

IITTA LA  
Visual Identity

# Research & Insights

**1.**

Minimalism is a  
progressive way to live

**1.**

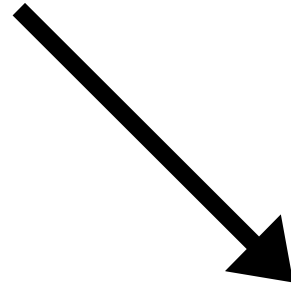
Minimalism is a  
progressive way to live

**2.**

Minimalism is shown  
similar everywhere

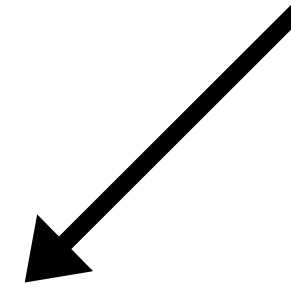
**1.**

Minimalism is a  
progressive way to live



**2.**

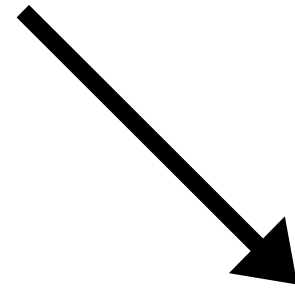
Minimalism is shown  
similar everywhere



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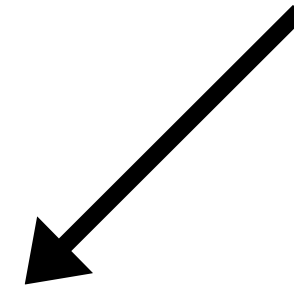
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Minimalism is shown  
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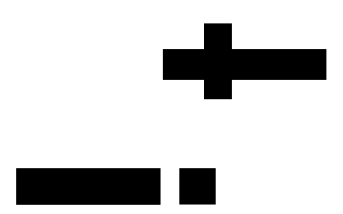
Diverse Minimalism

C O N C E P T

# Diverse Minimalism

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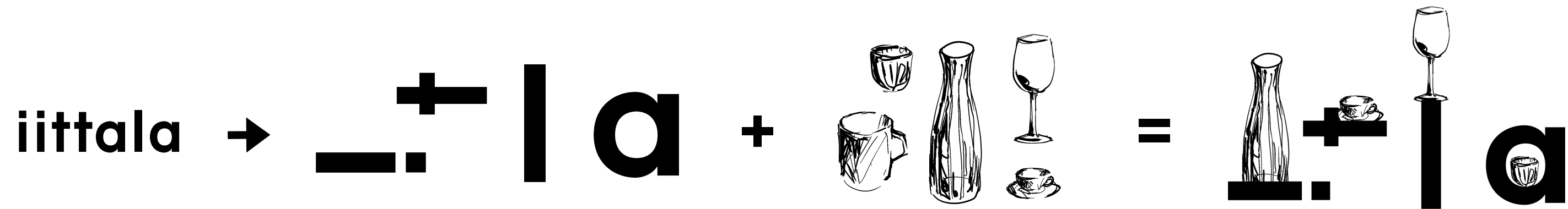
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**Raami**  
Jasper Morrison

**iittala**



**Raami**  
Jasper Morrison

**iittala**



**Raami**  
Jasper Morrison

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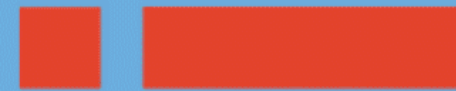
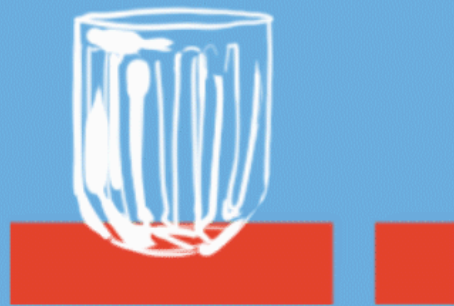
Interior

Dining

Gifts

Collections

Stories



Roami

See all ▶

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