

Sharp Air Purifier – iF Design Award 2024 Winner

Like every other year iF Design Award 2024 winner has been announced and it's none other than your beloved Sharp India for its aesthetic and futuristic design of the *PureFit* FX-S/FP-S series of Air purifier. But to make it clear let us tell you why it's such a massive thing for us.

Let us tell you what is iF Design award and why it is important.

About IF Design

Started in 1954, the iF Design Award is a beacon of excellence in the design world. They honor innovative creations across various disciplines. From product to communication design, the iF Design brand symbolizes quality and innovation.

Winning products like Sharp India's air purifiers exemplify this ethos, providing top-tier solutions for air purification. As a leader in the industry, Sharp India's commitment to excellence shines through in its award-winning designs.

With a focus on creating room air purifiers that enhance indoor air quality, Sharp India continues to innovate and provide elegant designs to enhance the look of your home.

Why iF Design Award is a Big Thing?

The award is granted for the elegant design of our *PureFit* FX-S/FP-S series of Air-Purifier. A panel of the 132-member independent jury from all over the world judges the air purifier on its unique selling point and benefits.



It's a massive thing because a 132-member jury comprising global experts underscores the credibility and competitive nature of the award and judges the product on USP (Unique Selling Point), Design, and benefits.

***PureFit* FX-S/FP-S series Air Purifier**

The *PureFit* FX-S/FP-S series air purifiers exude elegance and sophistication. Reliable high-performance air purifier has become vital, but the ability to harmoniously blend with one's interior lifestyle has also become important. This new series of air purifier aims to solve both these issues in synergy. Our "Plasmacluster" and "Coanda Airflow" technology allows the user to benefit from high air purification performance, while its compact structure and series design offers the users a truly unique interior focused solution to both these purposes in various interiors and styles. Crafted with meticulous attention to detail, these devices seamlessly integrate into any living space, adding a touch of refinement to your home décor. The sleek lines, modern contours, and premium finish make them a visual delight, elevating the ambiance of your room while silently working to purify the air you breathe.