



LA ROCHÈRE

1475

FRANCE

2020, a subtle year!

Press Kit



made in France

EDITORIAL

2020, a subtle year!

La Rochère has worked closely with La Racine, a design studio specialised in enhancing French heritage brand names, to promote its image and highlight its strengths. It is the oldest glassworks in France, drawing on unique expertise inherited from 545 years of working with glass and this year, is proud to present its **new brand platform** conveyed by a **new visual identity**, which will feature on all brand supports, from packaging to catalogues and communication, alongside poetic illustrations that provide strong brand recognition. This is a unique marketing strategy that establishes the company's values and positioning both in France and abroad.



Purpose

La Rochère exists to offer glassware that **tells authentic stories to be lived and shared**, for which we have been the storytellers in Haute Saône since 1475. In short, La Rochère **links mankind through the authenticity of glass**.

Product différenciation: 3 pillars

Uniquely aesthetic: highly distinctive shapes and lines; evocative patterns that are specific to the La Rochère style.

Strength and practicality: solid and resistant and therefore perfect for daily and professional use.

Narrative design: glasses that have stories to tell.

The Journey of French Glassware

4 narrative worlds

La Rochère glasses evoke traditions, travel and emotions that come alive everyday thanks to its collections that tell authentic stories to be shared and appropriated. These stories make up 4 worlds that segment the brand offer:

“FRENCH HISTORY”

with Versailles and Lyonnais, revisiting the codes of traditional French tableware.

“FRENCH COUNTRYSIDE”

with Abeille and Libellule, drawing inspiration from rural France and easy living.

Collections “BISTROT”

with Perigord and Coteau, firmly established in the DNA of the brand.

“CONTEMPORARY VINTAGE”

with Ouessant and Zinc, reinventing the French art of living in a contemporary style.



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Vintage / reminiscence

DANDY Collection

design Studio La Racine



Whisky tumbler
Kaïto

H : 9 cm / ø : 8,6 cm
Cl : 25 / Oz : 8,82
Advised retail price:
6.40€



Whisky tumbler
Glen

H : 9 cm / ø : 8,6 cm
Cl : 30 / Oz : 10,58
Advised retail price:
6.40€



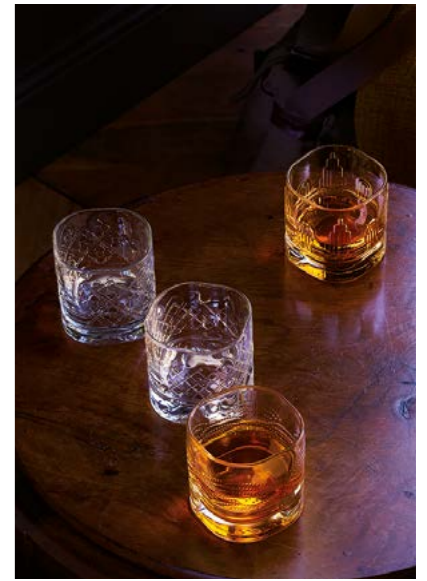
Whisky tumbler
John

H : 9 cm / ø : 8,6 cm
Cl : 30 / Oz : 10,58
Advised retail price:
6.40€



Whisky tumbler
Patrick

H : 9 cm / ø : 8,6 cm
Cl : 30 / Oz : 10,58
Advised retail price:
6.40€



© S.Dondicol



Set of 4 assorted
DANDY whisky
tumblers

H : 9 cm / ø : 8,6 cm
Cl : 30 / Oz : 10,58
Advised retail price:
28.00€

Scotland, Ireland, the USA and Japan – the new Dandy collection elegantly re-interprets the compelling symbols of these whisky regions. From Irish legends to the American prohibition, each glass is in itself a tale of the past and the present. The square shape with softly rounded corners expresses a strong character, full of elegance. Dandy reveals an archetypal profile, spanned by a horizontal line that plays with a thick, dense base. It is through this base that the robe of the whisky can be seen in a surprising manner. Designed by La Racine studio, this new collection features four symbolic patterns that create light effects, enhancing the different shades of whisky.

alcohol abuse is dangerous.

French Countryside

DELICE

Collection

design Studio La Racine



**Set of 2 Delight large
cork lid model**
/tempered glass

H : 7,3 cm / ø : 9,65 cm
Cl : 29 / Oz : 13,4
Advised retail price:
29.00€



Appetizer dish

H : 5,3 cm
ø : 7,03 cm
Cl : 10 / Oz : 3,53
Advised retail price:
3.70€

Délice has the delicate flavour of reminiscence, of waiting patiently for sweet treats to come out of the oven at our grandmother's house. With its lightly fluted sides and homely and convivial design inspired by the history of French baking, Délice invites us to enjoy a special treat, whether sweet or savoury. The collection is extended to include a new 10 cl appetizer dish and a version with a cork lid, transforming the 29 cl model into a pretty container for dry storage.

VERRINES Collection



Ouessant

H : 5,7 cm
ø : 6,98 cm
Cl : 8 / Oz : 2,82
Advised retail price:
3.30€



Ouessant is ideal for small dishes filled with sweet or savoury flavours. Its elegant sides draw inspiration from the traditional Brittany boats that feature a hold made of meticulously arranged wooden slats. Ouessant is an island that evokes authentic, natural rigor, which is also a source of inspiration for the sober lines that create the elegance of this timeless, contemporary collection.



Folies

H : 5 cm
ø : 6,08 cm
Cl : 8 / Oz : 2,82
Advised retail price:
3.30€



The design of Folies is especially gentle. Its fine embossed volutes are inspired by openwork wicker weaves, and emphasize its sensual, rounded cube lines. This new appetizer dish is an invitation to decorative, convivial tasting occasions.



Riviera

H : 7 cm
Sizes : 7,38*4,68
Cl : 11 / Oz : 3,88
Advised retail price :
3.60€



upper view



Tinged with Art Deco inspiration, the Riviera appetizer dish revisits the oblong shape with elegance. Its slender and modern shape, emphasized by a gourmet pleat on the sides, is perfect for presenting attractive recipes piled high.

French countryside

CERF Collection

a new collection with an air of chic rurality, decorated with a deer's head in relief.



Tumbler

H : 9,1 cm / ø : 8,6 cm
Cl : 29,7 / Oz : 9,9
Advised retail price:
5.50€



Waterglass

H : 10,5 cm / ø : 8,4 cm
Cl : 24 / Oz : 9,9
Advised retail price:
5.70€



Long drink

H : 14,1 cm / ø : 7,9 cm
Cl : 35 / Oz : 12,35
Advised retail price:
5.90€



Sets



**Set de 4 Glass Straws
and a cleaning brush**

H : 21 cm
ø : 0,8 cm
Advised retail price: 16.30€



**DANDY Set 4 Whisky
tumblers**

H : 9 cm / ø : 8,6 cm
Cl : 30 / Oz : 10,58
Advised retail price: 28.00€



BOSTON WATER desk jug

H : 20,8 cm / ø : 10,5 cm
Cl : 60 / Oz : 21,16
Advised retail price: 22.00€



**Set of 2 Delight large
cork lid model**

/tempered glass
Design LA RACINE
H : 7,3 cm / ø : 9,65 cm
Cl : 29 / Oz : 13,4
Advised retail price:
29.00€

NEW PACKAGING



VERRINES

NEW

Delice
/tempered glass
6 verrines
Design LA RACINE

6420 01
H : 7,3 cm / ø : 9,65 cm
Cl : 29 / Oz : 13,4

Certain items of the dessert and tableware ranges are now sold in new packs of 6 as standard.

List of items now sold in new packs of 6 as standard :

6419 01 / **Delice Appetizer dishes**
6423 01 / **Delice Appetizer dishes**
6227 01 / **Kube 5 cl Appetizer dishes**
6133 01 / **Kube 10 cl Appetizer dishes**
6223 01 / **Bubble Appetizer dishes**
6261 01 / **Sweet Appetizer dishes**



ICE-CREAM CUPS

Charlotte
6 ice-cream cup

6421 01
H : 17,5 cm
Cl : 37 / Oz : 13,05

List of ice cream cups now sold in new packs of 6 as standard :

6239 01 / **Circee large**
6178 01 / **Bubble**

CRAFT Collection



CRAFT is an invitation to relax under a gazebo, away from the summer sun. The collection combines the excellence of mouth-blown bubbled crystalline, in a range of acidulous colours, with minimal, simple shapes. An elegant and authentic design for refreshing drinks.

* mass tinted



Clear Jug

5286 01
H : 26,4 cm
ø : 8,4 cm
Cl : 100 / Oz : 35,27
Advised retail price:
59.00€



Blue jug*

5286 32
H : 26,4 cm
ø : 8,4 cm
Cl : 100 / Oz : 35,27
Advised retail price:
59.00€



Green jug*

5286 14
H : 26,4 cm
ø : 8,4 cm
Cl : 100 / Oz : 35,27
Advised retail price:
59.00€



Yellow jug*

5286 38
H : 26,4 cm
ø : 8,4 cm
Cl : 100 / Oz : 35,27
Advised retail price:
59.00€



Orange jug*

5286 36
H : 26,4 cm
ø : 8,4 cm
Cl : 100 / Oz : 35,27
Advised retail price:
59.00€



Red jug*

5286 25
H : 26,4 cm
ø : 8,4 cm
Cl : 100 / Oz : 35,27
Advised retail price:
59.00€



Clear whisky tumbler

H : 9,8 cm
ø : 8 cm
Cl : 35 / Oz : 12,35
Advised retail price:
29.00€



Blue whisky tumbler*

H : 9,8 cm
ø : 8 cm
Cl : 35 / Oz : 12,35
Advised retail price:
29.00€



Green whisky tumbler*

H : 9,8 cm
ø : 8 cm
Cl : 35 / Oz : 12,35
Advised retail price:
29.00€



Yellow whisky tumbler*

H : 9,8 cm
ø : 8 cm
Cl : 35 / Oz : 12,35
Advised retail price:
29.00€



Orange whisky tumbler*

H : 9,8 cm
ø : 8 cm
Cl : 35 / Oz : 12,35
Advised retail price:
29.00€



Red whisky tumbler*

H : 9,8 cm
ø : 8 cm
Cl : 35
Advised retail price:
29.00€

Signature

GLOBE Collection



Boreale Luminaire

H : 21,5 cm / ø : 23 cm
Advised retail price:
156.00€

— white electric cable
No bulb included



Mandala Luminaire

H : 21,5 cm / ø : 23 cm
Advised retail price:
156.00€

— white electric cable
No bulb included



Savane Luminaire

H : 21,5 cm / ø : 23 cm
Advised retail price:
156.00€

— white electric cable
No bulb included

Glass is living matter that brings creativity to those who tame it.

The magic of glass lies in these ancestral gestures that are endlessly repeated, yet which continue to bring these unique creations to life.

Lamps, vases and unusual items for the home all resonate with the effects of transparency, colour, graphic effects and matter.

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FRANCE

LA ROCHÈRE



FRANCE

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