

RAZWARЯ

Brand Genesis

By David Hachez for Raz\*War



**Hammer and Sickle stands for Communism**  
RazwaR will stand for  
“Affordable razorblades for everyone”

# Our Brand Icon

The Razor & The Shave Brush



# Our Vision<sup>beta</sup>

Being “Nice and Clean” should be affordable

# Our Mission<sup>beta</sup>

Free the world from Razorblade supremacy

# We also believe in...

Recycling

Affordable

Zen

World

Activism

Right on time

# The Pricing

- One shots
  - 1 razorblade = 1 euro
    - 2 way shipping not included (1 extra euro)
- Subscriptions
  - get your blades delivered 4 times / year

# Our Starter Gift



Free Razor with Laser Engraving (value 20 euro)

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<http://www.knifecenter.com/>



# Our communication spirit & universe



**revolution**