and hippo designs." These designs and others may be viewed at <http://snsdesign.com/frog-hippo.htm>

SnS Design plans to continue to share business tips and advice during Spring 2009, with plans to launch a learning demonstration series via a series of webinars. More information about the upcoming series will be made available online at www.snsdesign.com

About SnS Design:

SnS Design (www.snsdesign.com) is a woman-owned industrial design consultancy located in New York City. The firm offers a wide array of services from product design, packaging, graphics, and merchandising, to exhibitions. SnS Design is a NYC certified W/MBE (Woman/Minority Owned Business Enterprise).

###

Press Inquiries:

press@snsdesign.com or (212) 731-0833

Publicity:

Light of Gold PR, Consulting, and Marketing LLC (646) 378-7895 or mediainquiries@lightofgoldpr.com