

NEW PRODUCTS FOR 2021

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COLOR

ARIUM



Fermob 

PRESS KIT

PRESS KIT

FERMOB GOES VIRTUAL

in a magical (yet real) world

2020 continues to be full of surprises, encouraging reinvention, **new discoveries** and a real sense of togetherness.

To mark the end of summer, Fermob has created its own **show** which goes far beyond traditional presentations of collections and provides a **vibrant, inspiring and creative experience**. The brand has worked on a new concept: making the real virtual, offering scenes which showcase **authenticity** and opportunities for **sharing** and **socialising**. These values are incredibly important to Fermob and this new experience truly embodies them!

Welcome to a new world: **the Fermob Colorarium**. A **harmonious, colourful** ecosystem which is full of **innovation**. Featuring the real world and 3 scenes from everyday life which were shot in a studio, the brand invites you to experience these living spaces for yourself and to find out more about this season's trends in terms of **products** and **colours**.

Innovation, which has always been part of Fermob's DNA, is a key element in this ambitious, surprising and magical show. This e-stand is an entirely new opportunity to discover the brand and its new products, focusing on its 3 key product platforms (furniture, lighting and accessories).

Complete the form
and access the virtual tour:

www.fermob.show



INTERACTIVE DOCUMENT

click on the photos
to access the photo
library



SCENE I

STYLISH ROOFTOP

pastel shades

Challenge accepted! Every square metre of the terrace has been used to create a **multi-faceted layout**: space for eating and drinking, taking a break, relaxing, working and enjoying a breath of fresh air. **The ultimate layout**: visually appealing, functional and, above all, harmonious. This rooftop scene combines **furniture, lighting and accessories** in a whirlwind of pastel shades.

The contemporary palette evokes images of **nature in the city**. With its **simple, minimalist lines**, it boasts real elegance, while a colourful cushion and a beautifully designed lamp add a decorative touch. **Welcome to a fresh, unusual, relaxed and relaxing world.**



SCENE I * STYLISH ROOFTOP

SCENE I * STYLISH ROOFTOP



Colour of 2021
Opaline Green



The "Be Safe"
Pro Range



Bellevie
Collection



Accroche Coeurs
Coat Rack



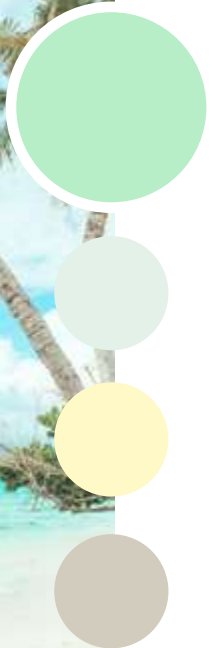
Hoop
String of Lights

OPALINE GREEN



A soothing yet bright shade, *Opaline Green* is very much the chameleon of the Fermob colour chart. **Tropical, herbal, floral** and even **boreal**, it refreshes pastel shades and peeps up white hues with a hint of colour. It softens darker shades and brightens more muted tones. It works brilliantly with other shades of green to create stunning hues. A well-composed *Opaline Green*! It has a **subtle yet clearly modern** feel.

*Colour of
2021*



BE SAFE, BE HAPPY



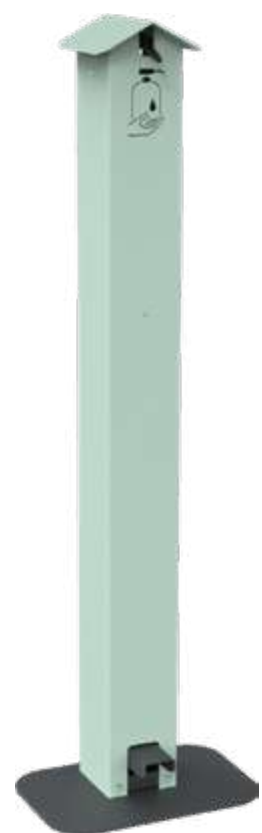
This scene features Be Safe's innovative products and services, developed in record time to make life easier for professionals. The aim? Guaranteeing **social distancing** and ensuring **a sociable feel**, all while providing Fermob's signature style and **empathy** in every piece.

The range includes *Coucou Gel* and the *Abélio* separator, which add **a poetic touch** to terraces, and the **digital menu service**, *Welcome Smart Service*:

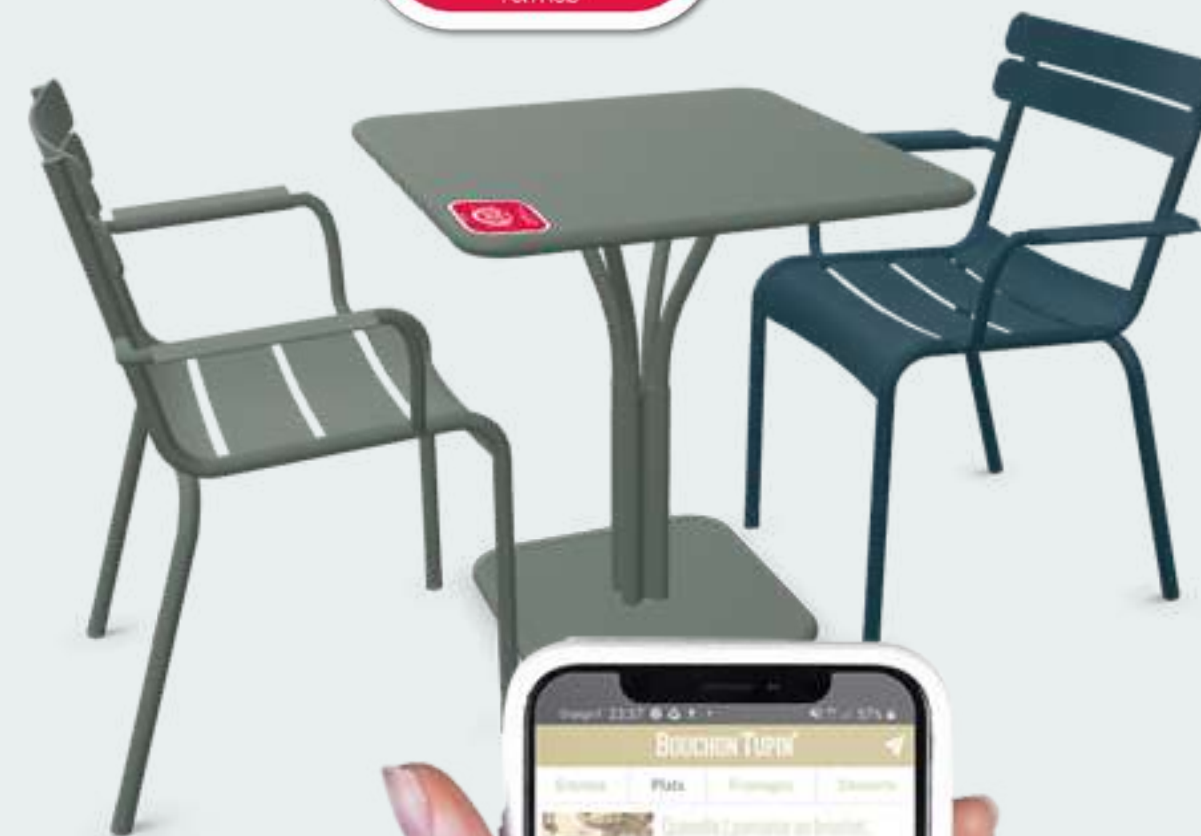
diners simply need to scan a QR code with a smartphone to see the menu, the wine list and other hotel services (concierge, spa bookings, etc.). Proof that it's possible to respond to the challenges of the pandemic in a **creative** and **clever** way.

SCENE 1 * STYLISH ROOFTOP

Coucou gel



Abélio



SCENE 1 * STYLISH ROOFTOP

BELLEVIE LOUNGE

DESIGNED BY PAGNON & PELHAÏTRE

plural, not singular

SCENE I * STYLISH ROOFTOP



SCENE I * STYLISH ROOFTOP

13 new products! The *Bellevie* collection always spoils us. It's long been known for its generosity, with its **wide** and **comfortable seats** and its **unique** and **contemporary design**.

Today, *Bellevie* is synonymous with **modular design**, with the launch of the most wide-ranging outdoor lounge set on the market. Armchairs, 2- or 3-seater sofas, ottomans, benches, corner units, connecting shelves, low tables and more are all **infinitely modular** to suit your space and your mood.

Lastly, the range offers limitless options: all models are available with an aluminium frame in one of **24 colours** and cushions in one of **3 fabrics**. It's perfect for **personalising your terrace** while enjoying the collection's unique style: a **modular design** with an **easy-going feel**.

BELLEVIE DINING

DESIGNED BY PAGNON & PELHAÏTRE

SCENE I * STYLISH ROOFTOP



Style for our lifestyles

Since it was first created, *Bellevie* has reflected our lifestyles, both personally and professionally; over time, our behaviour has changed, both in the office and out on the terrace!

Enjoying a meal, relaxing and chatting in new positions and at different heights: to complete the lounge space, Fermob has created a new **Bellevie dining area** with **mid-height tables** and **high tables**.

Note **the new design of the chair too**, which borrows from this collection's key features:

the sledge-style leg. It offers additional benefits as well: there's no risk of it getting stuck in the terrace's flooring and it's beautifully quiet when it's moved. What's more, **the padded version is incredibly comfortable.**

The *Bellevie* collection is a sign of the times, every time!



SCENE I * STYLISH ROOFTOP

ACCROCHE CŒURS COAT RACK

DESIGNED BY PASCAL MOURGUE

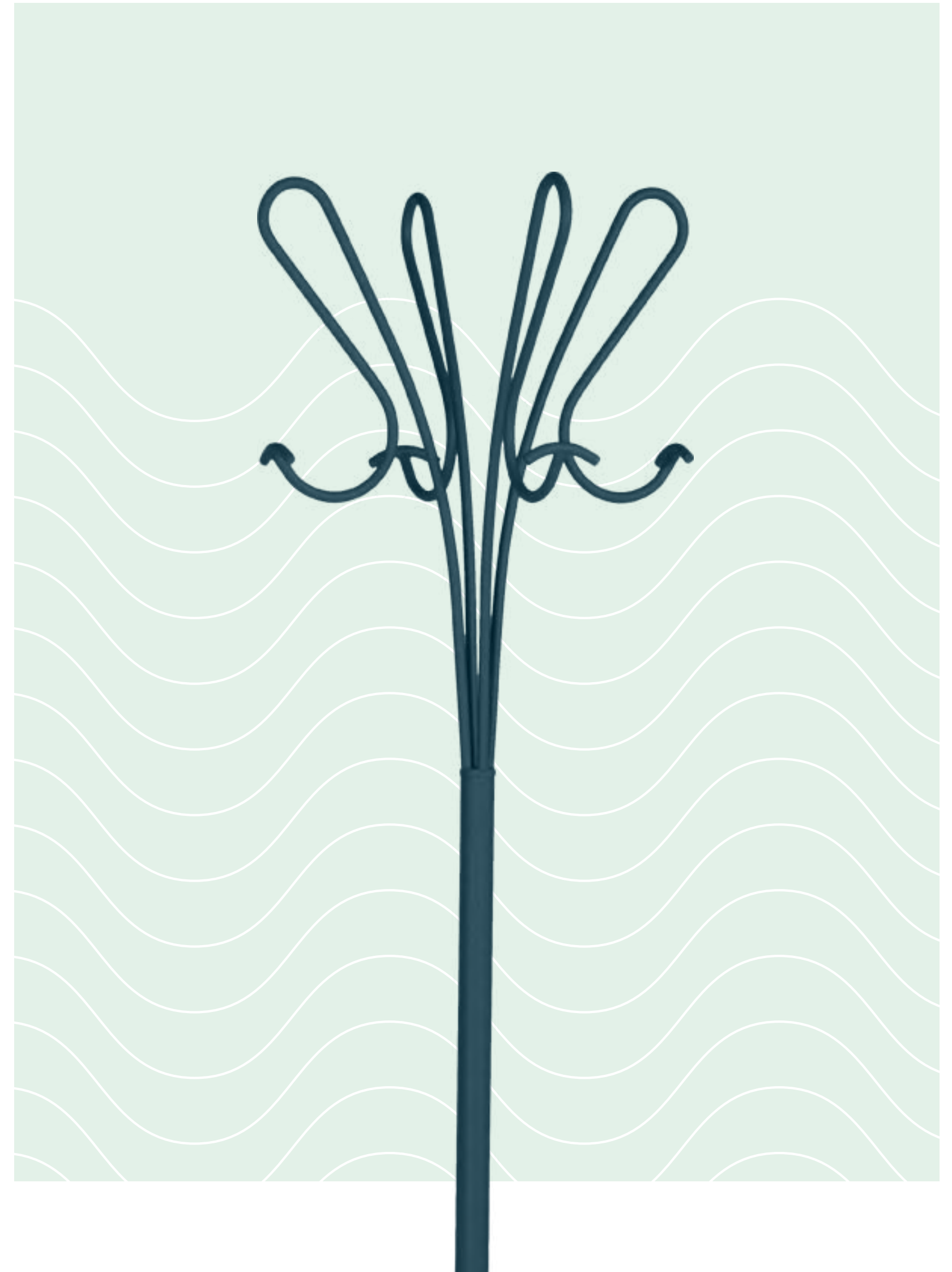
SCENE | * STYLISH ROOFTOP



A stylish comeback!

The hotly anticipated return of **an iconic design** which has already won legions of fans. Created 30 years ago by the designer Pascal Mourgue, *Accroche Cœurs* showcases Fermob's incredible expertise in **working with metal** and **curved wire**. It was initially designed **to revisit the traditional coat rack** in curved wood, updating it with **delicate, elegant hooks**.

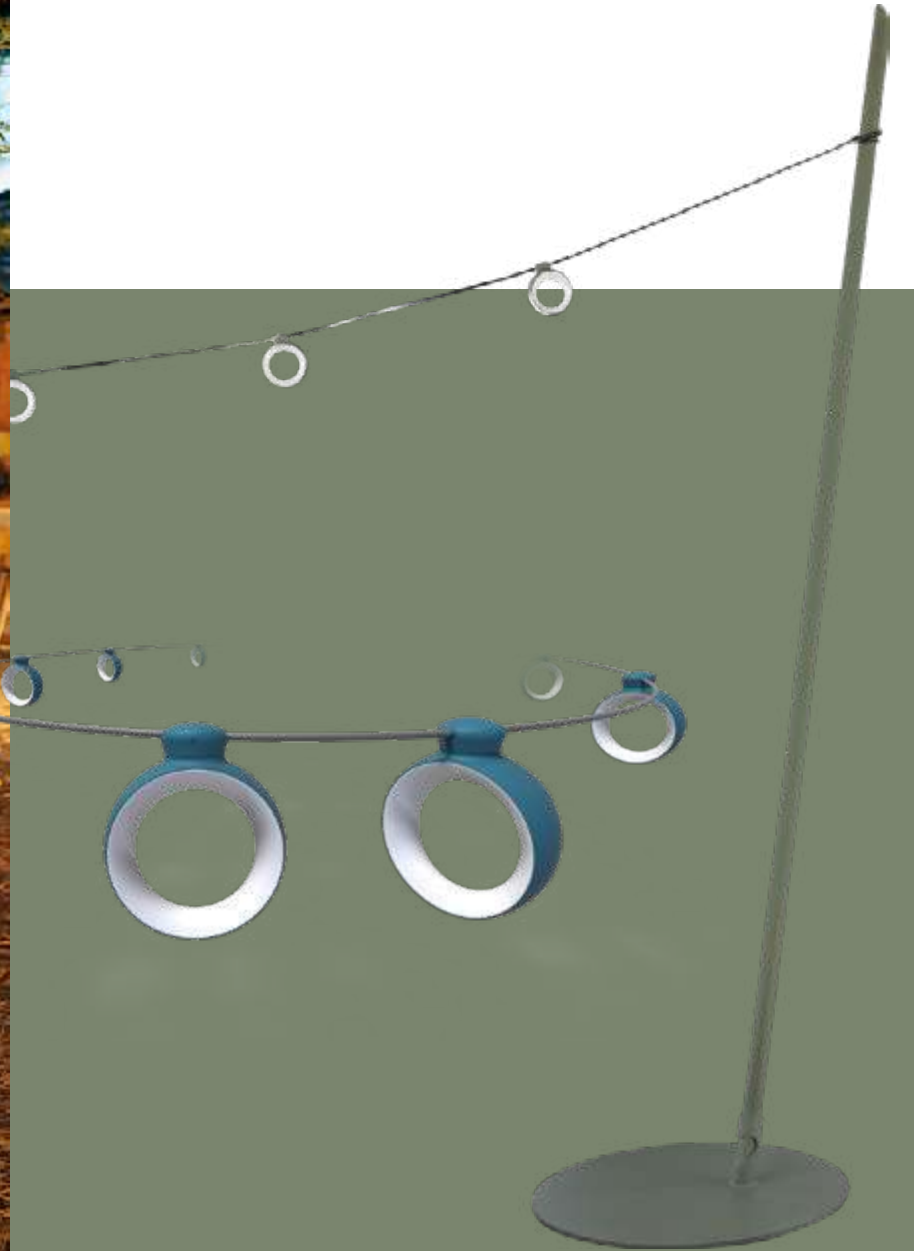
This is the very latest version, an identical reproduction of the original design in **a neo-romantic style** you'll love. Whether you choose to put it in your hall or by the pool, *Accroche Cœurs* holds hats, umbrellas, bags, towels - and it's beautifully decorative, even when it's not in use.



SCENE | * STYLISH ROOFTOP

HOOP STRING OF LIGHTS LI200 AND ITS SUSPENSION STAND

DESIGNED BY J.MAZOYER-DO & STUDIO FERMOB



Much more than a string of lights.
IT'S A FULLY FLEDGED AERIAL LIGHTING SOLUTION.



Featuring **8 adjustable rings** which can turn **360°**, the *Hoop* string of lights created quite a stir when it was first launched. **This hanging lighting solution** creates a festive feel at dinner parties.

With its long cable (12m) and its dimmer function, it's equally suited to both a lounge area with muted lighting and a large, brightly lit table! Thanks to its **Bluetooth technology**, it can be controlled remotely with the Fermob Lighting app.

And because Fermob thinks of

everything, a **suspension stand** has been created so that you can find the perfect place to hang your *Hoop* lights, no matter where it might be. A **practical piece with an attractive design**, reminiscent of a javelin, to help you to hang your *Hoop* lights wherever you want.

Just right! Featuring a solid base for reliable stability, it's also easy to transport thanks to a **clever feature which guarantees its portability**. **Elegant and discreet**, this suspension foot works perfectly with *Hoop*.

SCENE 2

COSY GARDEN

A garden in front of a house, a house which overlooks a garden and a terrace which links the two: today, Fermob offers a wide range of lighting and accessories to add **real personality to every living space** for a harmonious overall effect. More than ever, the garden enjoys its status as a separate, well decorated and stylish “room” of its own. There’s a real desire to settle in and relax outdoors.

Now that the brand’s new colours are available for accessories, it’s easy to create a unique layout featuring various ranges in co-ordinating colours.

Muted shades have been chosen for this scene, in which white tones contrast with green hues.

In terms of lighting, the brand offers innovative products and services including **the** Fermob Lighting app, which is updated every year with Fermob’s latest innovations: it can be used to **schedule and control** every lamp and every setting with a **timer**, as if by magic.

Together, the **new Aplô lamp** and its accessories offer a new concept which strengthens Fermob’s leading role within this market.

As always with Fermob, it’s all about combining **technical skill** with a sense of **magic** and this front garden is a haven of peace.



*Fermob Lighting
App*



*Piapolò
stool*



*Airloop
collection*



*Luxembourg
collection*



*Calvi
tables*



*Clay Grey
OTF*



*Aplô
lamp*

THE FERMOB LIGHTING APP

Just 5 years after the launch of its very first models, Fermob has become the world's leading brand in **battery-powered smart lighting**. Its winning formula remains unchanged: **design and innovation**.

5 collections: The iconic *Balad*, the timeless *Moon!*, the aerial *Hoop*, the design-inspired *Inoui* and the new and conceptual *Aplô*...

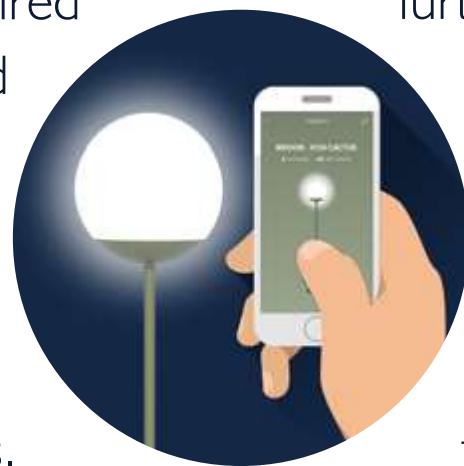
Fermob has long made **accessibility** a priority – a concern which is reflected in its products.

The brand has developed its own *Fermob Lighting* application to give its customers a **truly unique** lighting experience.

Today, the (free) *Fermob Lighting* app makes it possible to **control everything** with your

smartphone or tablet, to **vary the light's temperature and the brightness**, to **schedule your favourite settings** and to **share them with your friends and family**, to **monitor battery life** in real time and more. New functionalities will be added to the application as the brand develops further innovations; its latest functionality enables users to set a timer during which the application will automatically switch off the smart light.

It couldn't be easier to **create a sense of atmosphere** on the terrace or indoors and to mix it up over the course of the evening: **Fermob's lamps can be controlled manually or via Bluetooth!**



Smart lighting.
ALWAYS A BRIGHT IDEA

DISPONIBLE SUR
Google Play

Télécharger dans
i'App Store

Remote control of one or several lamps

Dimmer function for brightness and temperature

Battery life monitoring in real time

Timer function

Bluetooth technology available with Moon! lamps Inoui illuminated stool H134 and H63, Hoop string of lights LI200.

SCENE 2 * COSY GARDEN

SCENE 2 * COSY GARDEN

PIAPOLO STOOL

DESIGNED BY TRISTAN LOHNER

Deceptively simple

The *Piapolo* stool is made using a very old (and little-known) technique: **spinning**. This technique demands technical wizardry to create a stool which is, above all, **a marvel of design**. R&D spent 4 years creating **this incredibly simple piece**, both in terms of its shape and its use (as a stool, a clever storage solution, a table and more).

Pleasingly reminiscent of a diablo, its **lightweight** structure ensures portability.

100% aluminium for an incredibly hard-wearing structure with the option to choose **recycled materials**, a seat measuring 32 cm for space-saving comfort and 100% polyester powder coating which works wonders with the textured colours of Fermob's colour chart.

Piapolo is an **ambassador** of its era, **surprising** and **inspiring**. A **smart**, hard-wearing and **timeless** piece of furniture, just like the brand itself. All the ingredients to become a Fermob best-seller?



AIRLOOP ARMCHAIR AND TABLE

DESIGNED BY FRÉDÉRIC SOFIA

Magic in the air

The **wire-working technique** which so impressed the designer Frédéric Sofia is showcased in this collection which he created. *Airloop* comprises a table and an armchair, **designed to showcase the brand's expertise : working with steel** (a material which is 100% recyclable), **curved wire and hand-forged rings**.

2 masterpieces as a **two-fold tribute**: to the collection's designer, a long-standing friend of the Fermob brand, and to the expertise of the brand's teams.

2 pieces with an **elegant and aerial design** which provide a more **contemporary** alternative to the 1900 collection and bolster Fermob's range of products with a **romantic** style.

The armchair has a wide, round backrest for a comfortable seated position. With a diameter of 60 cm, the table is incredibly functional while **taking up very little space**; it's perfect for an apartment balcony, a terrace or even indoors. Whether it's used for practical or aesthetic purposes, it's just so stylish!



SCENE 2 * COSY GARDEN

SCENE 2 * COSY GARDEN

LUXEMBOURG

DESIGNED BY FRÉDÉRIC SOFIA

When an **iconic collection** is reinvented, it's a sign of the collection's power and **timelessness**. Come what may, the *Luxembourg* collection has always known how to move with the times. In response to **new uses**, the collection now includes **3 versions** which boast incredibly stylish designs - a real boost to the *Luxembourg* family.

Brilliant!



LOUNGE CHAIR

Again, a more upright feel! The new lounge chair from the *Luxembourg* range offers something new: the **angle of the seat has been designed for optimal comfort**.



LOW TABLE

It's a surprising piece of furniture. This new product boasts a similar design to the rest of the collection (particularly with its curved slats) while offering several functionalities.

Wheels and a handle ensure this product's portability, while a lower shelf is ideal for storing bottles and magazines. This generously sized low table is the ideal modern piece, with all **the timeless style** of the *Luxembourg collection*.

LOUNGE ARMCHAIR

A low armchair with a more upright backrest has been hotly anticipated. Here it is: a new product, ideal for chilling out without stretching out! 2 armrests and a comfortable seat wherever you are: on a rooftop, by the sea, on a hotel terrace...

The perfect position for the ultimate pre-dinner drinks.

CALVI TABLE

DESIGNED BY ANTOINE LESUR



SCENE 2 * COSY GARDEN

Already a success story

Another example of Fermob's technical prowess? A table with a **large seating capacity** which is so **light**: that's the joy of **aluminium**. Delivered flat, the *Calvi* table is easy to put together and doesn't require any soldering or screws. It also boasts real **finesse**, emphasised by **the split at each corner** which **breaks up** the table's aesthetic for a truly unique look.

To respond to current trends in garden living and new ways

of eating both indoors and outdoors, here are **3 tables in a contemporary style**.

The 195x95 rectangular model is ideal for large gatherings and can seat up to 2 people at each end. The 160x80 high table is the only table of this height which can seat 6 guests, perched on high seats which can be chosen from other ranges, such as Cadiz. As for the 140x140 square table, it's perfect with its **designer look** and **sociable feel**.

SCENE 2 * COSY GARDEN



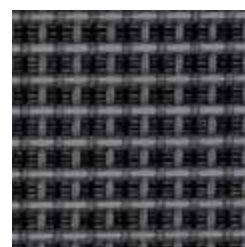
NEW STÉRÉO OTF*
CLAY GREY

A show in stereo

This outdoor technical fabric, developed in partnership with Serge Ferrari, **the French manufacturer** and market-leading company when it comes to technical fabrics, now comes in **Fermob's new colour *Clay Grey***. Launched last season for Fermob's furniture, this warm grey shade revitalises the Stéréo range. This shade, which is very close to the colour of natural white clay, is beautifully **bright** and wonderfully **lively** on these **3D-effect** fabrics (unlike anything else on the market). It's sure to brighten things up!



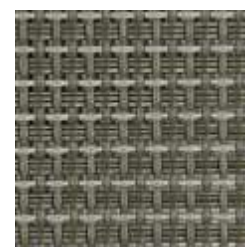
Clay Grey



Anthracite



Red Ochre



Cactus

*OUTDOOR TECHNICAL FABRIC

SCENE 2 * COSY GARDEN

SCENE 2 * COSY GARDEN



- CLAY GREY
- METAL GREY
- ICE MINT
- STORM GREY
- ANTHRACITE

Mineral

APLÔ LAMP H24

DESIGNED BY TRISTAN LOHNER

The latest newcomer to join our gang of lights, combining utility 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 symbolises **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 **multiple different uses**. *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 **wall light**, 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 materials (LED) and recyclable materials (aluminium, polyethylene).

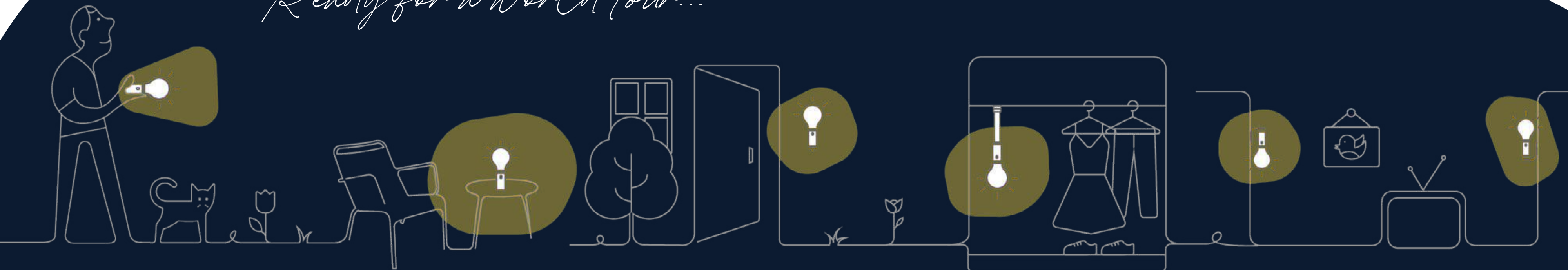
We want to welcome this **clever** and **creative** model which bolsters Fermob's range of products and **showcases its expertise in lighting**.



SCENE 2 * COSY GARDEN

SCENE 2 * COSY GARDEN

Ready for a world tour...



SCENE 3

**WARMTH AND
COMFORT***in the winter garden*

A sense of calm in the winter garden, a cosy feel on the veranda, long, dark nights which just have to be lit up, a craving for gentle warmth, the frenzy of the Christmas season (and shopping for it), settling down to read a good book on Sundays, Belgian waffles with friends...

This scene's warm shades create this cosy setting. The garden hasn't been overlooked: it can be decked out in bright colours for an eye-catching look or decorated with softer shades for a subtler style.

With the brand's wide range of lighting and accessories and its extensive colour chart, enjoy a beautifully cosy and welcoming winter garden. Once more, Fermob's here to spoil us!



*Fermob X
Melleminijolie*



*Lorette
bench*



*Salsa
Low Table*



*Nevado
Collection*



Accessories

FERMOB X MELLEMIJOLIE

LAUNCHING IN NOV. 2020

Fermob has teamed up with the illustrator *Mellemimijolie* to release a **new** and **limited** edition on the theme of **lush nature**. Small Cocotte tables which are **teeming with decoration** and trivets (Monstera and Lady Jane) embody the **creativity** of her illustrations. **Blocks of colour** and **delicate lines** open up a new and modern world of possibilities for our collections of accessories and small items of furniture.

SCENE 3 * COMFY WINTER GARDEN



Cocotte stool Anthracite and Red Ochre



Lady Jane trivet
Anthracite and Chili



Monstera trivet
Cedar Green and Red Ochre



A lush collaboration



LORETTE

CONVERSATION BENCH

DESIGNED BY FRÉDÉRIC SOFIA



SCENE 3 * COMFY WINTER GARDEN

SCENE 3 * COMFY WINTER GARDEN

Irresistible

A new take on the world-famous **Confident** seat of the **19th century** in the style of the *Lorette* collection: a bold choice! **The ultimate** impertinence...

The *Lorette* collection is highly distinctive, embodying the Fermob spirit with its **powerful design** and intricate metalwork which only Fermob can produce. This new bench is the perfect illustration of this combination.

The bench's metal is **perforated** and **laser cut** to create a subtle openwork pattern of a flower with 4 petals, endlessly repeated like **a monogram**. With its country house feel, it's incredibly appealing, both indoors and outdoors.

This elaborate and elegant bench offers the perfect setting for a quick (or lingering) chat and marks a new chapter in Lorette's history.

SALSA LOW TABLE

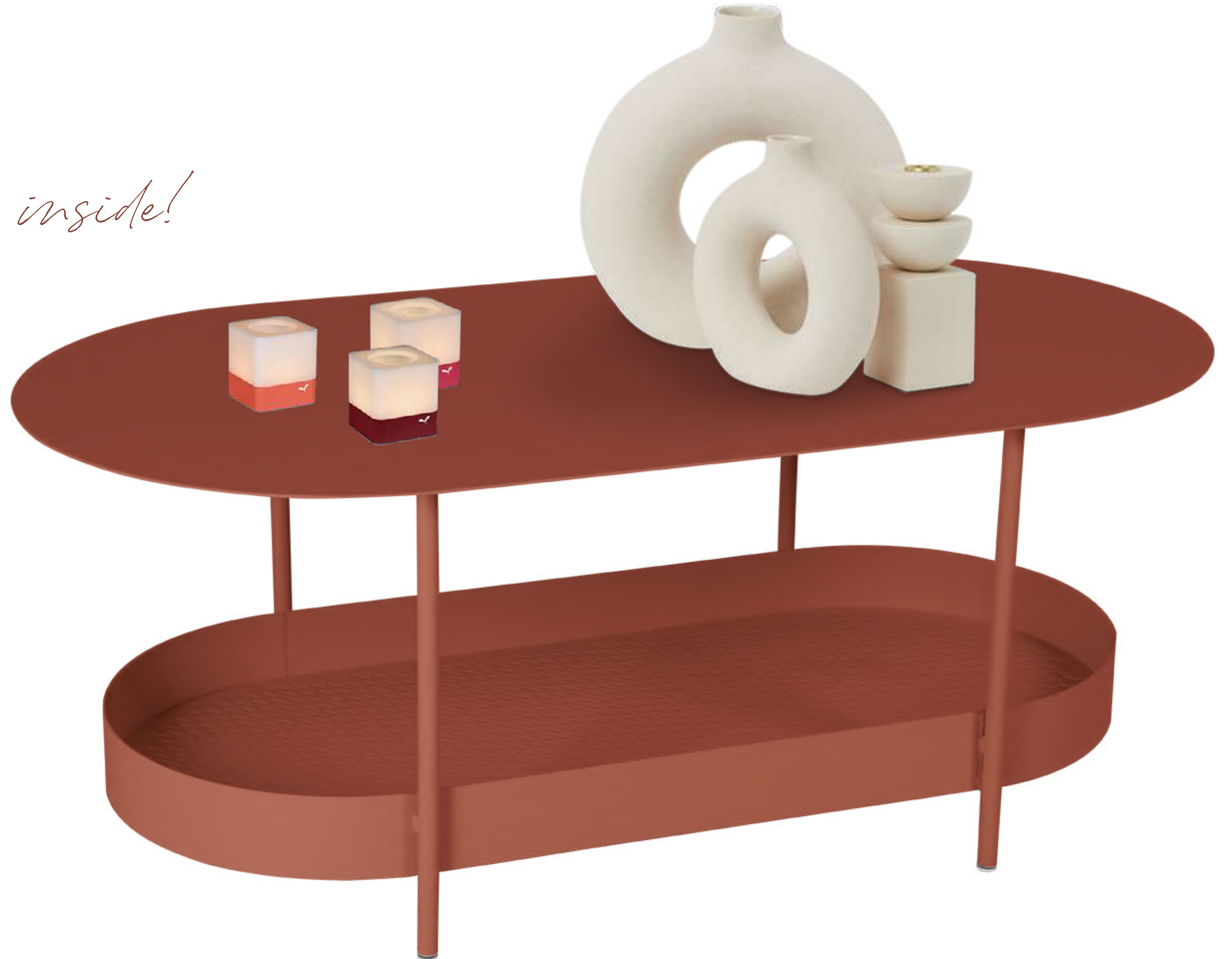
DESIGNED BY GOULA & FIGUERA

As beautiful outside as inside!

Welcome to the big sister of the *Salsa* side table, which boasts all the same features: **an upper table top, made of sheet metal with raw edges and a perforated storage basket underneath.** A **practical** place in which to put planters, cold drinks and plenty more - and ideal when it comes to letting rainwater drain away.

Unusually for Fermob, this low table has a unique **oval shape.**

It has a **minimalist design with a real Bauhaus feel** for a **timeless** and attractive piece which can be used indoors and outdoors.



NEVADO

DESIGNED BY STUDIO FERMOB

Shall we stay outside a little longer?



THE FIRE PIT

With its round and generous design, it's instantly aesthetically pleasing. This decorative piece takes centre stage on the terrace, alongside the stunning co-ordinating log-holder.

The *Nevado fire pit* is a beautiful way to warm things up. It features a **large curved hearth**, which can be **tilted** in 3 different positions to protect it from the wind. It's **removable** so you can remove ashes and rainwater. Its lid can be used to protect the fire or to put it out.

In short, the *Nevado fire pit* has everything you need to **liven things up and to keep things going until the early hours**. An inspired new product with a real hygge feel.

THE LOG-HOLDER

An adorable **log-holder** which also serves as a **table**; it's not often that an object like that boasts a design like this! With its two handles and lightweight structure, it's easy to carry your logs inside. It will add a beautiful touch to the area around the **fireplace** in your living room. In the summer, it's sure to come in handy on your **terrace** or in your garden, alongside the fire pit from the same collection.

So cute...



ACCESSORIES

TOTAL HARMONY AND NEW WORLDS OF COLOUR

The inventor of colourful gardens has built on **its expertise in colour** and its ability to provide **comprehensive living spaces**. Fermob has worked on its colour chart for its lighting and its collections of *accessories* to create **harmonious** and **inspiring** spaces. **4 mood boards** have been created: "The many faces of green", "Pastels in the spotlight", "Light and shade", "Bathed in warmth". With **complementary** and **contrasting** shades, these colour combinations create distinctive ambiances.

With their **colourful, graphic** feel, a gorgeous array of accessories brighten up terraces, gardens and rooms. Trays, trivets, candle holders, cushions and chair cushions - they all go perfectly with Fermob's furniture and inject spaces with some of the brand's signature **personality**. New this season: **an expanded range of colours** for various collections, including CUUB candle holders. Every season, **a limited edition** of 3 stunning colours will be launched. In 2021, Deep Blue/Anthracite/Acapulco Blue will kick things off...



NEW

NEW

NEW

NEW

NEW

NEW

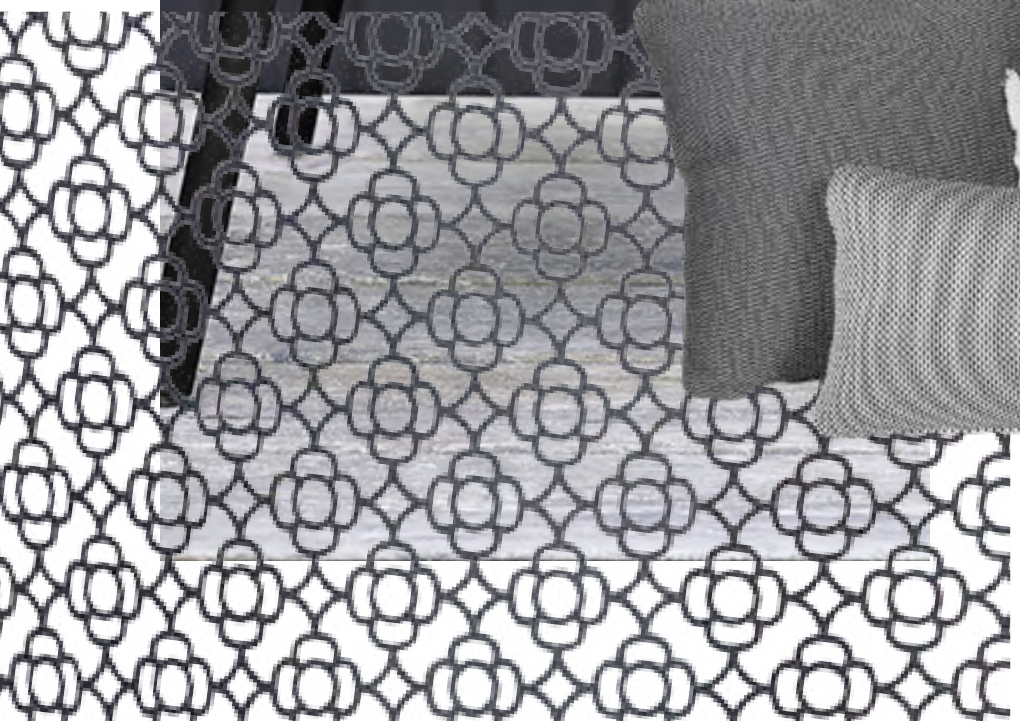
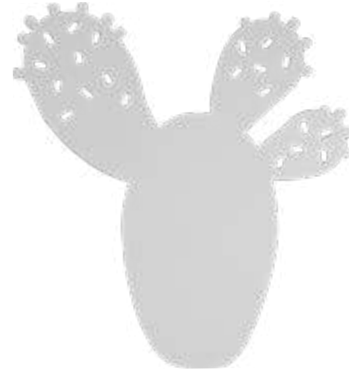
NEW

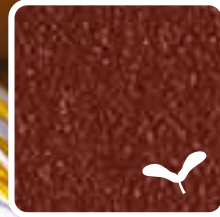
The many faces of green





Light and shade





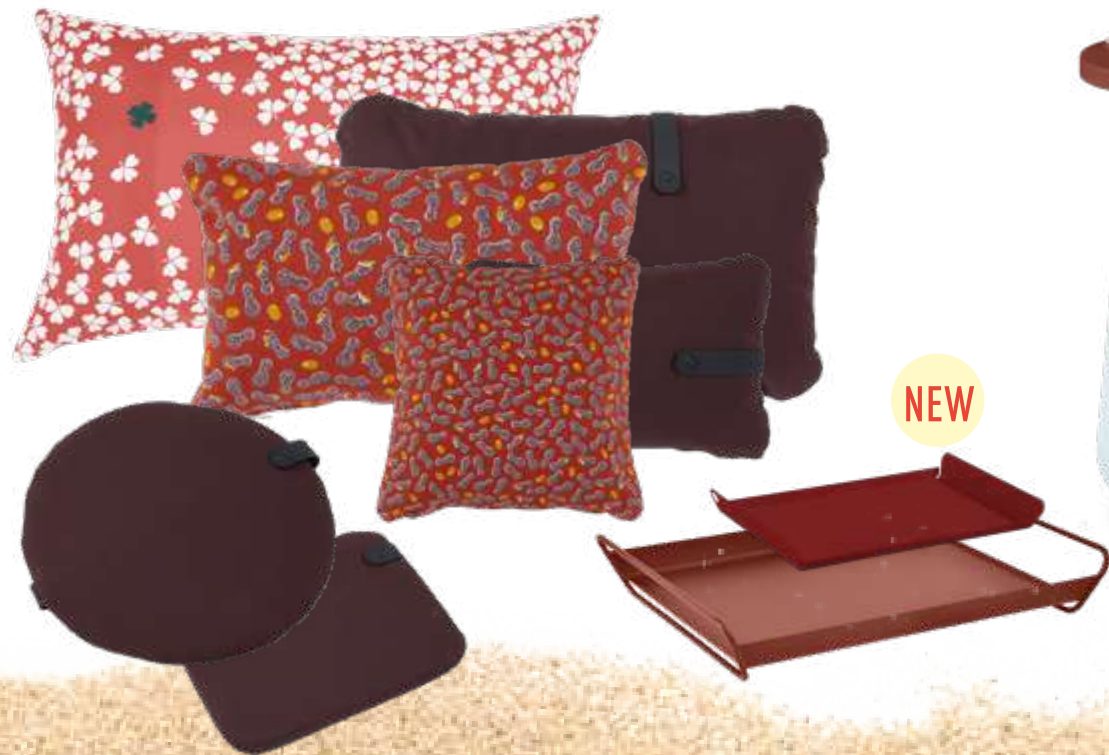
NEW



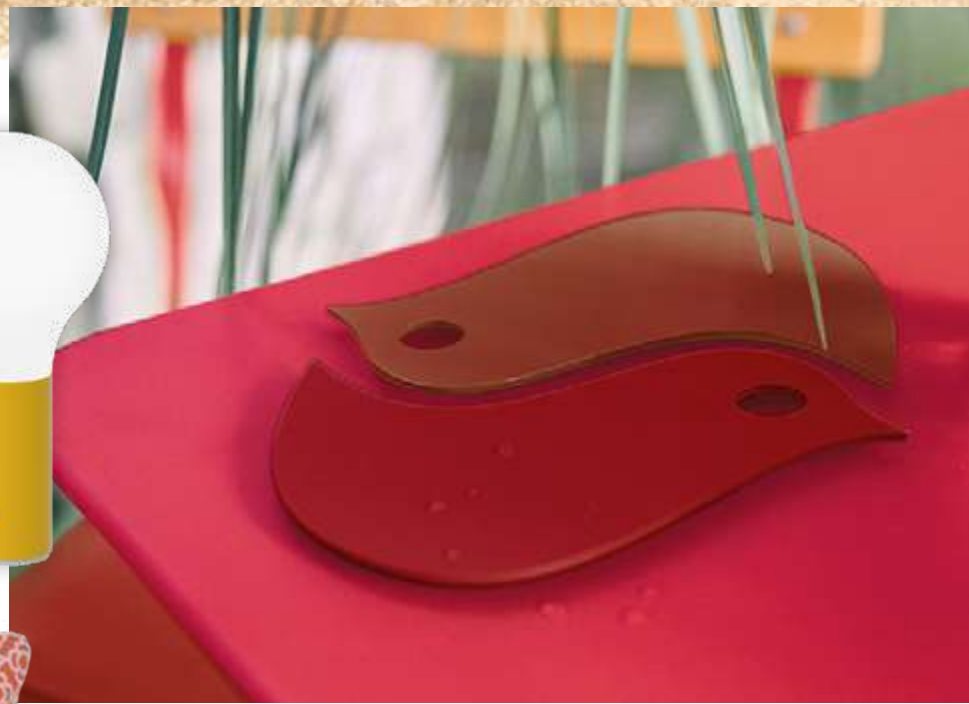
NEW

NEW

Bathed
in warmth



NEW



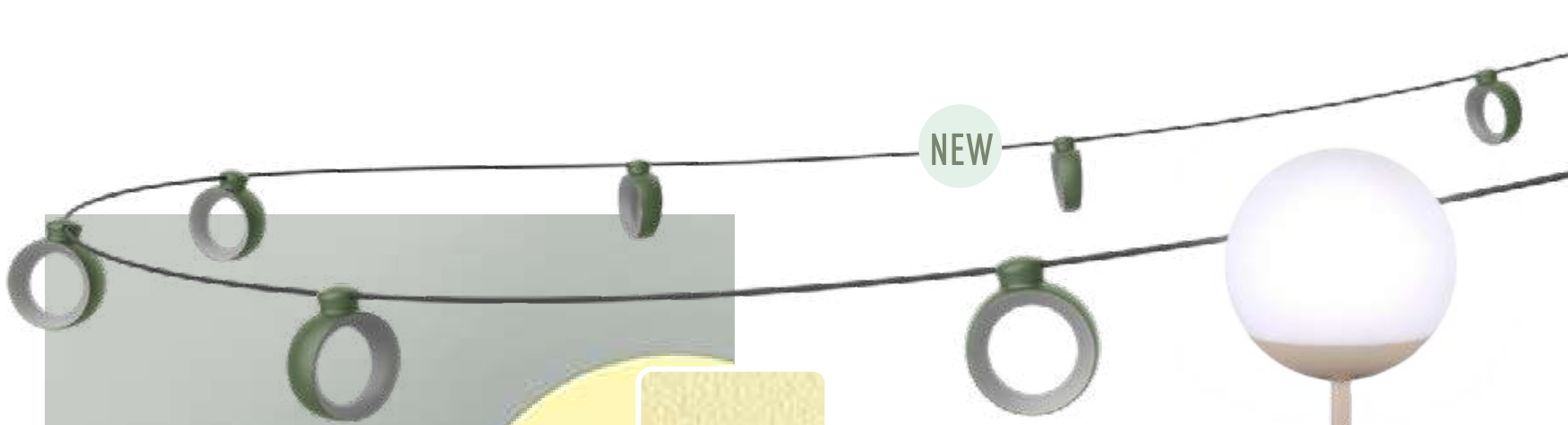
NEW

NEW



NEW





NEW



NEW

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NEW

Pastels in the spotlight



Fermob 

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