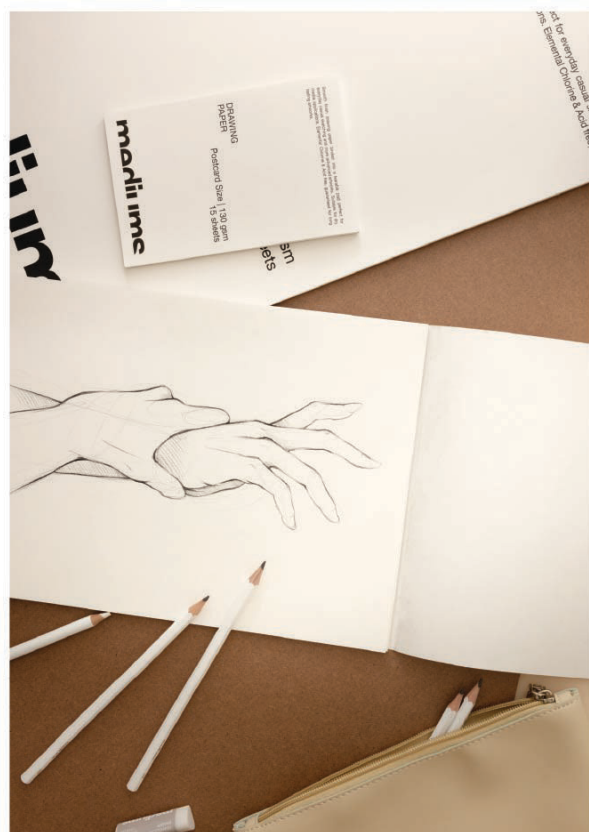


Brand Profile Spring 2023



**medii me**





Art + Stationery  
Home + Living  
Ambiance  
Kids

You've never seen  
colours like this.

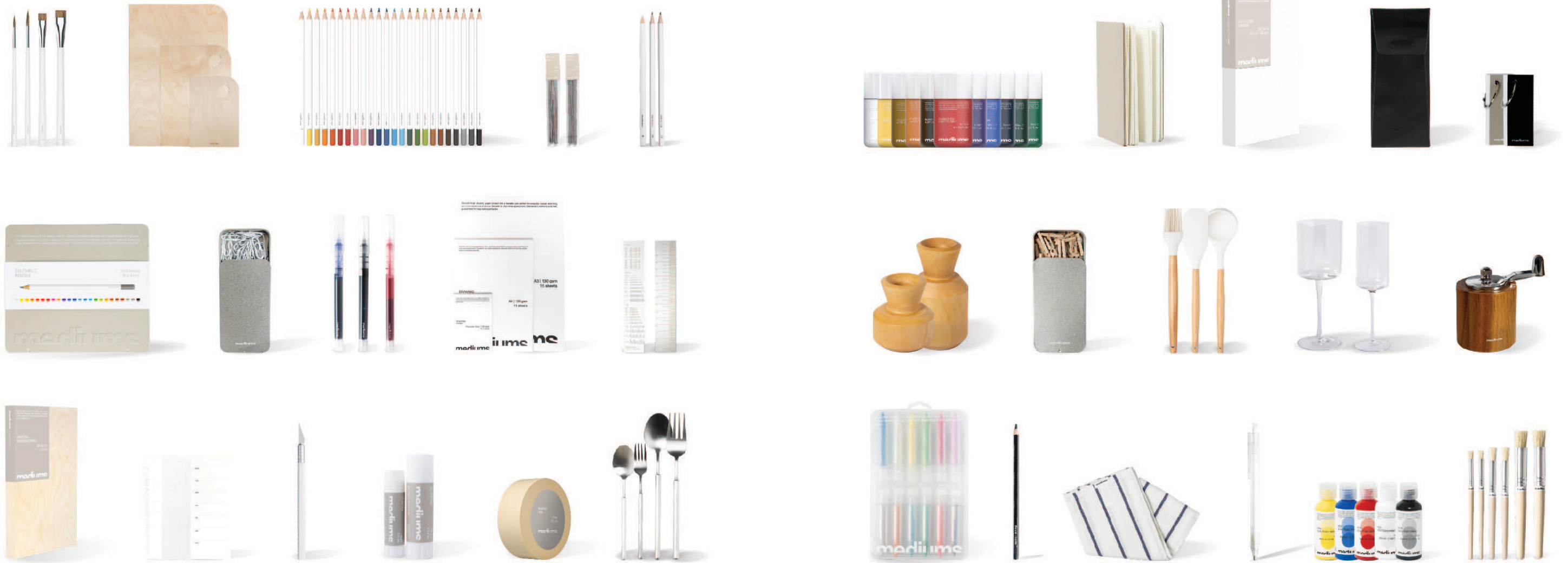
medii ms

Our brand

# Everyday essentials, reimagined + simplified

When we started planning out our ecosystem, we looked at the fundamentals of each category we were venturing into - tried to weigh and understand how to create products that do exactly what they were supposed to do. Simply yet with a certain charm you just couldn't find anywhere else.

From stationery to art supplies to home to ambiance and more, the collections we release are designed with an integral belief that everyday items don't have to be boring and that products develop their own uniqueness once they're in the hands of each individual and thus has paved the way for how we describe our lineups - 'understated beauty'.



mediu ms



Creative retail, rethought from the ground up.

# Iconic spaces. Incredible destinations.

From day one, crafting iconic spaces has been one of Mediums' most memorable traits to our community. We treat retail locations not only as another point of sale but as a living and breathing community space where people can come to explore, talk about new ideas, try out new hobbies and fall in love with the charm of tangible items once again. It's these spaces that complete the loop for our brand. Spaces where notebooks are not only a utility but an everyday idea companion, where paints are not only art supplies but a resource to reveal your ideas on canvas - a space that invokes brand obsession.

Designed to be a peaceful oasis among busy lives in the city, our stores are located in city centres with careful consideration to flow, spatial design and crafting experiences that will allow our customers to take a beat and explore our collections.



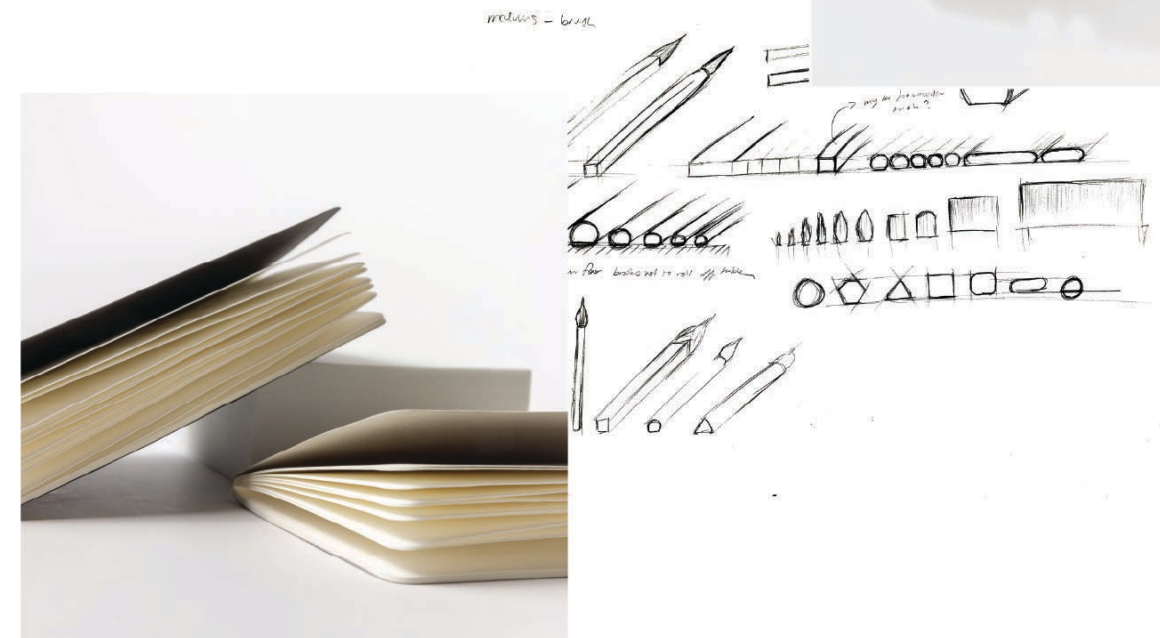
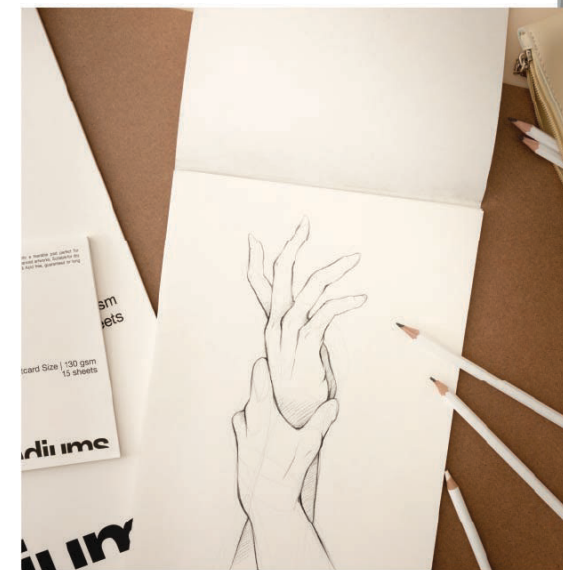
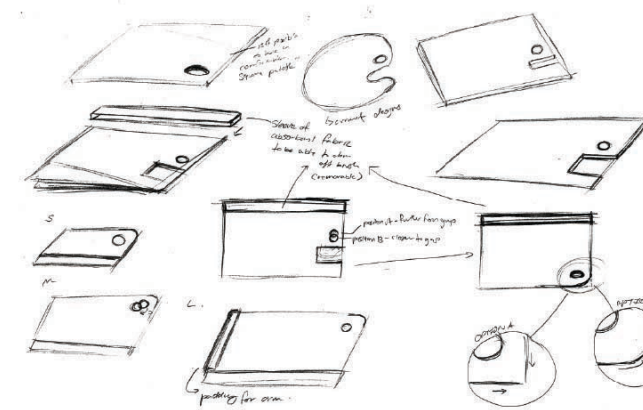
A small design team where passion meets obsession.

# Designed in Bangkok, for the world.



Mediums products work effortlessly as our designers and innovation labs maintain an incredible focus on simplicity and a user experience-first design philosophy. Members of our teams are already everyday users of the products we choose to craft and therefore we design and keep a very personal relationship with the products themselves. At the end of the day, of course, we make products that we hope will go on to simplify the lives of many. But also, we hope that we can produce products that our customers will love as much as we do.

The design team works closely with operations as well as retail to optimize and innovate every Mediums product that gets released. Not only does every product get influenced by an engineering and scientific background, but also the comments, critiques and feedback we get from all of our customers. We believe that what sets Mediums apart and why nothing feels like a Mediums product is our team's focus on not only how the individual product looks and feels, but because our team understands how every decision we make changes and sculpts the entire user experience and by extent, the entire Mediums ecosystem.



mediums

Leaving the world better than we found it

# The new kid on the block, **sustainably aware.**

Sustainable means many things at Mediums and the house of Apostofi - all of them no less important than any other.

1. Sustainability in our ecosystem and the way people interact with our products - we take time to ensure that our products are made to last.
2. Sustainability in products and manufacturing has always been a significant contributor to the way we design our products and the suppliers we choose to work with.
3. Sustainability in the impact we have on our customers - we have always wanted to build products that allow our customers to have a more balanced life which allow them to create more meaningful experiences and connections.

With all these verticals in mind, the Mediums ecosystem forms an integrated turnkey option for many striving to choose a brand that both understands them and one that makes decisions with their impact in mind.



100% Biodegradable delivery packaging



Optimizing for year on year decrease of plastic usage in product packaging



Prioritizing biodegradable or recycled materials in the design process



Setting goals to reduce our total carbon footprint





Partners + Collaborations

# Community is our lifeblood

Being bold yet understated has opened up our brand to many collaborators and partners in our short but impactful run since our relaunch. With clients from many industries including but not limited to : fashion, real estate, hospitality, technology, banking, luxury and more - it has built a portfolio that proves the adaptability and effortless application of our ecosystem to all groups of customers.

From workshops to events to exclusive products to corporate gifting, our products has taken many moments and events to the next level with products that the receiver will use countless of times or with workshops that allow them to create masterpieces they will remember for a lifetime. Learn more about Mediums for business and wholesale at [www.apostofi.com/mediums-for-business](http://www.apostofi.com/mediums-for-business)



STELLA  
McCARTNEY

The Standard



SOHO HOUSE

FUJIFILM

MAHA  
NAKHON

GAMPER

SANSIRI

CLUB  
21

krungsri  
กรุงศรี

CENTRAL EMBASSY

THE DISTRICT  
EM

mediums

A Part of Apostofi

# Crafting brands that connect people like the good old times

mediu me   ve/ia   sometimes home is a person   GARDENS



Stationery, Art Supplies,  
Home, Ambiance and Kids

**mediu me**™



Specialty coffee, teas,  
baked goods and ready-to-drink

**ve/ia**™



Writing instruments, letters,  
photography, flowers and objects

sometimes™  
home is a  
person



Casual dining, brunch, drinks,  
wine and chacuterie

**GARDENS**™

Learn more about the house of Apostofi at [www.apostofi.com](http://www.apostofi.com)

