

SOCIOPAR

*PrintMaker*  
media private limited

# ABOUT SOCIOAR

---



A Digital Marketing and Creative agency in New Delhi that provides turnkey marketing solutions. Aimed at enhancing brands' online presence, Socioar provides Branding, UX/UI Design and Development, Digital Marketing, Social Media Marketing, Content Marketing, Influencer Marketing and PR solutions.

Socioar focuses at providing your brand a much wider reach towards a much more engaging audience. Socioar believes in providing complete design and digital marketing solutions for brands to successfully achieve all their digital goals.

Up and running successfully for more than 5 years, Socioar has provided design and marketing solutions to over 150 brands that include both offline and digital marketing solutions to clients in India and outside India. While catering to varied industries, Socioar has serviced luxury home decor brands, luxury / bridge to luxury fashion brands, food festivals, cold brew coffee, food delivery setups, makeup artists, a jewellery brand, NGOs and many more.



# CLIENT LIST

---



SATYA PAUL



Sotheby's



# BRAND NOTE

# EDDAS VEDAS



## Why did we choose this name?

The story goes back to the ancient civilization, the great transition between the Ages and the inception of the new Dark Age (*Kali Yuga*) in 3102 B.C.

The word: "**Edda**" itself is derived from the Sanskrit "**veda**", or sacred "**vidyā**", both of which are terms for "**knowledge**;" cognates include the German "**wissen**", the Swedish "**veta**", and the old English wit, for "**to know**".

Therefore, it is a fitting term that conveys the power and simplicity of knowledge. Together the **Eddas and Vedas** represent bookends on the shelf of **Scandinavian & Indian religious history**; the further apart they are set, the more knowledge can be placed in between.

The entire purpose of selecting this name revolved around the aspect of bringing together the glorious past and the new world norms that carry forward a culturally rich legacy to highlight a brand that's not just a label but rather a "**way of life**".

# SIMILARITIES



## EDDAS

- The **Poetic Edda** is a collection of poems about both gods and mortals, several of which contain short sections of explanatory prose. Its aim, like that of the Prose Edda, **is to educate; to relate its tales of gods and ancestors in an entertaining and memorable way.**
- **Linguistically there are many connections between Scandinavian (SC) and Sanskrit (SK) that fit in very neatly.** [Ex: Father is Fadir (SC), Pitar (SK); Mother is Mor (SC), Matar (SK)].

## VEDAS

- **Sacred knowledge** in the ancient Indic tradition was maintained and transmitted through **a rigorous oral tradition** which regarded the lore as divine revelation.
- Right from worshiping the cow, to the **Eddic war** between the **Aesir** and the **Vanir**; & the **Vedic** war between the **Asuras and the Devas**. From drinking the **Magic Drink by the King of Heaven (Edic)** and **Soma the Nectar of Immortality (Vedic)** to the **creation of the caste system in both cultures** — there are far too many points of comparison for this to be a mere accident.

### Conclusion:

*The Eddas and Vedas are indeed related to each other, but not in the manner most often described. Their fraternity reaches much further back into prehistory than can currently be traveled, and their relationship, while more distant temporally, has been placed upon stronger, more solid ground. The relationship shared by two such disparate works is a powerful testimony to the ultimate unity of Scandinavian & Indian values.*

# CUSTOMER PERCEPTION



Our homes have become a sanctuary like never before. In fact, we have accommodated every extension of our life and consolidated it within our home space. Envisioning a contemporary solution to the ever-widening horizon of life as we know it, **Eddas Vedas** would be the ultimate **home & lifestyle brand** that would be perceived with the **warmth of the old world and the twist of contemporary times.**

Paving a way forward with a **mindful approach** that boasts of **minimal aesthetics & clean breathable nordic living spaces** with a hint of **ethnic fluidity, embracing time-honoured techniques** - it would be a **homegrown design and lifestyle brand that celebrates style from an Scandi-Ethnic perspective.**

With more and more consumers in the European market indulging in home and lifestyle products that have a hidden meaning and bring in value to their homes; **Eddas Vedas** would be their **one stop solution to all things design and décor synonymous with a way of life.**

While we try to revive back the tradition ingrained within both the cultures, they keep us rooted and as we work towards preserving their values through our designs. **The pronunciation is easy and quick to adapt to, as well as our brand story becomes one to be shared as a legacy with future generations.**



# BRAND MESSAGING



- There's more than meets the eye when it comes to **Scandi-Ethnic décor sensibilities**. Overall, the aesthetic can seem a little spartan, but the design choices made are deliberate, and function is often just as important as good looks—and who can really argue with that.
- Marked by its **simplicity, lack of visual clutter, and purposeful placement of featured items, the fusion of Scandinavian & Ethnic design relies on a few perfect pieces to tie a complete design together**. Be it a deliberate statement of respect and an appreciation for nature's beauty with **eco-conscious production capabilities and raw materials**.
- We want our customers to understand that fine line between **Minimalism > Maximalism** with a hint of **prints and embellishment** via our offerings.
- We further aspire to create a **reward experience and value** that **combines functionality with high quality and innovation** for our customers.
- **Timeless offerings** that connect the holistic journey of home & lifestyle products.
- **Bringing together cultures, traditions, and powerful design renditions** in the contemporary world with home & lifestyle offerings & a brand that strongly emotes a way of life.

# EDDAS VEDAS - HOME & LIFESTYLE REFERENCES



# EDDAS VEDAS - HOME & LIFESTYLE REFERENCES





# EDDAS VEDAS - HOME & LIFESTYLE REFERENCES



# EDDAS VEDAS - HOME & LIFESTYLE REFERENCES



BRANDS OUT THERE



# IKKA DUKKA



Ikka Dukka was conceived to provide products to customers that they themselves would love to wear and see in their home. They are a boutique store that aspires to provide interesting products and designs. They work with artisans and talented designers to bring customers beautifully crafted pieces from around India and the world.



# NICOBAR



Nicobar aims to reflect the image of the modern Indian way of living, dressing, and looking at the world. This is at the heart of everything they do. Nicobar is a brand that believes in culture as much as commerce, and that journeys are usually as worthy as destinations. They believe in narrating stories through their products, design language and through a community.

N I C O B A R

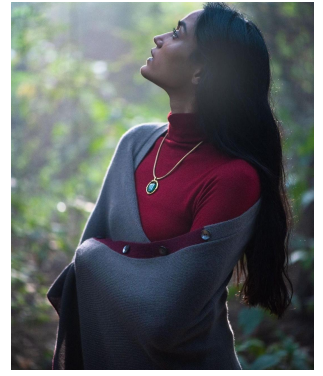




# PARO BY GOOD EARTH



As a brand incepted from within the mother brand - Good Earth, Paro reclaims itself as the celebration of joy within oneself. Paro, the Soul of Good Earth, is the impulse at the heart of creation of redefining Indian luxury. It is a return to that ancestral wisdom and knowledge. Where Nature offers us healing of the body and the mind. It is an alignment of the Self with Rta – the cosmic order or Prakriti. And it shares and disseminates the special knowledge of how to live an experiential and mindful life.



# NAPPA DORI



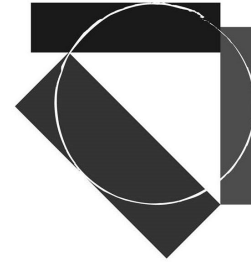
Nappa Dori is one of India's foremost contemporary design brands that has captured the imagination of the world through its carefully curated design aesthetic and craftsmanship that preserves artisanal sensibilities and minimalism to harmoniously blend form with function.



# OBJECTRY



The design duo of Aanchal and Sugandh established Objectry in 2015 with a passion to experiment with form and material while exploring different techniques. After having worked together on metal, Aanchal and Sugandh individually took time off to pursue their interests. Over the next few months, Sugandh explored woodworking techniques, while Aanchal adopted clay through pottery. Shortly after they decided to coalesce their respective skills and their analogous senses of design. This prodded them to start Objectry – a design studio driven by a sensibility that allows a material to lend itself to the design. The approach adopted, paired with quality Indian artisanship, organically results in work that is utilitarian yet distinctive.



## OBJECTRY



THANK YOU



5-N Shahpur Jat, 2nd Floor, New Delhi-110049  
+91 9810722007 | +91 9910888908 | +91 98102 91290  
[www.socioar.co](http://www.socioar.co)