DONKEY

PRESS RELEASE | BRAND RELAUNCH
01 - 2024

A Tapestry of Happiness
Donkey Products unveils exciting brand relaunch at Maison & Objet

Hamburg, 14.01.24 — Donkey Products, the esteemed interior and design brand, is thrilled to release the relaunch of its revamped brand strategy and visual identity at Maison & Objet in Paris (Hall 2 | F24-G23). The rebranding is part of a broader shift in a new direction, marks a bold milestone in the company's history and reflects the brand's commitment to design excellence and happiness.

Living in Colour:
Donkey embraces the new era with a vibrant spectrum of bright colors that perfectly align with the brand's core values - enthusiasm, diversity, and creativity. The visual relaunch infuses creativity into every facet of the brand and transforms its claim, "We create happiness," into tangible reality.

Bold Logo, Fresh Packaging Concepts:
A bold new logo takes center stage, symbolizing Donkey's evolution and commitment to innovation. The modern lettering tells a visual story by incorporating a donkey's ear between the last two letters – a playful and subtle nod to the brand name.
The revamped packaging concept adds another layer of happiness to the new brand identity. It picks up the newly developed colour scheme and is a sneak peek into the whimsical universe within. Unwrapping a Donkey product is like opening a storybook – each box, a chapter; each product, a character.

A Shift in Focus:
In a strategic move, Donkey will bid farewell to its kids products line in 2024 to concentrate on design and lifestyle objects like the 'Crazy Ceramics' and 'Summerglobes'. This isn't goodbye; it's a transformation. The brand's commitment to creativity remains steadfast and the shift reflects the dedication to delivering joyful products.
Furthermore, Donkey is set to embark on an exciting journey of collaborations with artists, influencers, and other lifestyle brands. These partnerships are designed to infuse fresh perspectives, even more innovation, and a dynamic edge, ensuring that each product tells a unique story. Get ready for collaborations that transcend the ordinary.

CEO Florian Berger Shares Enthusiasm:
Berger, founder and creative lead of Donkey, expressed unbridled enthusiasm about the brand's evolution: "this relaunch not only marks a visual transformation but also promises substantial benefits for both the market and customers. With a refreshed and contemporary identity, the brand is poised to capture the attention of a broader audience, enhancing market visibility and appeal. The new look symbolizes the brand's evolution, aligning seamlessly with evolving market trends and customer preferences. We're excited about the journey ahead and the new possibilities this relaunch unlocks for us."

Relaunch in Paris:
The festive unveiling of Donkey 2.0 will take place from January 18th to 22nd at Maison et Objet in Paris. In addition to showcasing new products for 2024, the company will debut an entirely new exhibition booth to celebrate the relaunch. CEO Florian Berger expressed, "at Maison et Objet, we

feel at home and among like-minded partners, customers and friends. Hence, it's the perfect occasion to celebrate the new branding."

About Donkey Products:
Established 2008, Donkey has been a trailblazer in the interior and design space for over 16 years. With a passion for creativity and an unwavering commitment to happiness, the brand has earned a reputation for delivering unique, playful, and innovative products. Made for those who love creativity, out-of-the-box-thinking and ordinary things with an extraordinary twist. Developed and designed in Hamburg, the products can now be found in more than 8.000 shops in 84 countries all over the world.

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