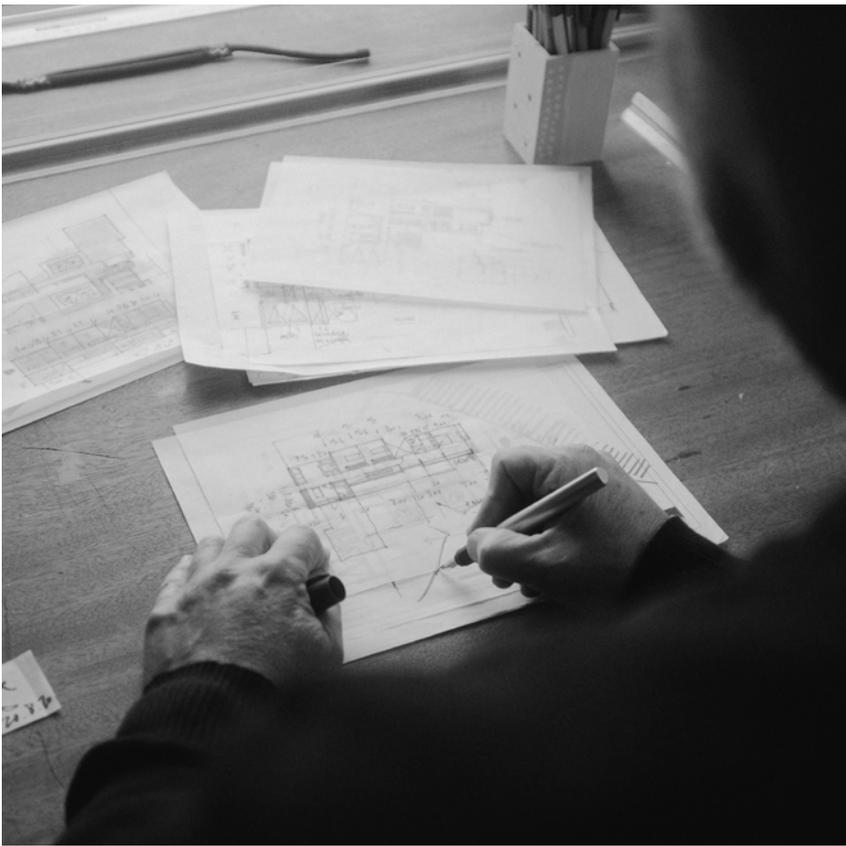


# GRP HTE

SEASON 25-26

EDITION-2 2025



MA GRP HTE  
 TE Creative  
 Labs Pvt. Ltd. FIN. DESIGN  
 RI COLOR  
 AL PRECISION

**GRP HTE** was born from a vision—to be a relentless design powerhouse for every discipline, in every form, and for every function. We exist to confront the overlooked, the unresolved, and the chaotic design challenges of everyday life, turning problems into elegant solutions.

At **GRP HTE**, design isn't just a practice; it's a philosophy. We approach each task with an unmatched blend of creativity and purpose, crafting experiences, products, and solutions that seamlessly merge style with substance.

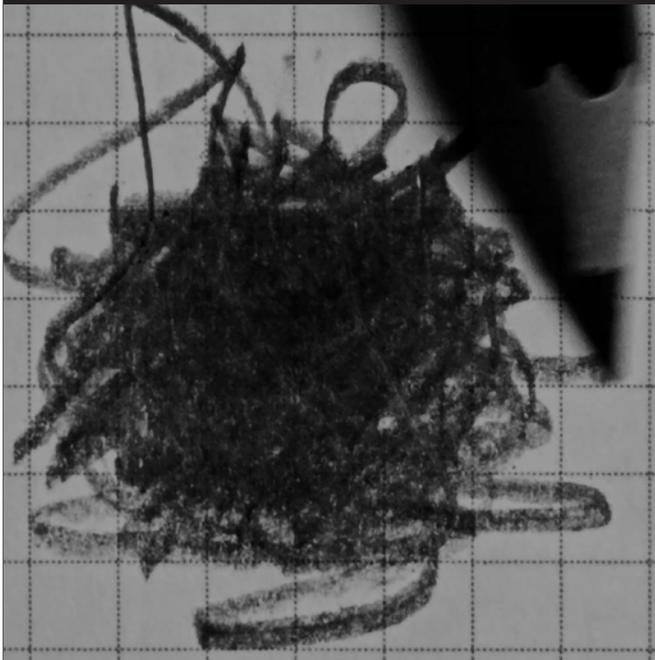
From the smallest detail to the grandest vision, we don't just design; we solve, elevate, and inspire. This is design for the living kind—bold, refined, and purposeful. This is **GRP HTE**.



**GRP HTE** Master Brochure  
 Made for readers.  
 Edition 2- Summer

Season 25-26  
 GRP HTE Creative Labs Pvt. Ltd.

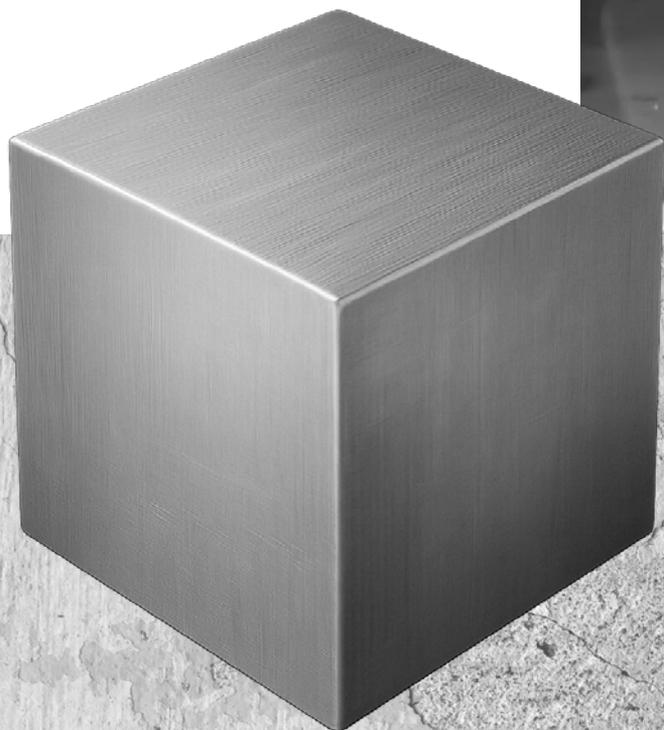




At GRPHTE, every journey begins in Chaos — the raw, unfiltered burst of ideas, impulses, and emotions. This phase is intentional disorder, where logic takes a backseat and instinct leads the way. It's where nothing is too weird, too messy, or too loud. We embrace the storm of scribbles, mental noise, and unpredictable sparks because that's where true originality is born. Chaos is not the problem — it's the playground. It's the source of all that's unexplored and untamed.

From this storm, we move into Formation — the stage where direction begins to emerge. It's where we edit the noise, refine the madness, and find structure without losing soul. Here, intuition meets design thinking. Decisions are made, frameworks built, and concepts solidified. What starts as instinct now starts to make sense.

Then comes Creation, the final phase where everything comes to life. Ideas take shape as real, tangible expressions — from physical products to visual identities. Built with intent and crafted with precision, the output isn't just design — it's GRPHTE's way of telling the world: this came from chaos, but it's here to stay.

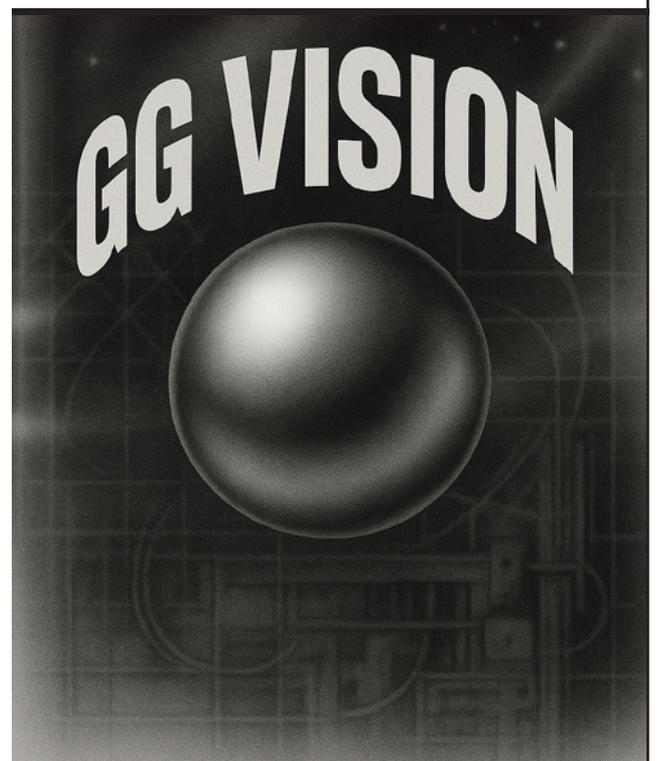


# GRPHE

(pronunciation:  
graph· ite gra·fit./ GRAPHITE)

GRPHE is not just a design studio — it's a force of nature sculpting the future with soul and precision. We move like a storm and think like time itself, blending artistic instinct with engineered clarity. Every product, every visual, every decision carries the weight of intention and the thrill of rebellion. We're not chasing trends — we're setting benchmarks for what design should feel like. GRPHE is cool not because it tries to be, but because it refuses to be anything else. In a world drowning in noise, we build with silence, certainty, and style — crafting pieces that outlive seasons and speak louder the longer they exist.

At GRPHE, we don't just design for now — we design for forever. Our work is built to age with grace, to evolve with meaning, and to feel relevant across time zones and timelines.



## IMAGINED TODAY !

BREAKING! BREAKING!



At GRPHE, every idea is born with a long shadow — cast not just on today, but on the years ahead. While our imagination lives boldly in the present, our design philosophy is deeply rooted in foresight. We craft with timelessness in mind, ensuring that what we build today will still spark relevance, function, and emotion years from now. Every material, visual, and function is chosen with future adaptability in mind — not just what's trending, but what will endure. GRPHE doesn't chase the moment; we study it, challenge it, and then design beyond it. Because true design isn't just for now — it's for what's next.

GRPHE Advisory is where brands come to find their true form — through sharp strategy, bold aesthetics, and meticulous execution across every touchpoint. It's a full-spectrum design intelligence unit that bridges the gap between raw creative energy and refined brand systems. We dive deep into a brand's DNA, decode its essence, and bring it to life through carefully crafted outputs that speak across print, packaging, and spatial experiences. From logo systems to typography, color logic to layout architecture, we build frameworks that aren't just beautiful — they're scalable, recognizable, and built to endure.

Our work spans print design (brochures, lookbooks, editorials, merch, and brand documents), packaging systems that aren't just wrappers but tactile expressions of a brand's soul, and brand theming — developing a coherent narrative across visual and verbal language, ensuring consistency from a business card to a billboard, from a menu to a product box. We also shape spatial and experiential branding, designing environments that physically embody a brand's identity. Every deliverable is underpinned by a central philosophy: design is not a surface, it's a system. GRPHE Advisory ensures every piece not only aligns with your brand — it deepens it.

# ADVISORY IS NOW LIVE!



# VISION TO VISUAL

GRPHE Advisory is where strategy meets design to build bold, lasting brand systems. From print, packaging, and spatial identity to visual theming and brand assets, we craft every detail to function with purpose and communicate with clarity — now and into the future.

VISUAL BRANDING    MARKETING COLLATERALS    MERCHANDISING    PACKAGING    UI/X    CREATIVE DIRECTION

More on Page 12

**Advisory**  
by GRPHE



# OUTLIVES YOU !

GRPHTE Artifacts brings ideas to life through bold, tactile objects that merge function with form. Built from robust materials and finished with intention, each piece is designed to be touched, used, and remembered — a physical expression of thought, crafted to endure.

INTERIOR

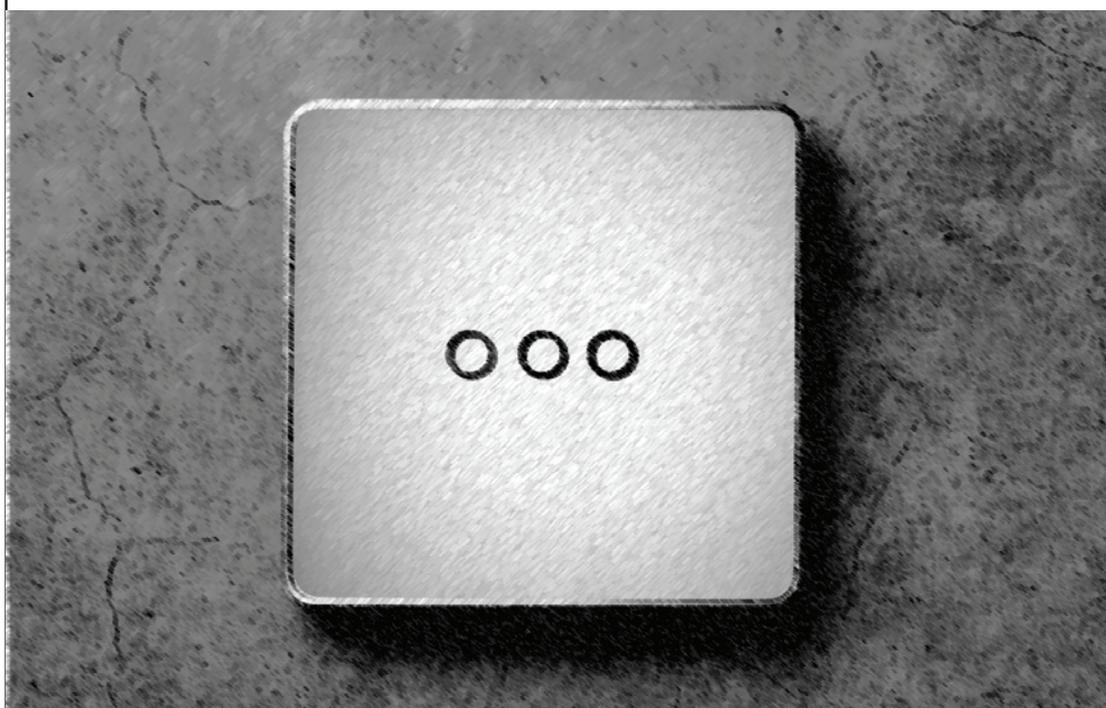
LIFESTYLE

CONSUMER ELECTRONICS

ART

STATIONERY

WORKSTATIONS



At GRPHTE, Artifacts are not products — they are design statements. Born from obsession and crafted with precision, each Artifact embodies the rare convergence of utility, form, and emotional depth. These are not just things you own; they are objects you feel. From the grain of a textured edge to the density of weight in your palm, every millimeter is deliberate. Engineered with premium materials — brushed steel, honed concrete, raw graphite, reinforced cork — our Artifacts are built to last a lifetime and look like they belong in a gallery, not a shelf. They don't follow trends — they create them. Minimal in language but maximal in presence, they are quiet luxuries for those who notice everything.

More than decor. More than tools. GRPHTE Artifacts are the new heirlooms — designed for people who invest in what matters. Every piece is a limited-production form of functional art, designed to elevate the environments they inhabit and inspire the people who use them. There is no branding, no noise, no compromise — only impeccable detailing, timeless silhouettes, and a material honesty that speaks louder than logos ever could. To own an Artifact is to own a future collectible — something rare, refined, and radically intentional.

Each GRPHTE Artifact is a tactile signature — a proof of thought, not mass production. Designed with restraint, built with integrity, and meant to outlast fleeting trends, it's not just an object. It's a reminder that luxury lies in the details no one else dares to obsess over.

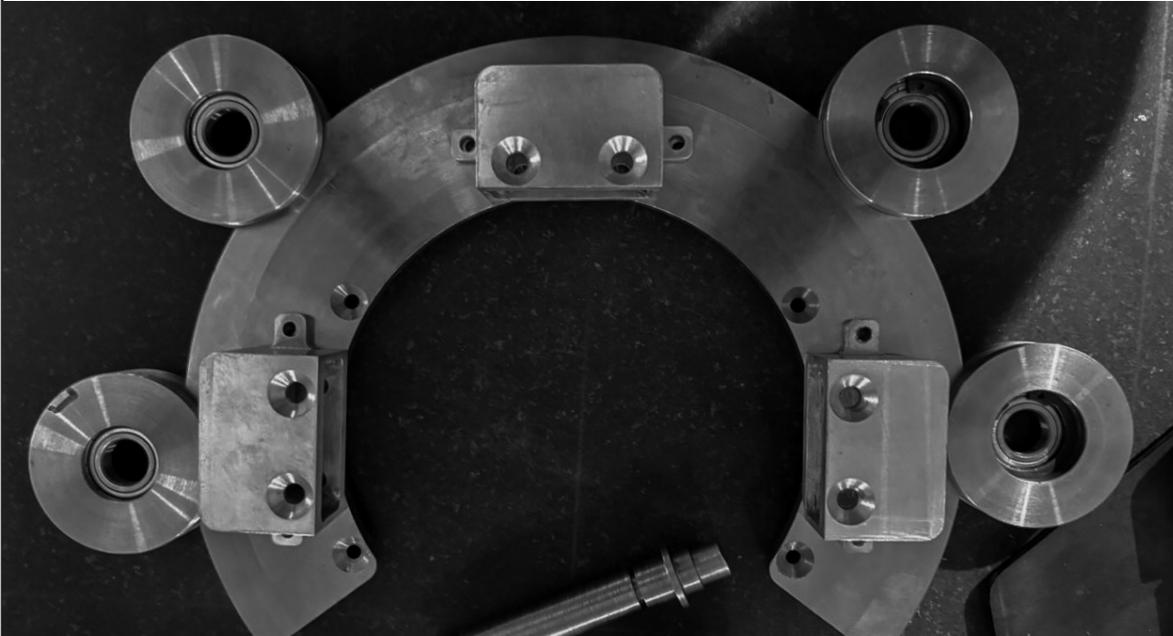


# Artifacts

by **GRPHTE**

Artifacts By **GRPHTE**.  
Physical. Real. Forever.  
Out Now.  
Color-Material-Finish.

Artifacts by GRPHTE are objects of intention—where design meets emotion, and every detail tells a story.



## GETTING PHYSICAL!

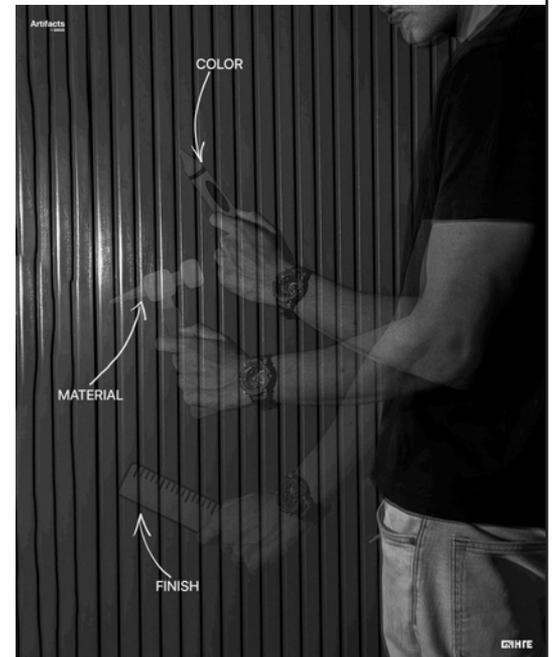
ARTIFACTS by GRPHTE is our curated line of physical creations—crafted with precision, driven by emotion, and guided by purpose. These are not mere products; they are tangible expressions of thought, designed to blur the line between utility and art. Each Artifact is the result of obsessive attention to detail, where form is harmonized with function, and material choices are deeply intentional—selected for how they feel, how they age, and how they interact with their environment.

Rooted in our belief that everyday objects should inspire, provoke, and connect, Artifacts reflect a distinct design ethos: minimal yet powerful, raw yet refined. We work with industrial textures, heritage materials, and unconventional finishes to create pieces that challenge aesthetic norms and elevate ordinary rituals—be it writing, storing, sitting, or holding. Every Artifact speaks the silent language of CMF—Color, Material, Finish—articulating mood, memory, and meaning through tactile storytelling.

Professionally engineered and artistically directed, Artifacts are designed not just to exist, but to belong—on your shelf, in your studio, or beside your thoughts. They stand as enduring companions in your creative space, embodying the core philosophy of GRPHTE: to design objects that feel as honest as they look, and as lasting as the ideas they're born from.

# CMF

CMF—Color, Material, Finish—is the silent language of a product that defines how it feels, how it ages, and how it's remembered.



At GRPHTE, CMF—Color, Material, Finish—is more than a design process. It's the soul of our product philosophy. We see CMF as a sensory language—one that doesn't just complement a product's form but gives it character, mood, and memory. Every curve, every surface, and every shade is thoughtfully chosen to evoke a response that goes beyond utility. We believe great design isn't just seen—it's felt, held, experienced, and remembered.



# RAW.



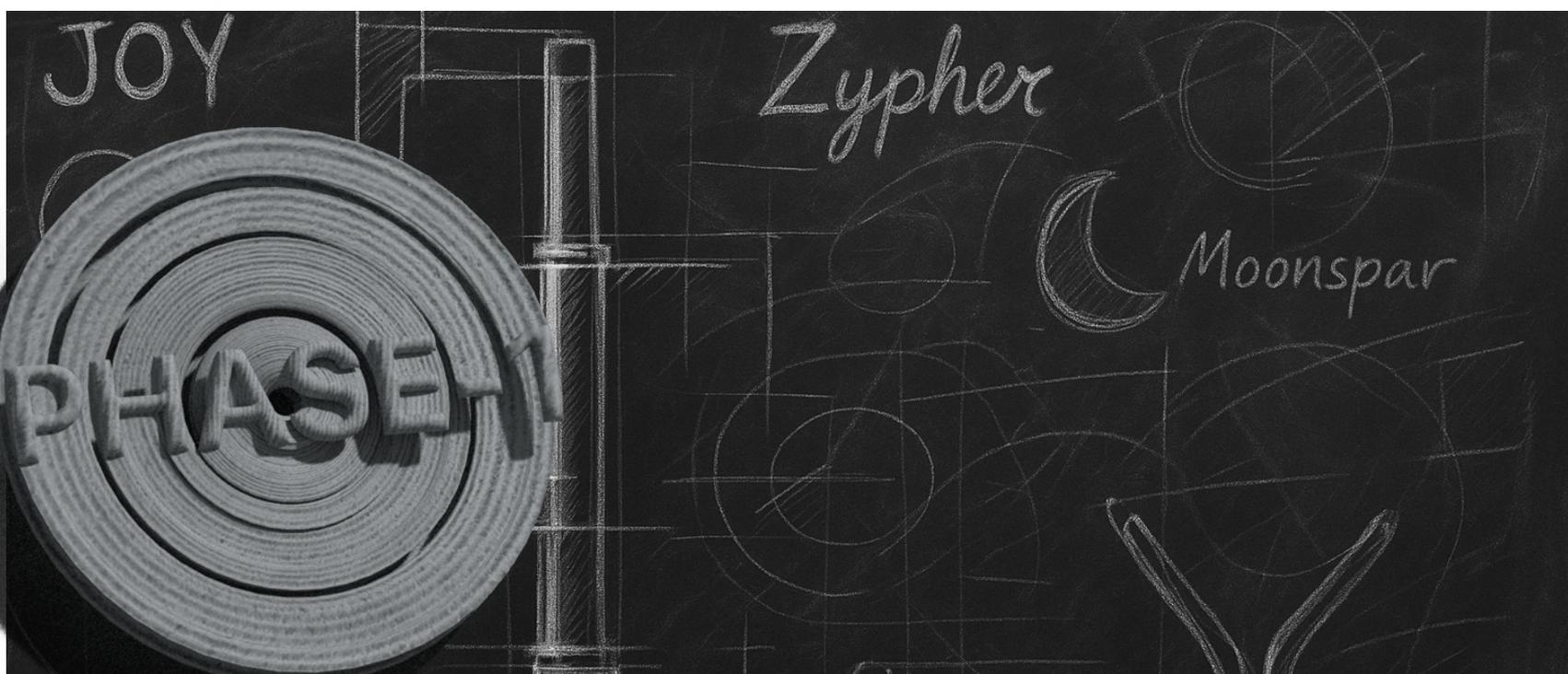
Robust. Tactile. Enduring. Honesty. Functional. Purposeful. Elemental. Grit. Grain. Structure. Density. Authority. Solid. Grounded. Permanent. Timeless. Textured.



**Artifacts by GRPHTE: Phase 1** is a debut collection rooted in the raw, the real, and the resolute. Each product is carved from materials that speak with their own voice—uncoated, untouched, and unfiltered. You'll see grains, edges, micro-textures, and even manufacturing scars proudly on display. But beneath that raw exterior lies surgical precision—cuts, joints, and finishes executed with obsessive accuracy. The result is a paradox of form: rough yet refined, bold yet balanced. Every product is not just designed, but engineered to last—robust enough for daily wear, timeless enough to never feel old.

This first phase represents GRPHTE's fresh take on modern utility—where function meets expressive structure. These designs are unfamiliar in the best way: confident, architectural, and full of presence. Nothing here is ornamental—every bend, joint, or silhouette is intentional. The collection doesn't try to fit in; it introduces a new visual rhythm that's at once minimal and sculptural. It's a portfolio of objects that resist redundancy and refuse to fade. Each piece invites you to touch, question, and live with it—marking the beginning of a product language that's as permanent as the materials it's born from.

**DESIGNED  
TODAY;  
FOR  
FOREVER!**





MOONSPAR



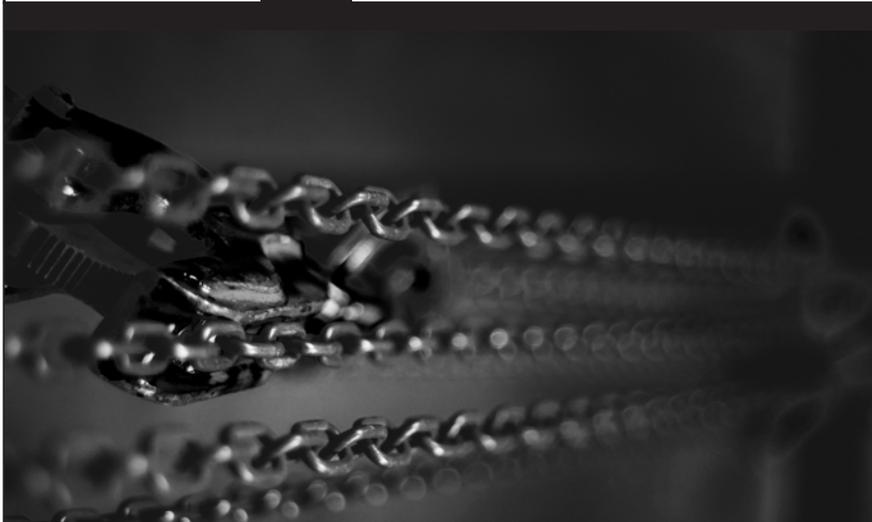
JOY



ERHTE



ZUPHER



GRPHTE Artifacts embrace rawness in its purest, most unapologetic form. Every curve, cut, and texture is a deliberate display of unrefined strength—unpolished, unfiltered, and undeniably bold. Built with industrial-grade materials and a brutalist design philosophy, these objects don't hide their structure—they celebrate it. The visible welds, textured grains, and solid mass give them a presence that feels grounded and immovable. This is robustness redefined—not in decoration, but in density, weight, and form. GRPHTE Artifacts don't aim to look perfect—they aim to feel powerful.

**METICULOUSLY  
CRAFTED**



GRPHTE Artifacts are engineered with permanence in mind—each piece is a bold statement of strength, purpose, and timelessness. Forged from enduring materials like stainless steel, cast metals, and raw composites, they are not just designed to exist—they are designed to persist. Every edge, weld, and finish is crafted with obsessive precision, making them not only resistant to wear but also resilient to trend. These artifacts are not temporary décor—they are heirloom-grade objects meant to stand against time, weather, and change, quietly aging with character, not corrosion.

**BY REAL,  
FOR REAL.**

Artifacts are crafted by real makers for true enthusiasts—designed to be held, used, and admired beyond the screen, not just scrolled past.





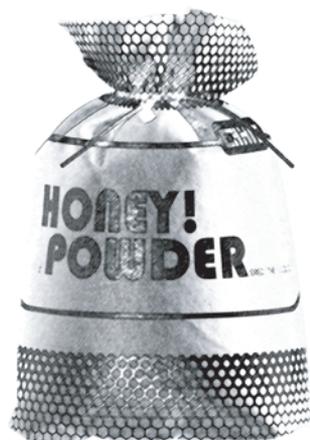
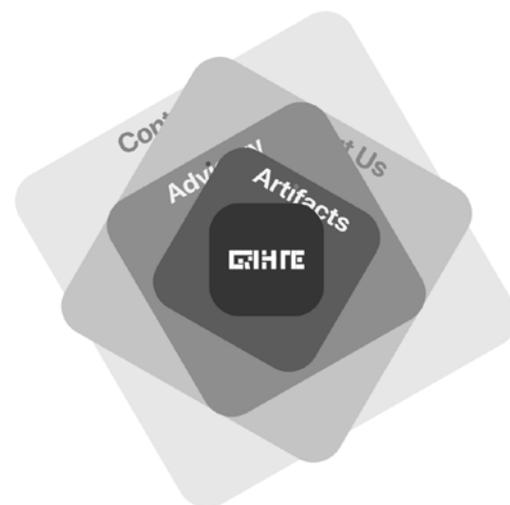
# Advisory

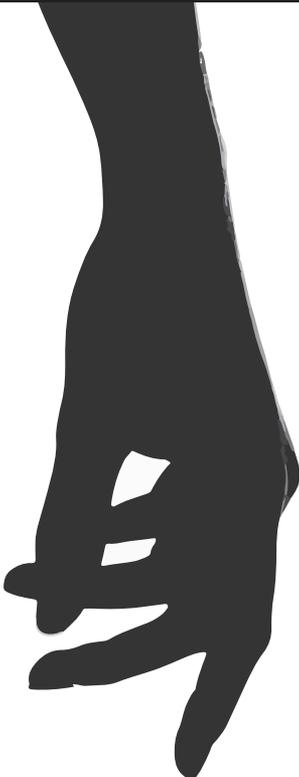
by **GRPHE**

VISUAL BRANDING   MARKETING COLLATERALS   MERCHANDISING   PACKAGING   UI/UX   CREATIVE DIRECTION

Advisory By **GRPHE**  
Digital/Print Live  
Wide Screen  
Ad by **GRPHE**

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p r o j e c t

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RIHTE & YOU

WE



# MADE BETTER, TOGETHER!

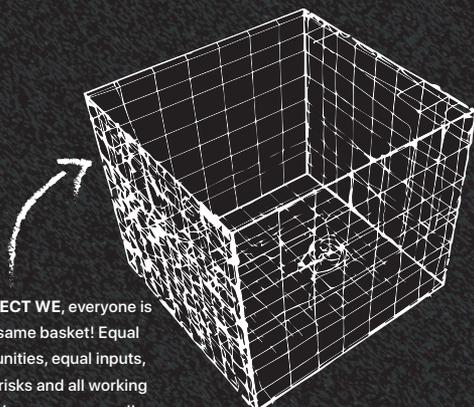


**PROJECT WE** is GRPHTE's flagship collaboration program—an experimental platform where the studio partners with visionary brands, artists, and creators to co-develop physical and digital products that challenge convention and spark cultural relevance. Rather than offering typical design services, **PROJECT WE** thrives on shared ideation, where both collaborators bring their strengths—whether it's craft, engineering, storytelling, or material exploration—to design something that doesn't just exist, but stands out. Each collaboration is rooted in raw authenticity, brutal precision, and design maturity, resulting in limited-edition artifacts that feel more like statements than commodities.

Whether it's a brutalist stationery item made with an architect, an absurd soap bar built with a perfumer, or a sound-sculpture developed with a tech brand—every output under **PROJECT WE** is exclusive, collectible, and infused with both collaborators' identities. The process involves conceptual workshops, iterative prototyping, shared manufacturing, and finally, a focused product launch under GRPHTE's capsule lineup. It can be co-branded, white-labeled, or simply "powered by GRPHTE," depending on the structure agreed upon. But no matter the format, **PROJECT WE** is always about one thing: creating bold, well-crafted objects with a point of view—for people who crave originality, not trends.

# COLLABORATING

Collaboration under **PROJECT WE** is a creative alliance—where GRPHTE and bold partners co-design limited-edition artifacts that merge disciplines, disrupt norms, and leave behind something iconic. It's not about followers or formulas, it's about building unforgettable products with shared soul.



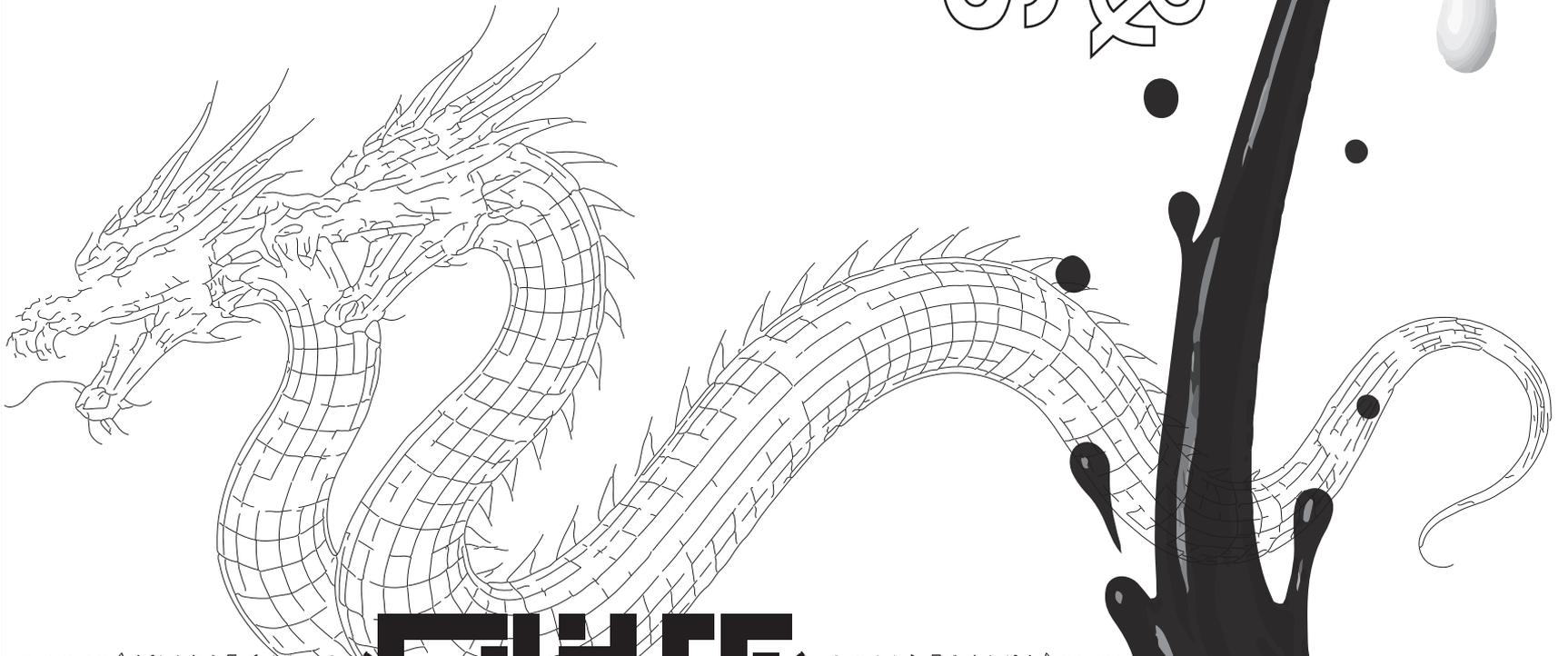
In **PROJECT WE**, everyone is in the same basket! Equal opportunities, equal inputs, shared risks and all working towards a common goal!

- **Product-based brands** (stationery, furniture, skincare, tools, lifestyle, etc.)
- **Material innovators** (bioplastics, textured concrete, upcycled materials, etc.)
- **Manufacturers/artisans** (craftspeople, metalworkers, printmakers, woodworkers)
- **Design studios** (UX/UI, interior, industrial, architecture)

# COLLAB FORMATS

- Fusion Drops - Premium, visually bold physical product
- Concept Tools - Design-forward, problem-solving objects
- Textural Editions - Experiments in surface and finish
- Mini Exhibits - Installations or playful display objects
- Impact Collabs - Exclusive projects for welfare and wellbeing of the society

MODELS & METHODS



GRHTE

what GRHTE provides

HOLISTIC DESIGN METHODOLOGY

MATERIAL & FINISH INNOVATION

BRAND-CENTRIC STORYTELLING

RAPID PROTOTYPING

SUPPLY-CHAIN FLUENCY

# TWO FIRES. ONE STORM.

In Project WE, collaboration isn't about fusion or fitting in—it's about friction. Two sovereign creative forces meeting in raw tension, unfiltered and unblended. Not merging into one—but sparking a third identity neither could've imagined alone. This is not a partnership. It's a collision course for creation.

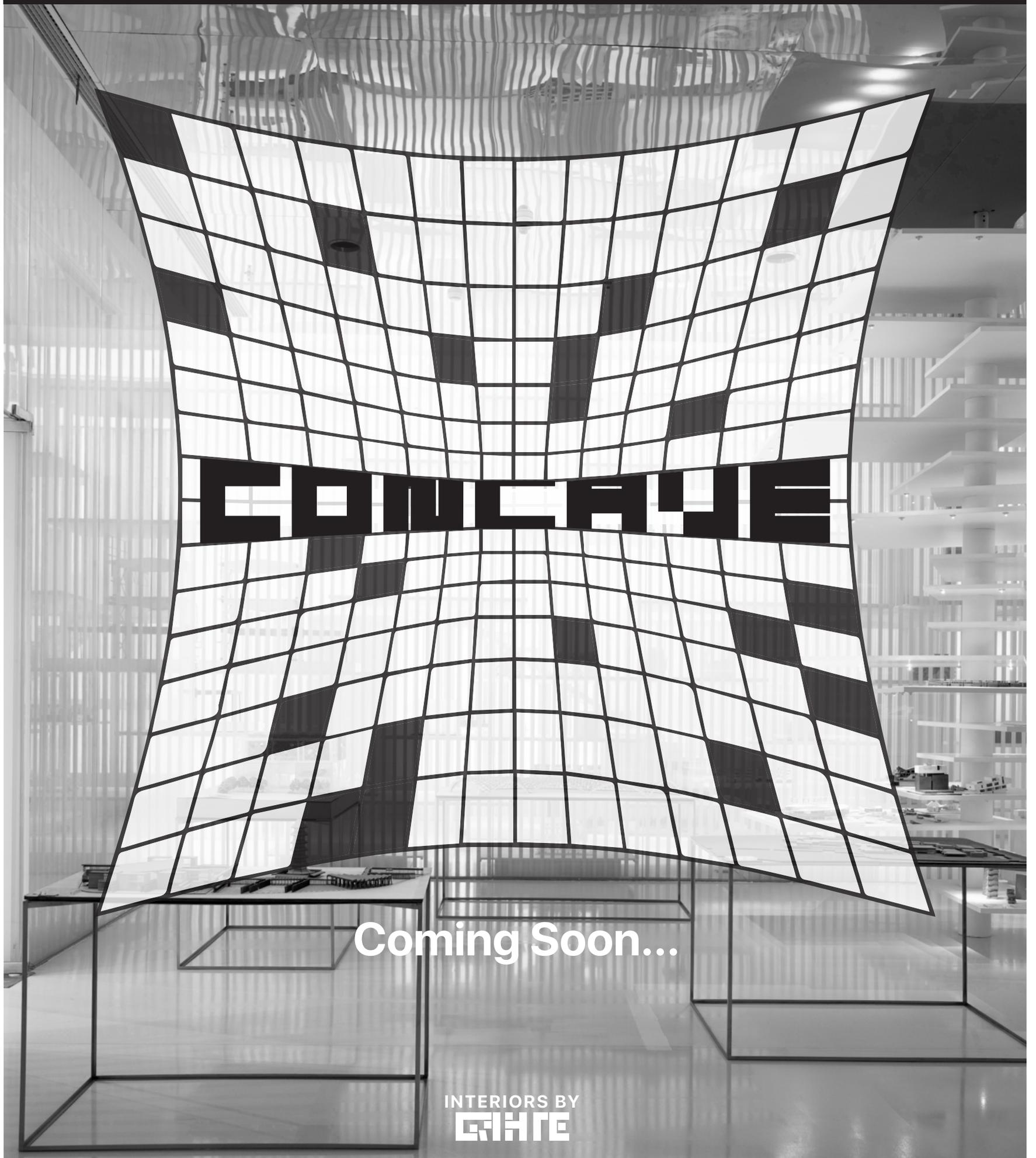


In the heart of Project WE lies the mythic 2 Dragon Theory—a metaphor drawn not from harmony, but from creative tension. These two dragons represent powerhouses of design and identity, each bringing its own legacy, language, and fire. One is GRPHTE—relentless, raw, and precise—driven by material honesty, experimentation, and a deeply rooted obsession with form and function. The other is the collaborator—an equally formidable force, with its own universe of ideas, aesthetics, and rituals. These dragons do not merge. They orbit. They watch. They challenge. And most importantly, they never lose their individuality.

But in their circling and collision, something electric happens. A third identity is born—not a fusion, but an ignition. This new creation doesn't resemble either dragon fully; it's a child of friction, born from disagreement, duality, and pressure. That's the soul of Project WE: not collaboration for the sake of blending, but a high-voltage confrontation that breeds originality.



**PLACE  
YOUR AD  
HERE**



**COMING**

Coming Soon...

# DESIGN COMMUNITY UNLEASHED!

GRPHTE Community is a growing collective of thinkers, builders, and creative misfits—bound not by rules, but by rebellion against the ordinary. It's where product lovers, designers, and everyday geniuses collide to shape ideas into artifacts. We don't just celebrate creativity—we obsess over it, in all its raw, rugged, and revolutionary forms.

**Real people. Real craft. Zero fluff.**

Welcome to the lab where design has a pulse.



The GRPHTE Community is a living, breathing ecosystem of creators, disruptors, and design purists who believe in building things that matter. It's not just a fanbase or a following—it's a tribe of people obsessed with details, materials, and meaning. From architects of physical products to digital dreamers, everyone here shares one DNA: a love for timeless design, raw materials, functional beauty, and bold experimentation. The community thrives on exchange—of ideas, feedback, tools, processes, and visions—turning every member into a collaborator in GRPHTE's larger mission to redefine what creativity looks and feels like. Whether you're a student, a

professional, or a curious mind, if you value precision, aesthetics, and unapologetic originality—you belong here.

The GRPHTE Community isn't just built around products—it's built around people who build. Think of it as a thinktank in motion, where curious minds meet rugged design, and where rough sketches are as welcome as finished prototypes. It's a space that thrives on intentionality—where every idea, tool, texture, or experiment gets dissected, discussed, and sometimes even destroyed, only to be rebuilt stronger. This community bridges physical and digital, art and engineering, aesthetics and utility. It welcomes anyone who questions the norm—craftspeople, engineers, designers, thinkers, misfits, and those who feel more at home in workshops than on timelines.

**DAP**

[Design Associate Programme]

Join the **GRPHTE DAP** (Designer Association Program) — a no-fluff, high-heat design lab for creators who crave the real thing. Work on live projects, build functional art, and get your hands dirty with minds that don't sleep.





At GRPHTE, we don't see creativity as a skill. We see it as a pulse. A quiet rhythm that lives in all of us—sometimes dormant, sometimes raging, but always there. It's not about how well you draw or how polished your ideas are. It's about how you see the world when no one's watching. It's in the instinct to fix what's broken, to question what's accepted, to obsess over how something feels, looks, sounds, or moves. It's in the way you pause at texture, trace patterns with your thoughts, or imagine a better version of the everyday. That's creativity. And it's not out there—it's already inside you.

GRPHTE was built as a reminder of that inner spark. Every artifact we create, every collaboration we nurture, and every idea we chase is

a living proof that design is not a luxury—it's human. This isn't about trends or applause. It's about timeless craft. About daring to care deeply, in a world that often asks you to move fast and let go. It's about believing that the details do matter, that your imagination isn't a distraction—it's your most powerful tool.

As you reach the end of this brochure, know this: nothing begins until someone dares to imagine it first. You are that someone. Your mind, your hands, your questions—they're all instruments of creation. Use them. Push them. Lose sleep over things that excite you. Speak up with sketches. Argue with prototypes. Fail gloriously. Start again; because the world doesn't need more noise—it needs more intention. More strange ideas. More reckless belief. More people who build with soul.

**More you.**

This isn't the end. This is your cue.  
Let's make things that matter.

— TEAM GRPHTE



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