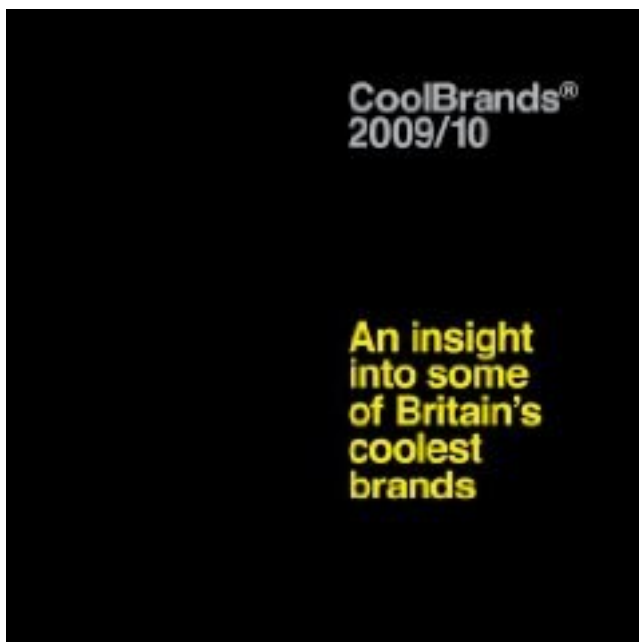


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Coolbrands is an annual initiative aiming to highlight brands from a wide range of sectors that have become the coolest and most iconic in their field. The publication explores, with text and visuals, how these brands have succeeded in reaching the top and the journey that they have taken to get there. This edition has been totally redesigned and is presented in a new, hardback format. There is an increased emphasis on brand imagery and photography.

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