

Favorit & Co[®]



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Manifesto

Wir glitzern nicht.

Wir prahlen nicht.

Wir sind Favoriten.

Wir sind keine Mode.

Wir sind deine
Grundbedürfnisse.

Wer uns findet,
hat ausgesucht.

Wir sind die Eine.

Der Eine. Das Eine.

Wir sind eins
mit der Natur.

Eins mit der Stadt.

Eins mit Dir.

Wir sind treu.

Wir sind nicht
jedermanns Sache.

Wir sind Unisex.

Wer uns wählt,
wird uns lieben.

Wir sind für's Leben.

F&Co

Favorit & Co sind Schaffer mit Ideen, die sie gemeinsam mit den jeweils Besten Ihres Fachs entwickeln. Es sind Produkte gegen die Schnelllebigkeit. Arvenholz verlangsamt den Herzschlag: der Zapfen als Sinnbild. Favorit & Co produzieren am Ruhepuls der Zeit. Unsere Arbeiten sind getestet, überarbeitet und perfektioniert. Sie sind lokal, sozial und ökologisch. Sie werden in kleinen Serien gefertigt und schaffen Wert: Für Favorit & Co, für die Stiftung St. Jakob, für die Weltmeere. Für Dich.

About

Der Name ist Programm. Unser Anspruch ist es, Produkte zu kreieren, welche zu Favoriten im Alltag unserer Kunden werden. Wir bieten Nadeln im Heuhaufen, nach denen man nicht mehr länger suchen muss. Produkte des täglichen Gebrauchs, die standhalten und Freude machen, jedesmal wenn man sie benutzt, oder auch nur schon ansieht. Produkte die wir uns auch für uns selber wünschten, aber nirgends gefunden haben. Das Zusammenbringen von Expertise ist unsere Kernkompetenz. Zur Entwicklung jedes Favoriten tun wir uns zusammen mit den jeweils Besten Ihres Fachs. Hier, vor Ort. Weil wir daran glauben, dass Leidenschaft, Fachwissen, Handarbeit und lokale Produktion die Seele jedes guten Produkts ausmachen. Für dieses Zusammenarbeit steht das & Co. Dieses Konzept ist unser Kern – nicht das Produktsegment an sich. Wir möchten nach der proof of concept Phase sogar bewusst unberechenbar werden, in ganz neuen Segmenten auftauchen, damit spannend und überraschend bleiben. Keine Sortimentstiefe, dafür eine fast endlose Breite. Zeitlos gutes Design ist uns genau so wichtig wie der Inhalt. Wir stehen für Klarheit und Substanz. Bieten eine Alternative zum lauten Überkonsum. Unser Logo der Arvenzapfen steht für Beständigkeit und schlichte Schönheit eines Naturprodukts. Was auch immer wir produzieren, es hat stets Favoriten-Potential und braucht keinen Vergleich zu scheuen – sogar mit Produkten von Weltformat.

Unserer Produkte sind für Männer und Frauen, die des Wirrwarrs, des Überangebots und der Mittelmässigkeit überdrüssig sind. Die eigentlich weniger von allem möchten und sich stattdessen Dinge wünschen, die standhalten. Unsere Kunden empfinden es als komfortabel, bei einem Brand anzukommen, das zuverlässig Produkte mit Favoriten-Potential liefert, die lokal, sozial- und umweltverträglich produziert werden. Sie sind bereit für Qualität und Exklusivität – welche handgefertigte Kleinserien auf natürliche Weise mit sich bringen – mehr zu bezahlen. Es sind Menschen, denen die Sorgfalt und Detailtreue nicht entgeht, welche in unseren Produkten stecken und die sich daran freuen. Sie haben ein gutes Gespür für neue Trends. Sie sind ihrer Zeit immer gerne etwas voraus. Claims wie Swiss Made, oder Made in Zurich lösen etwas aus. Ihnen gefallen lokale Brands, speziell natürlich solche, die von Zürich oder der Schweiz ausgehend die Welt erobert haben.

Founders

Since 2020



Andreas Zellweger

*1968 Brand Director

84–87 Commercial apprenticeship
88–97 American Airlines Zurich Airport
97–99 Swissair Zurich Airport
99–02 m&f database Marketing AG
02–05 Globus Headquarters, CRM
05–22 Entrepreneur (Favorit05 GmbH / Foodcom AG)

Since
2022 Founder & CEO
Favorit Ventures GmbH

Stefan Jandl

*1983 Creative Director

98–02 Matura (Economy)
02–07 Zurich University of the Arts
05–06 Internships New York & Munich
07–13 Self-employed Designer
13–14 Strellson AG
14–21 Creative Director Agentur Koch

Since
2022 Founder & Creative Director
Favorit Studio GmbH

Interview 1/2

The Brand Identity — August 2020

Favorit & Co's handmade collection of eau de parfums, room scents and cosmetics are devised in Zurich by graphic designer Stefan Jandl and a team of seasoned craftsmen. Through the use of locally sourced ingredients and straightforward presentation, the brand is a timeless solution to loud overconsumption. We caught up with Stefan to find out more about his inspirations and future plans.

01 Can you tell us about yourself and what you do?

I have worked within the field of graphic design for over 10 years. Besides the daily commissioned work I always try to push boundaries and try out design related to weird projects. When I look back, there was one specific moment which inspired me through the years. In 2006, I had the chance to meet the legendary Massimo Vignelli in NYC. His advice, his approach, his multidisciplinary work and his timeless creations left a deep impression. There is a book about him titled 'If You Can't Find It, Design It'. A statement which might be quite fitting to my recent works with my friend, Andreas Zellweger, who has been the perfect companion to bring these product and design ideas to life.

02 What inspired you to start Favorit & Co?

As believers in beauty bringing small moments of joy to everyday life, we just started creating products as such. Our creations contain inherently Swiss properties such as clear designs, quality awareness and traditional, local manufacturing. The '& Co' stands for the best possible collaborators, retailers and most of all customers, who share our high-quality awareness. We make things for people who are tired of today's loud overconsumption. To create long-lasting favourites against the fast pace.

03 As an industry that somewhat relies on new products, what part do you think graphic design can play in countering overconsumption?

This is a good question that we've discussed quite a few times. You could say that it's some kind of contradiction to counter overconsumption by designing new products. Nevertheless, we believe that we must prioritise long-term thinking in the matter of product development. Connected to this, our emphasis is placed on the aesthetics of timeless graphic design. Our Swiss-style may seem to serve pure functionality at first glance – and it does. However, the facets of simplicity enable us to find beauty in functionality and – vice versa – the functionality of beauty. We are aware that overconsumption is a global challenge that needs to be addressed in many ways. Timeless design combined with valuable manufacturing represents one first step towards a sustainable mindset, and consequently, towards sustainable consumption.

04 How do you decide on the scents for each product?

First, there's a basic idea. It could be a smell related to childhood memories, a travel experience or a particular person. Then, a dynamic olfactory process evolves. This is the most exciting part. It might take weeks and months to reach perfection in some cases, just a few hours in others. We know we have a finished scent once the composition feels exciting, enables us to trigger emotions or memories while being finely balanced.

Interview 2/2

05 How about the cardinal directions for the product names, how did you come up with that?

We've always enjoyed travelling and having adventures and experiences within new environments, being surrounded by many different cultures. Cardinal points are short and sweet triggers of emotions, memories, associations, longings, and wanderlust. They provide orientation – may it be in a familiar surrounding such as your neighbourhood or in a new and unknown environment. We find that a variety of settings create beautiful frames for beloved fragrances.

06 The woodwork is made in collaboration with St Jakob Foundation in Zurich. What does that process look like?

We discuss and work out the details and possibilities of the designs and functionalities with the team leaders of the carpentry. The actual production is done under their supervision, by fellow men with handicaps, to whom the St. Jakob Foundation has been providing jobs since 1902.

07 How about the rest of the product – how and where is that made?

The glass bottles are made and decorated by a specialised shop in Austria. The packaging is produced and screen printed in a traditional, small factory near Zurich, Switzerland. The perfume itself is composed, produced and bottled in Zurich. The Shower Gel is hand mixed in a small laboratory just around the corner. We produce as much as we can locally. Even the typeface was considered to be Swiss-made.

08 Aside from the connection to the name, what else drew you to Favorit as the brand's typeface?

The fact that the typeface is a namesake is indeed a very lovely coincidence. On one side, Favorit looks very Swiss, strictly composed and timeless. On the other side, it has its understated oddities and surprising details. These characteristics made it to be the perfect match. We love the unbalanced 'R', the ugly 'y' and the wrong '8'. Because imperfection is what gives it a soul. Just like the handmade products.

09 Why did you go for an acorn as the logo?

It's actually a Swiss pine cone. We appreciate its local character and the simple classiness of its unique shape. If looked at closely, the cones reveal a delicate, beautifully shaped surface, resembling our attention to detail. Swiss pine wood not only slows down the heart rate, it also stands for the timelessness and longevity of our products. Pine trees can live to be hundreds of years and adapt to harsh mountain conditions as in the Alps. Little details build a bridge to our typography. The icon is filled with a pattern made out of Favorit's 'F' and the shaft is made out of a serif from the logotype's 'C'.

10 What can people expect from Favorit & Co in the future?

We will continue to make things with people, for people who care about simplicity, quality, responsibility and the joy of good design.