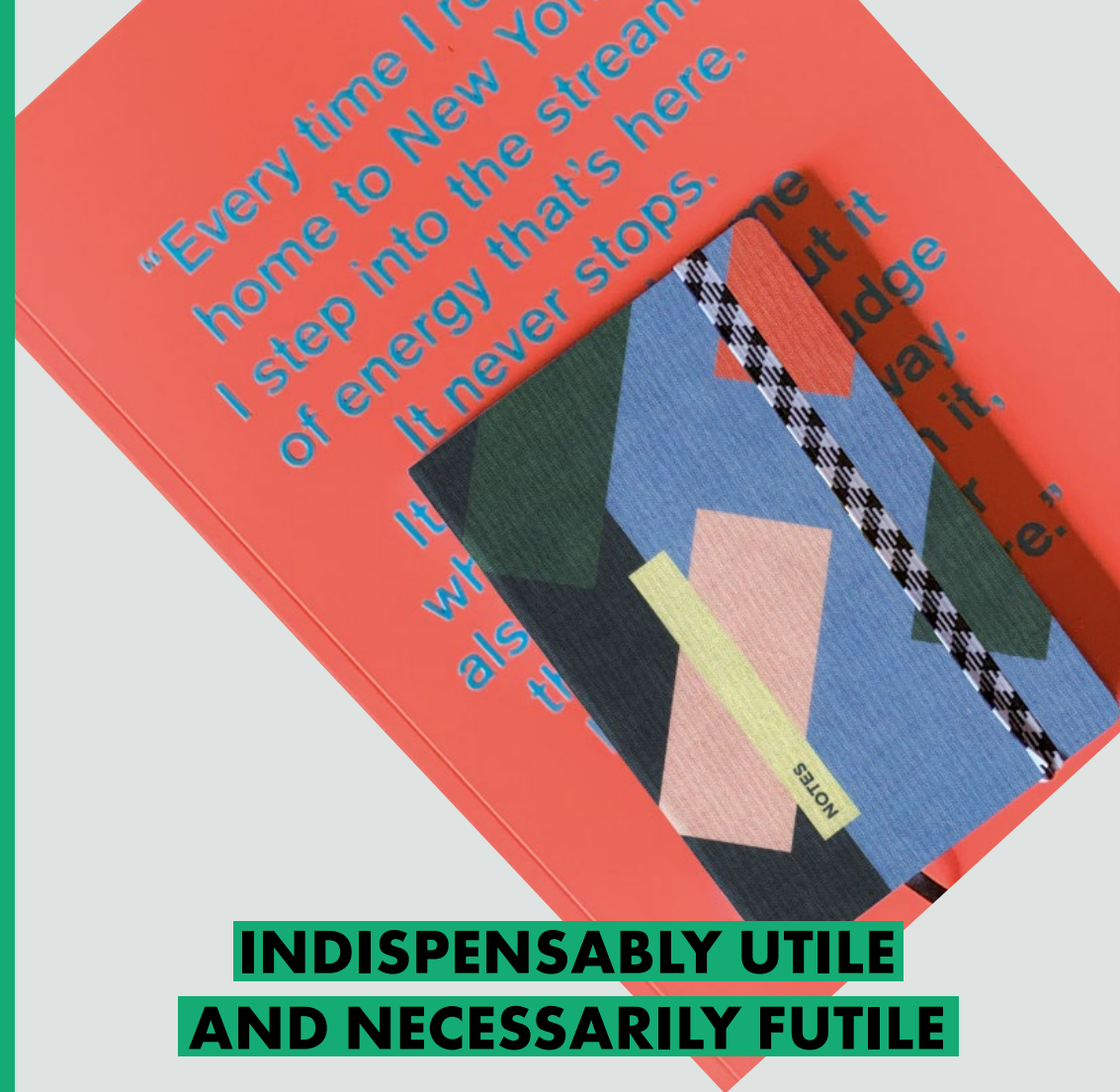


PAPIER TIGRE



**PAPIER TIGRE
BRINGS FUN
TO THE OFFICE,
BEAUTY
TO THE HOME,
GRAPHIC MAGIC
TO STATIONARY,
AND STYLE TO
EVERY PAGE.**



INDISPENSABLY UTILE AND NECESSARILY FUTILE

Papier Tigre imagines, conceives, produces, and distributes a line of contemporary creative stationery, while managing the ideation chain of every product, from brainstorm to point of sale. **The Parisian brand has transformed stationery into a lifestyle and revitalized the acts of writing, self-organization, correspondence and self-expression.**

In 2012, under the impetus of **Maxime Brenon and Julien Crespel** – both half-man, half-tiger – the notebook became a universal must have, the daily planner, an essential for cool, and the yearly calendar, *another smash hit.*

PAPER GIANTS

Before their metamorphosis into tigers, Maxime and Julien were already working in creative fields, shoulder to shoulder with like-minded friends who would also flourish as successful entrepreneurs (Macon&Lesquoy, Kerzon...).

In 1996, Julien conceived some of the first ".fr" websites. Some might use the term nerdy while others prefer visionary, though the future would settle the debate by making him the perfect mix of both.

About 10 years later, he founded the creative studio Fake, then decided to bring on Maxime and his artistic genius, forward-thinking outlook, and boundless energy.

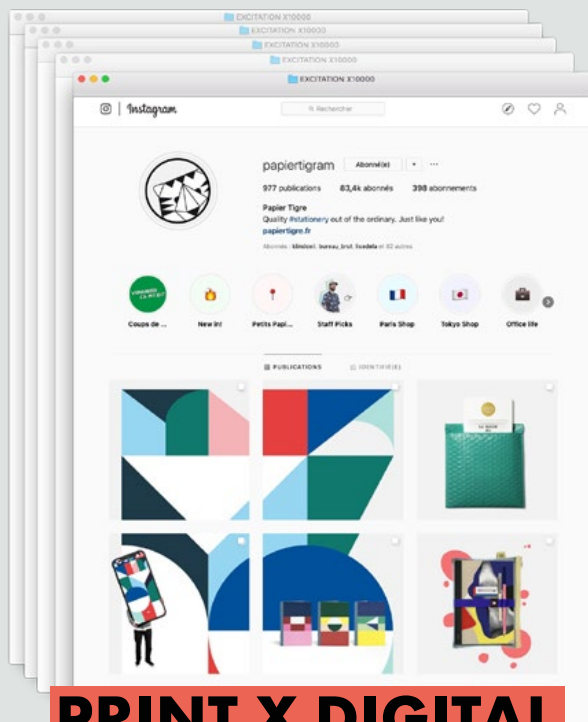
Their natural chemistry took hold, winning over clients, and a common purpose quickly emerged: **momentarily disconnecting from our screens and getting back in touch with paper and its values.**

The value of handwriting but also (and especially) that of the page as a medium for ensuring the transmission and conservation of ideas. Maxime and Julien wanted to lend credibility to stationery through the digital sphere, at a time when it was otherwise shunned by graphic artists, artists and creatives.

They would take a leap by aiming **to render the paper page beautiful and bold.**

Giving the spotlight to correspondence, exchange, and letter writing – to better appreciate one another – a first product, the Pli Postal, came into existence. Given prime sales position inside Paris' Colette and the Bon Marché, their project was a success and the Tiger was officially born.





PRINT X DIGITAL DIGITAL X PRINT

In the digital age and era, Maxime and Julien are carefully **transforming the stationery industry**.

Far from wanting to neutralize progress or eradicate IT, **Papier Tigre plays the role of middleman between the past and the future, digital and real life...**

Paper is being pushed front and center as the muse of our crazy lives and social networks have become the ideal PR agency. Five years ago, Papier Tigre made **Instagram its first lever of visibility**. By offering an alternative type of account – unlike the classic uses of the platform – the start-up quickly jumped from its followers' feeds and into their hands and homes. Selling paper thanks to digital channels with an uninhibited use of social media: their gamble turned out to be a winner! The community is growing as fast as the product line, **reaching over 86,000 paper lovers**.

Back in the storefront, **paper is indeed connected and reinforced by digital resources**.

GO GO TEAM GRRREEN!

ECOTIPS

To encourage local production, the Papier Tigre team is manufacturing more and more articles directly in their workshop in Paris' 3rd arrondissement.

Cardboard and paper, all recycled, come from suppliers with the FSC label and from Imprim'vert certified ecological printing houses. Stationery production takes place in France.

With each new collection, Julien, Maxime, and their team strive to make **Papier Tigre more local, more responsible and transparent**. They remain motivated to continue **innovating** and **creating more sustainable products** for the future.



FUN FACTS 2019

IN 2019, PAPIER TIGRE IS...

- ♻️ 7,5 tons of recycled paper
- 🌟 A 3 months makeover ✨ for our 216 m²
- 🇫🇷 1 workshop to make notebooks in Paris
- 🏠 1 beautiful studio
- 🔪 to create ✂️ and work 💻
- 📦 3 relocations 📦 of our stock
- 1.000.000.000 possible combinations for tailor-made notebooks 🎨
- 🌳 15.000 checkouts at our Parisian shop
- 📅 5 trade fairs in Paris, Tokyo and NYC 🌍
- ⚡ 12 nervous breakdowns
- 😂 1312 jokes 🗣️
- 🚲 2.291 km of bike 🚲 to get to work
- 👥 120.000 friends on social media 📱
- 👥 9 new 🧡 employees
- ☕ and 50 kg of coffee beans! ☕

Diptyque



COLLABORATIONS

Since its inception, the brand has participated in multiple collaborations.

The quality of Papier Tigre's products, their uninhibited design and functionality, have placed the brand alongside prestigious company: Christofle, Diptyque, Birchbox, Balibaris, Nailmatic, Marlette, Maison Plisson, Casio, Mama Shelter...

Today, stationery is more sought after than ever. With its universal appeal, there are a great many collaboration requests. Papier Tigre has captured the attention of new age paper collectors and keeps them coming back for what's next..

Galleries Lafayette

Mama Shelter

Balibaris



LET'S TAKE A JOY WRITE

The industrial volumes of traditional stationery force consumers to content themselves with standardized products: their countless requests cannot be met.

In 2019, Papier Tigre is engaging its mission to innovate by offering **a unique service to design and purchase one's very own tailor-made notebook!**

It is now possible to **choose the format, cover, binding, type and number of pages, layout, and every other detail to best fulfill the needs of each individual:** writing, drawing, project structuring, etc. Drawing and writing enthusiasts will opt for ideally weighted blank pages and lined sheets. Daily managers will choose pages specially designed for their lifestyle... Nomads will set their sights on an A6 format, spirals and a hard cover, a stable notebook in short.

A journal for recipes or trips, projects, drawings, to write poems or perhaps musical notes... **The possibilities are endless** in order to satisfy the requirements and daily uses of each individual.

The icing on the cake: add a name, an address, or anything else... and presto, the Papier Tigre magic springs into action, allowing the customer to receive the notebook of their dreams.

All of this happens directly in our Parisian atelier nestled in the back of the shop at 5 rue des Filles du Calvaire.

Individuals and professionals can now turn to the creative know-how and expertise of Papier Tigre to design and manufacture "their" notebook, or simply for their own delight...



ICONIC PRODUCTS

At Papier Tigre, **the concept of the “collection” is a core strand of the brand’s DNA**. Like with prêt-à-porter or design, the brand offers its notebooks and other stationery essentials via specific collections: Mexico, The Mineral World, Utopia, and most recently Space Exploration.

The themes directly prompt the graphics of the notebooks (& co.), their colors, and sometimes their utility too. **Each collection is produced in a limited run** – no reprints are issued when the stock is depleted. Rather, the birth of a new collection begins in a natural cycle of coming and going!

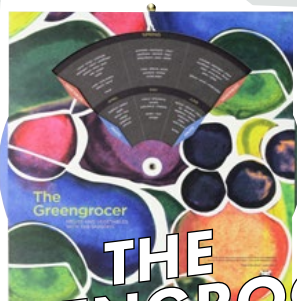
Of the finest quality from the cover down to the finishing touches, creative, practical, innovative, and useful, Papier Tigre’s flagship products are like none other... Take a look for yourself!



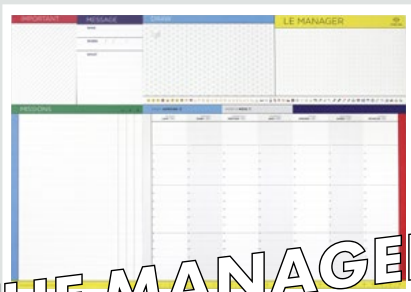
THE SET

*A notebook and its handy elastic, pocket, pen and pencil
The perfect set to slip into your bag to not miss a thing while taking note of all the day has to offer!*
28 €

A calendar of fruits and vegetables on a rotating cardboard disc. Because all fruits and vegetables are good, but not all year-round!
23 €



THE GREENGROCCER



THE MANAGER

Don't forget a thing and keep your whole week in front of you!
A desk pad composed of 4 blocks of 52 sheets: Important, Message, Missions, and the Weekly Block
28 €

THE SHOPS



PAPIER TIGRE

5 rue des Filles
du Calvaire, Paris 3



パピエ ティグル

3 Chome
10-4 Nihonbashihamacho,
Chuo City, Tokyo 103-0007



THE PETITS PAPIER TIGRE

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Le Nid - Avignon
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Trilogue - Angers
17 rue des Lices

Le Bon Marché - Paris 7
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2 place Félix Fournier

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