

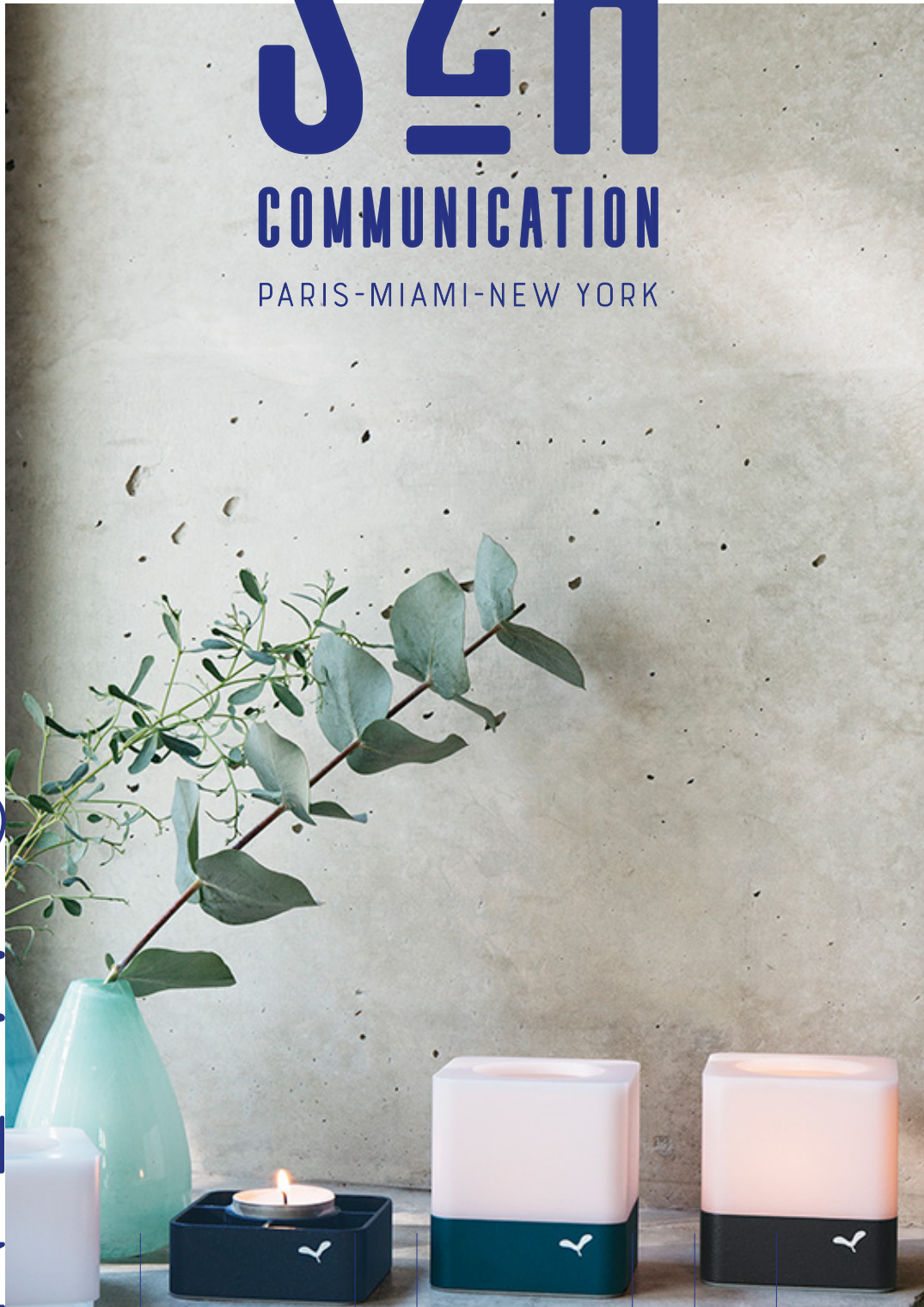
SZH

COMMUNICATION

PARIS-MIAMI-NEW YORK

NEWS

NEWS



Cuub by Fermob

MARCH 2021

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Happy Anniversary

Nothing to do with the fact that I've been a year older since last week. It's just been a year since our life has changed, and I know you counted as well. Change might not be the word. Let's say a massive makeover. It's a year that we've learned how to live a new life. Altogether, but very much apart. Now that we allow ourselves to see some light at the end of the tunnel, I also wonder if we'll remember what it was like before. Try to imagine your kids 20 years from now. Children will remember this episode, saying «remember when our parents were working in offices without masks and were crammed in restaurants that were way too small?» If I could use some smileys here I'd tap on the one that is doubtfully holding his chin. Not that being stuck with 1000 people in the subway or anywhere else makes me sigh with nostalgia, but we'll remember for sure, just as surely as we all remember a day like 9/11, the day everything changed.

In the meantime, in March, Spring is officially coming and this is cause for celebration right? Let's enjoy a deep dive into Rinck's new e-shop. The online gallery has just launched and offers all of the brand's latest designs and customizations for special projects. For your craves of uber-luxury, that's your one-stop-shop. You can also enjoy some cushions that won't break your savings account and get you into the entertaining atmosphere of Héb , their last collection. Maison Sarah Lavoine and Le Jacquard Franais

take you outside with items inspired by the sailing boats you find in the Tuileries Garden and the traditional Easter Crowns. Maison&Objet is closing its Digital Days Marathon, with themes dedicated to Premium Design, Sustainability, and French brands (So French). Pouenat features a very elegant bench, designed by Kaki Kroener. Fermob launches the whimsical and super smart Apl  Lamp. This little portable lamp is so versatile that you can use it as a sconce, a suspended light with its strap, and a table lamp as well. Rechargeable and designed with LED, it's the accessory you want to get right now as you redecorate your home because it will be your best companion in and out. In our Styles pages, immerse in the Colors of Spring and indulge a cozy break with collections of pillows inspired by history before you get in a conversation with our special guest, Beatrice Brandt, Managing Director of Le Jacquard Franais, who will share her best advice on how to set the perfect table for Easter and her ambitions for her brand in the US market.

Only March can bring such a good mood, don't we all agree?

**Sarah Hamon,
CEO and Founder
S2H Communication**

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MARCH 2021
NEWS DIGEST



NEWS

RINCK
LAUNCHES E-SHOP + GALLERY

In the '70s, Rinck opened their contemporary furniture gallery on rue des Saints-Pères in Paris. A look forward to 2021 when much of the world is digital and online, the brand celebrates its 180th anniversary and the launch of a new store opening, but this time, it's online. Rinck has officially launched their e-shop and gallery, which features all of the brand's contemporary furniture collections, available online for viewing and for purchase directly on this new platform. The items available on the site are all fully customizable and offer an insight into every detail of the product, as well as informative videos on the brand and the creative process of the collections. A custom delivery service is also available worldwide. Click [HERE](#) to view the E-Shop
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NEW PRODUCT

FERMOB
APLO LIGHT

Aplô is the latest newcomer to join Fermob's gang of lights, combining practicality and style. Tristan Lohner, the designer who created Balad, the first in the range of portable lamps, back in 2015, wanted to update the range with a light bulb shape. The light bulb, the quintessence of lighting, also symbolizes ideas, inspiration, strokes of genius and those eureka moments! More than a design, Aplô is a genuinely new concept in battery-powered lighting : a range of accessories helps to create versatility. Aplô can be hand-held for a portable version or set down on a table to light up a dinner. Once attached to its bespoke strap, it becomes a torch or a hanging lamp. As a sconce, with the same design, Aplô provides static lighting. And that's how Aplô provides such a range of lighting solutions! Just like the brand's other models, it has a dimmer function to adjust temperature and brightness.

Another similarity: the use of environmentally responsible (LED) and recyclable materials (aluminium, polyethylene).

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PROGRAM

MAISON&OBJET

DIGITAL DAYS WEEK 8: SO FRENCH

The «So French» novelties that make the French art of living shine. A reference in the fields of art, fashion, and design, France is bringing to the forefront the excellence of its know-how and a new wave of designers who mix styles with chic and boldness. Go for the «French Touch»! Follow this week's talks with speakers such as Vincent Grégoire, Antoine Bourassin, and Didier Beautemps. Discover the complete Digital Days program [HERE](#)

Image: BLANC CERISE

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THEMES

MAISON SARAH LAVOINE

THE SAILS

Discover the four themes that helped define and shape the Tuileries Collection, a collaborative new capsule collection by Maison Sarah Lavoine and The Louvre Museum. The first of the four themes evokes play, tradition, and joy. The eponymous cushions are inspired by the geometric graphics and luminous colors of the boats' sails. Their cotton velvet yoke adds poetic depth to the piece composed of three colorful elements, just like the Voiles blanket of the same inspiration. This soft and light plaid is worn like a shawl, making the link between decoration and ready-to-wear. Finally, the wall lights (see them in the link below) are assembled by hand in France. They take again the triptych graphics of the two other components of the series and project around the glow of two different colors. See more details [HERE](#)

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PROJECT

MAISON NUMÉRO 20
PRIVATE APARTMENT, FRANCE

Maison Numero 20 completes the remodel and design of a French apartment near the capital. The inspiration for this creation was contemporary trends coupled with the culture and history of Haussmann-style apartments. The furniture was selected to combine the design of a large apartment, with the comfort offered by the ingenious of the creations of great names. The Ploum Sofa by the Bouroullec brothers, which occupies the living room, is a concrete illustration of this balance between balance and design. The Cattellani & Smith lights are also central elements of the decoration of this interior. Finally, the fabrics from Dedar provide a final touch that dresses this apartment with a modern elegance in a classic Haussmann style setting. Take a closer look at the apartment [HERE](#)

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PRODUCTS

LE JACQUARD FRANÇAIS
SETTING FOR SPRING!

Springtime and Easter cheers! Le Jacquard Français's Easter Wreath Collection offers a selection of playful, elegant, and poetic products for your Easter table. In the name of Quality, Le Jacquard Français holds the OEKO-TEX® Standard 100 label on all 100% cotton products. With years of perfecting their unique process in weaving Le Jacquard Français is a brand you can trust with products that will outlast the test of time.

See a selection of products [HERE](#)

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PRODUCT

POUENAT
ROBIN BENCH

Minimalist, brutalist, ultra-geometric, airy or poetic but always unique ... Maison Pouenat sofas invite you to laze around with elegance! Featured here, feminine design in hammered brass, is the Robin bench, designed by Kaki Kroener, patinated beaten brass, Metaphores fabric. Width: 134 cm; Depth: 52/73 cm; Height: 43/86 cm. Other dimensions on request.

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PRODUCT

LA MANUFACTURE COGOLIN
VARIAMEN COLLECTION

High-end heritage rug manufacturer La Manufacture Cogolin continues its assertively contemporary quest in its collaboration with Charles Zana for its latest collection, Variamen. The line takes its name from a Provençal dialect word for 'variation'. The designs, woven on the company's 19th-century Jacquard looms revisit the traditional motifs of the France-based manufacturer with a range of geometric compositions, asymmetrical borders and color gradients.

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COZY UP WITH HISTORICAL CUSHIONS

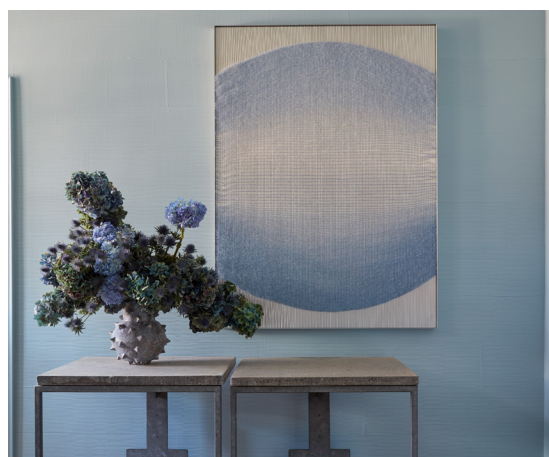
In this styles section, we look into the special cushions from two of our clients, each with a strong identity pulled from historical influences. In the first, on the right hand column, we take a look at the cushions from Maison Sarah Lavoine's new capsule collection, Tuileries, created in collaboration with the Louvre and inspired by the gardens that surround the iconic museum. In the second column, to the left, we take a closer look at the cushions from Rinck's latest collection, Héb . The new cushions have designs and symbols that are both inspired by, and associated to the goddess H b , and are printed on pure silk with an ivory piping.



From left to right, and from top to bottom
 Infinity Cushions in Eggplant, Grove and Bleu Sarah, **Maison Sarah Lavoine**; Thea Corail, **Rinck**; Voiles Cushions in Eggplant and Voiles Cushion in Bleu Sarah, **Maison Sarah Lavoine**; Zeus Ivoire, Olympe Carmin and Ambroisie Celadon, **Rinck**; Bosquet Cushion in Nude, Grove and Reine, **Maison Sarah Lavoine**; Ambroisie Emeraude, **Rinck**

THE COLORS OF SPRING

The sun is setting later, the trees are getting greener and the colors of spring are on our mind. In this styles section, we're seeing pastel. The light colors that bring us joy and nostalgia of our days hunting for eggs and eating yellow sugar coated peeps.



From left to right, and from top to bottom

Duchesse Pink Tablecloth, **Le Jacquard Français**; Luxembourg Wheeled Bar Cart and Envie D'Ailleurs Banane Trivet, **Fermob**; Isotopie Rug, **La Manufacture Cogolin**; Hazy from Kelly Wearstler Collection, **Farrow&Ball**; Airloop Collection armchair and table in Opaline Green, **Fermob**; Le Tube Bench, **Maison Sarah Lavoine**

INTERVIEW

BEATRICE BRANDT

MANAGING DIRECTOR OF LE JACQUARD FRANÇAIS

For more than 130 years, Le Jacquard Français has been celebrating an exceptional know-how passed down from generation to generation, made of technicality and innovation. Beatrice Brandt has been the Managing Director of the brand since 2017, and has a demonstrated history in the textiles industry. In this interview, she gives us insight on bringing the very French brand overseas to a new market in the US, and how current trends and American focus blends in with the brand and its extensive history.

■ What is the ambition for Le Jacquard Français in the US market?

BB: The history of Le Jacquard Français in the U.S. dates back to the late 90's and is now our number one export country. We have a great network of agents who market our products throughout the country, primarily to tableware and home furnishings retailers. Our ancestral know-how in household linen and decoration, especially in table linen, office and beauty linen in honeycomb, in Jacquard weaving contribute to the French art of living, which is very popular with the American market.

Today, we wish to gain notoriety and make our offers known to a wider target. Even if the USA is our first country to which we export our products, the potential is much more important. We also want to keep our products in line with the times, seduce the most trendy targets and let them discover our unique offers such as beach and honeycomb bath linens, indoor and outdoor decoration offers.

■ What collections do you see being on trend for this market?

BB: Our most popular products in the U.S. are our beautiful tea towels, which make everyday life more beautiful. Our napkins, along with large tablecloths for special occasions (especially Thanksgiving and the holidays) or placemats for everyday use, are also very popular, allowing you to change your table decorations at will. Linen products are especially popular, and we are a brand that is labeled Masters of linen. Favorite color in the states? Blue, in all of its shades!

■ How would you describe Le Jacquard Français's inspiration for this season's collections?

BB: Our inspiration is expressed through designs evocative of wellbeing and that invites the feeling of travel into your home, now more than ever. Through a wide range of decorative items, we contribute to



Beatrice Brandt

an art of living that is welcoming, friendly and reassuring in every moment of life. This variety has expanded now with outdoor products for lounging and more lifestyle products like bathrobes and linens. As we all spend more time at home, we want to make it a cozier and relaxing space.

■ Sustainability is a large focus in the American market, but now more than ever we see this worldwide as well. What is Le Jacquard Français doing to be more sustainable?

BB: We continue to add more and more products that contribute to not just a good well being for the environment but also to those who use our products. The products we carry labeled with the OEKO-TEX and REACH labels are created in compliance with REACH, which ensures that no chemical substances are used that are hazardous to the users health. We also make every effort not to throw anything away. We have pencil cases and bags made from recycled defective fabrics by Support Establishments and Services (ESAT) located near the factory, which provides work for people with disabilities, thus supporting their social and professional integration or reintegration, limits material loss and waste, and gives our products a second life. Our boxes are made in France from fully recyclable cardboard, and we collaborate with several other brands to upcycle end-of-series or left over product. We've recently collaborated with Atelier Solveig to create a new collection, Tivoli Solveig, made of leftover and unsold product from the Tivoli collection, and upcycled and dyed using organic vegetable dye to repurpose the product, bringing new life to old and left over pieces.

LE JACQUARD FRANÇAIS

Since its inception, the brand has constantly reinvented itself, innovating and expanding its offer. Bath linens, outdoor collections, decorative accessories, etc. Today, Le Jacquard Français is a shared point of reference across generations for all those who have a passion for beautiful linens and home decor. First image, Nature Urbain outdoor products. Bottom left, the Trivoli Solveig collection. Bottom right, Fleurs Gourmandes Collection

