



LA ROCHÈRE

1475

FRANCE

2021, a year of changes!

Press kit



made in France

EDITO

2021, a year of changes!

The LA ROCHÈRE 1475 glassworks, owned by the Giraud family since 1858, joins **the Tourres family holding company**. 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 Périgord 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 / réminiscence

PARISIENNE

Collection

design Studio La Racine



Stemmed glass

6437 01
H : 12,5 cm / ø : 7,5 cm
Cl : 25 / Oz : 8,82
packed by 4
Advised retail price:
27.60€



Tumbler

6436 01
H : 9,76 cm / ø : 8 cm
Cl : 28 / Oz : 9,88
packed by 4
Advised retail price:
26.80€



As if bursting forth from a shower of sparks, the Grand Iron Lady appears with subtlety. Curves and counter-curves combine harmoniously to reveal two resolutely modern and elegant shapes. A round tumbler mounted on a small refined stem and a graceful wine glass as if drawn in a single stroke. The new Parisienne collection poetically unveils our Eiffel Tower, this French icon, so resolutely ... Parisian.

alcohol abuse is dangerous

FLORE

Collection

design Studio La Racine



Mug

6434 01
H : 12,9 cm
ø : 7,85 cm
Cl : 30 / Oz : 10,58
packed by 4
Advised retail price:
30.80 €



Espresso cup²

6435 01
H : 5,5 cm
ø : 7,3 cm
Cl : 10 / Oz : 3,53
packed by 6
Advised retail price:
31.20 €



²FLORE espresso cups are designed for easy stacking.

In a resolutely modern style, with a distinctly Art Deco influence, Flore reinvents two major archetypes of the history of this famous café, namely the mazagran and the stemmed coffee cup. Combining modern proportions with floral geometry, this original collection invites us into the Parisian world of the early 20th century, paying homage to the iconic years of the Café de Flore. Irish Coffee, Mocha, Iced Coffee, Chai Tea and Matcha Tea, there is no shortage of ideas today to revive these emblematic designs with a modern twist.

French countryside

ABEILLE ceramic Collection



25 years after the launch of the ABEILLE tumbler, La Rochère's iconic glass, the collection has been expanded to include a ceramic range. An essential complement, this noble and authentic material is available in two timeless colours: ecru and pale blue. Symbol of Napoleon and Provence, the bee, this time covered in enamel, brightens up your indoor and outdoor tables with its colourful and natural touch.



Dessert plate ecru ceramic

5981 20
ø : 21,4 cm
packed by 4
Advised retail price:
52.80 €

Dessert plate blue ceramic

5981 63
ø : 21,4 cm
packed by 4
Advised retail price:
52.80 €



Serving plate ecru ceramic

5982 20
ø : 27,4 cm
packed by 4
Advised retail price:
59.60 €

Serving plate blue ceramic

5982 63
ø : 27,4 cm
packed by 4
Advised retail price:
59.60 €



Salad bowl ecru ceramic*

5980 20
H : 25,7 cm
ø : 26 cm
packed by 1
Advised retail price:
34.90 €

Salad bowl blue ceramic*

5980 63
H : 25,7 cm
ø : 26 cm
packed by 1
Advised retail price:
34.90 €

Vintage / réminiscence

OUESSANT

Collection

Pitcher



Pitcher

6433 01
H : 17,7 cm / ø : 12 cm
Cl : 100 / Oz : 33
Advised retail price:
23.50 €

The OUESSANT collection is inspired by the traditional Breton canoes whose hold is made up of small parallel wooden slats. Endowed with the same character, the new pitcher asserts an authentic and pure design. Its pouring spout displays a rigorous and sober profile that invites tasting. With tumblers and long drinks be ready to embark for a good moment of sharing.

SET APÉRO Collection



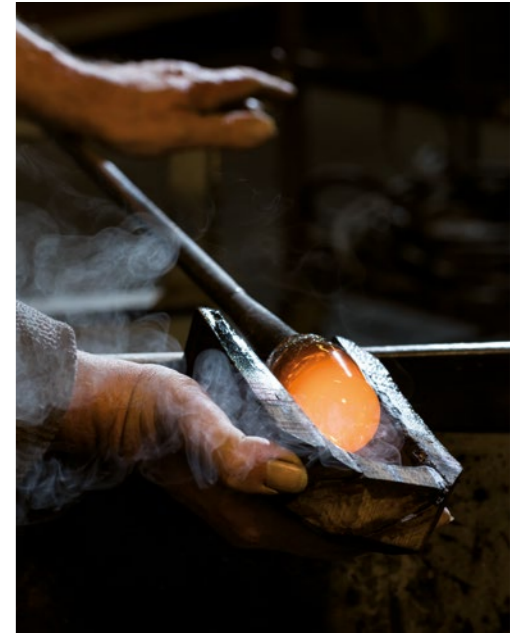
Set Delice*
3 verrines Delice 10 cl
Design Studio LA RACINE

6438 01	Wooden tray
H : 6,8 cm / ø : 7,03 cm	length: 25 cm
Cl : 10 / Oz : 3,53	width: 9 cm
Advised retail price: 35.00 €	thickness: 2 cm
sold in a color box	

Practical and aesthetic, this acacia wood tray with its 3 glass verrines delicately ribbed will sublimate your home-made appetizers: guacamole, olives, fish rillette...

Buffet & ambiance

NANCY & CAMBRAI Collection



**Bocal moyen modèle
vénitien large**

4585 01VL
H : 16,5 cm / ø : 21 cm
Cl : 385 / Oz : 135,8
Advised retail price:
113.80 €



**Bocal moyen modèle
vénitien fin**

4585 01VF
H : 16,5 cm / ø : 21 cm
Cl : 385 / Oz : 135,8
Advised retail price:
113.80 €



**Bocal 1l
vénitien large**

4162 01VL
H : 24,5 cm / ø : 11,5 cm
Cl : 100 / Oz : 35,3
Advised retail price:
78.40 €



**Bocal 1l
vénitien fin**

4162 01VF
H : 24,5 cm / ø : 11,5 cm
Cl : 100 / Oz : 35,3
Advised retail price:
78.40 €

Nancy, Mouth-blown crystalline large glass jar, with a pressed glass lid. Blown in the 'old-fashioned' way in wooden moulds, generous in shape, both rustic and exotic in style, they offer a new slant on traditional jars. Cambrai collection is the reproduction of an old covered pot used by pharmacists and sweet sellers.



LA ROCHÈRE



FRANCE

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