



CBGTS

A strategic design company transforming beauty, art and design into scalable brands and business value.

Who We Are

CBGI/S is a design-led venture studio that builds brands at the intersection of cultural clarity, beauty, and strategic value. We generate measurable business growth through emotionally resonant, aesthetically intelligent systems. Our methodology was proven at Germany's leading multichannel retail brand, and is now applied across global markets and emerging ventures.

Founded by Christian Brey (former CMO of Breuninger and Mitra Adiperkasa) and Jens Remes (Partner at Remes Comte Media, Switzerland, and former Creative Director at Breuninger), CBGI/S unites cultural intelligence with business expertise. We believe beauty is not a surface – it's a system for scaling desire and value.

How We Work

We combine strategic precision with cultural imagination. Every collaboration begins with a deep-dive into the DNA of a company, a founder, or an idea. We build from the inside out – always with the ambition to transform a brand into a living cultural asset.

Our approach includes:

- Cultural Audit & Strategic Framing
- Aesthetic System Design & Narrative Development
- Experience Architecture (Digital / Physical / Immersive)
- Commercial Modelling & Venture Planning
- Activation & Scale

Who We Work With

- Premium & luxury brands (emerging and established)
- Purpose-driven foundations and cultural institutions
- Visionary entrepreneurs and family offices
- High-growth ventures seeking cultural differentiation

What We Do

Brand & Design Services
We provide end-to-end cultural brand creation:

- Brand Design & Strategy
- Corporate Identity
- Visual Language & Aesthetic Systems
- Spatial Design & Brand Experience
- Cultural & Immersive Experiences
- Photo, Video & 360° Production
- Publishing & Storytelling

Brand Building & Venture Development
We turn ideas into scalable brand ventures:

- Brand Architecture & IP Framing
- Narrative Design & Cultural Positioning
- Product & Experience Design
- Go-to-Market Strategy
- Venture Building & Roll-out Governance
- Scaling Support & Growth Systems

Why it Matters

In an economy where meaning is rare, noise is endless, and lies are the new normal, brands must become cultural indispensable anchors. At CBGI/S, we offer the systems, structure, and sensitivity to make that possible.

Contact

CBGI/S
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