

Indie Brands: New book delves into the world on independent brands

AMSTERDAM, THE NETHERLANDS: *Indie Brands: 30 Independent Brands That Inspire and Tell a Story* has just been published by BIS Publishers, Amsterdam.



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The brands that the book covers have been sourced from all over the world and vary in size - from one-man operations to medium-sized corporations. Collectively, the brands sell a wide range of different products, each of which places its own demands on the creatives dealing with them.

These successful brands often have a story to tell... IKEA, Apple, Google, Innocent, Tiger beer, and Starbucks are all great brands with great brand stories - but what makes a good independent brand? Moreover, what are the independent brands of tomorrow? What does an indie brand look like - and can an independently founded brand ever go mainstream without selling out?

As true indie brands the 30 brands the book covers share three important characteristics: They're independent, they have a story worth sharing, and they all understand the magic of marketing.

The book features the creative people behind these brands, the visual eye candy they create, the space they work in and the inspiring items with which they surround themselves.

Specifications

Title: *Indie Brands: 30 Independent Brands That Inspire and Tell a Story*

ISBN: 978-90-6369-219-3

Author: Anneloes van Gaalen

Design: Studio Kluif & Supernova

Format: hardcover

Dimensions: 27 x 21 cm

Pages: 224

Price: €39*

Indie Brands: 30 Independent Brands That Inspire and Tell a Story can be purchased from the [BIS Publishers' web shop](#) or via [Amazon](#).

*Exchange rate at time of posting: €1=R11.34