



Interview with BRABBU's Brand and Design Manager Sara Lança

1. Give us a little insight of yours path until arriving to BRABBU

I started in 2011 working as a designer at Menina Design Group, to which belong brands like Boca do Lobo and DelighFULL. Through hard work, my dedication started to be noticed, and I became the Brand Manager of BRABBU in the same year and also the responsible for the UK market.

In 2002, I worked as a communication designer in a British company, where I also started developing my work as freelancer product designer. Pursuing my taste for product design, I returned to Portugal in 2003, where I graduated in Industrial Design at ESAD Leiria.

I was born in 1984, and also studied in Libera Università di Bolzano and in Kingston University London, where I was also a MA Assistant Teacher

2. As a brand manager how do you keep the brand's identity intact?

We are very aware of BRABBU's identity and where we want to go and achieve. Therefore, everything is projected considering who we are. A force of nature, intense and fierce.

3. As a design manager, what is the source of inspiration of your team when conceptualizing a new product?

BRABBU's design pieces have the contribution of all the members of the team, therefore when mentioning the designer of certain piece we mention as BRABBU Design Studio. Our team's inspiration comes from different perspectives. It may come from a random dream, from a recent journey, from music or a movie, from a cultural documentary or simply because of the many things we surround us with in order to be inspired by.

The inspiration comes from the ideas and feelings that BRABBU wants its pieces to reflect, so basically our team of designers inspire itself in nature and in the histories and cultures of the world. Furthermore, we are always alert regarding what our audience is looking for.



4. In terms of creativity, in your experience, what should be avoided to stay open to endless possibilities?

Stopping. Maybe for our intensity we do not allow ourselves to stop. Even on empty spaces. It's about forcing yourself. Creativity doesn't come to yourself freely all the times, so sometimes you have to be the one to push it in order to achieve it. It's about having no boundaries in the creation process, always considering the brand's identity.

5. It is crucial for a brand manager, to identify herself with her brand. How much do you feel related to BRABBU?

It is indeed. And the truth is since I've become BRABBU's manager I adopted more than ever BRABBU's lifestyle. And the truth is that it works and feels very well to me. Being fierce is a necessary thing to make a statement and to make things happen. And then, BRABBU gave me the chance to travel more around the world, exhibiting the brand, living stories and making memories. It is an intense job in a fierce brand...