

# Believe!

The stronger your belief in your idea,  
the less need there is for others to input.

YOU KNOW

## YOUR WORLD,

you've lived with this idea, nurtured it

and now **ONLY YOU,** will make  
YOU, and **IT HAPPEN.**

# Be a selfish bastard.

SERIOUSLY, you  
have to be.

IF YOU'RE  
NOT **110%** UP FOR IT,  
no one else is going to give a damn.

## SO DANCE TO YOUR OWN TUNE AND DO IT YOUR WAY.

Make crafted products **you love**,  
create environments you **want** to hang out in  
and **give** the kind of service  
you'd **love** to receive yourself.

**Don't FOLLOW  
when you can LEAD!**

INSPIRED BY PUNK BREWERY BREWDOG

**Loovus**  
**AiT**

[www.loovusait.ee](http://www.loovusait.ee)

tegi  
MIDU