



CONTRACT 2021 WHAT'S NEW ?

fermob 

PRESS KIT

PRESS KIT

FERMOB GOES VIRTUAL

in a magical (yet real) world

2020 has been a complex and unprecedented year which has encouraged an optimistic and unifying attitude, rather than resignation. Fermob believes in the power of close working relationships with its customers and has been listening to professionals in a bid to support them and to come up with **innovative solutions** which respond to new constraints. Of course, **Fermob's creativity** can also be seen in the brand's products, which are designed to improve everyday life, and the brand's new digital solutions.

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, creating scenes which showcase **authenticity** and opportunities for **sharing** and **socialising**. Fermob felt it was important to adapt by finding the right approach to its communications, given current

constraints and the brand's legendary ability to innovate.

So welcome to a new world: **the Fermob Colorarium**, a **harmonious, colourful ecosystem**. In 3 different settings (Stylish rooftop in pastel colours/Soothing cosy garden/A sense of calm in the winter garden), the brand presents its best-sellers and its new products in its 3 key categories: furniture, lighting and accessories

**Complete the form
and access the virtual tour:**

www.fermob.show



PIONEERING COLOUR EXPERTISE...

a step further

The inventor of **colourful gardens** confirms its ability to create indoor and outdoor settings in their entirety: Fermob has worked on the colour chart of its lighting and the colours of its accessory collections **to create harmonious and co-ordinating combinations.**

4 mood boards have been created: Greens, Pastels, Light and Shade and Warm Colours. **They will go perfectly with the changing seasons** and the brand's messaging and will contribute to the storytelling behind the brand's collections (furniture, lighting, accessories).

Endless sources of inspiration for professionals.



Colour of 2021
Opaline Green



OTF
Clay Grey

OPALINE GREEN



COLOUR EXPERTISE

COLOUR EXPERTISE

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



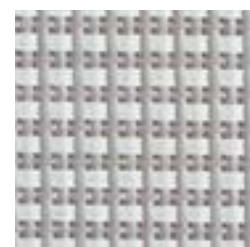
NEW STÉRÉO OTF*

CLAY GREY

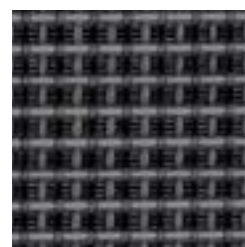
A show in stereo

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!

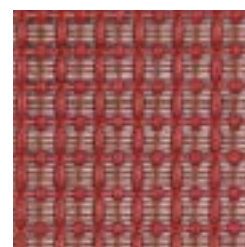
COLOUR EXPERTISE



Clay Grey



Anthracite



Red Ochre



Cactus

*OUTDOOR TECHNICAL FABRIC



CLAY GREY

METAL GREY

ICE MINT

STORM GREY

ANTHRACITE

COLOUR EXPERTISE

Mineral

NEW LIGHTING

In 2015, Fermob revolutionised its product offering by launching the very first portable indoor/outdoor lighting. Balad, created with the designer Tristan Lohner, was soon made available in different sizes and as limited editions and has become truly iconic with an identity of its own. MOOON!, Inoui, HOOP and the Fermob Lighting application followed in the wake of this success, creating a comprehensive and innovative range of products and earning Fermob its reputation as the leading manufacturer of outdoor lighting.

This year, the brand has worked with Tristan Lohner to create: **Aplô**, a new concept both in terms of its use and its design, which opens up a new world of possibilities when it comes to practical and playful lighting solutions for indoor/outdoor use.



Lamp H.24
Aplô



Hoop and stand
of suspension



The app
Fermob lighting

APLÔ LAMP H24

DESIGNED BY TRISTAN LOHNER

Tristan Lohner, the designer who created Balad (the first of Fermob's portable lamps which was launched in 2015), wanted to update the range with **a light bulb shape**: a symbol of inspiration and a stroke of genius!

More than a design, **Aplô** is a **genuine concept**: a range of accessories ensures **multiple different uses**. Aplô can be hand-held for a **portable version** or set down on a table to light up a dinner. Attached to its **bespoke strap**, it becomes a **torch** or a **hanging lamp**. As a **wall light**, **Aplô** provides static lighting.

Just like the brand's other models, it has a **dimmer function to adjust temperature and brightness** and can be controlled remotely via the Fermob Lighting application. Another similarity: the use of environmentally responsible materials (LED) and recyclable materials (aluminium, polyethylene). We want to welcome this new model which bolsters Fermob's range of products and **showcases its expertise in lighting**.



NEW LIGHTING

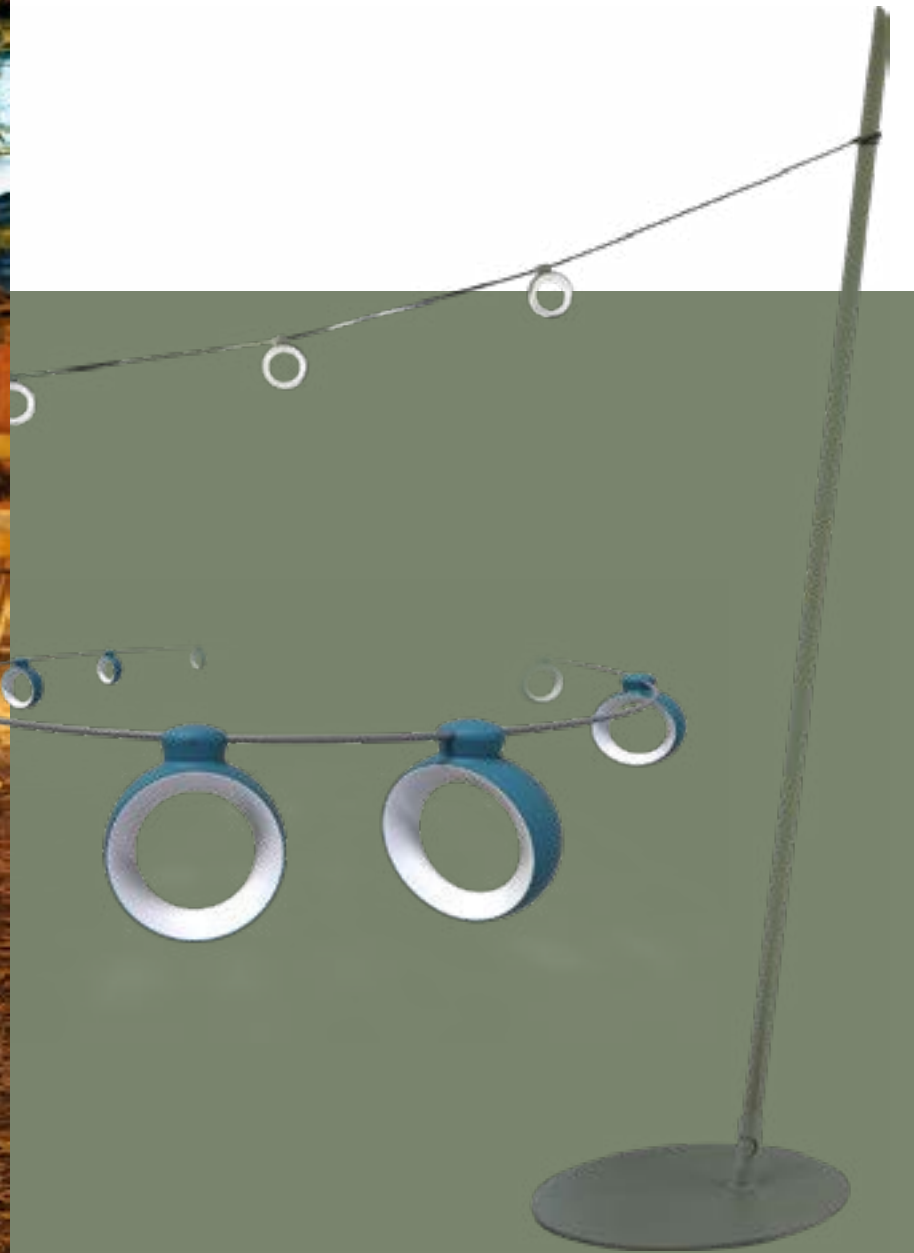
NEW LIGHTING

Ready for a world tour...



HOOP STRING OF LIGHTS LI200 AND ITS SUSPENSION STAND

DESIGNED BY J.MAZOYER-DO & STUDIO FERMOB



NEW LIGHTING

NEW LIGHTING

Featuring **8 adjustable rings**, the **Hoop** string of lights created quite a stir when it was first launched. **This hanging lighting solution** creates a festive feel on terraces. And because Fermob thinks of everything, **a suspension foot** has been developed so that you can always find the perfect place

to hang your **Hoop** lights. 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 is the ideal addition to your outdoor space: visitors will be captivated by this string of lights.

Much more than a string of lights,

IT'S A FULLY FLEDGED AERIAL LIGHTING SOLUTION.

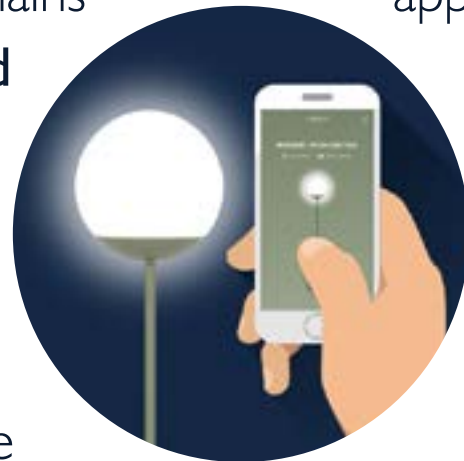
THE FERMOB LIGHTING APP

Smart lighting

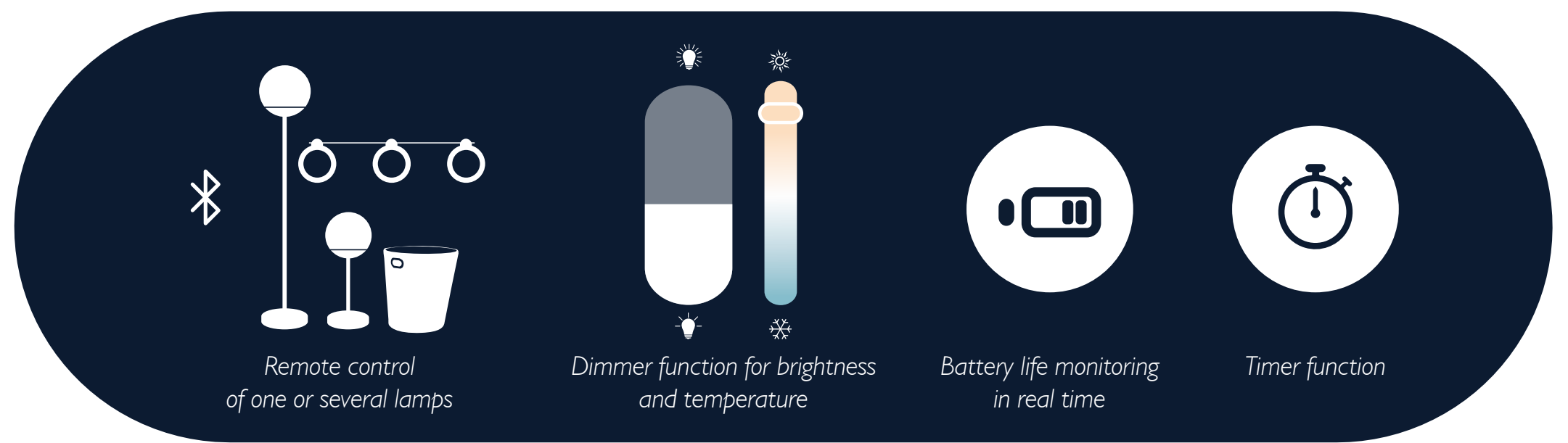
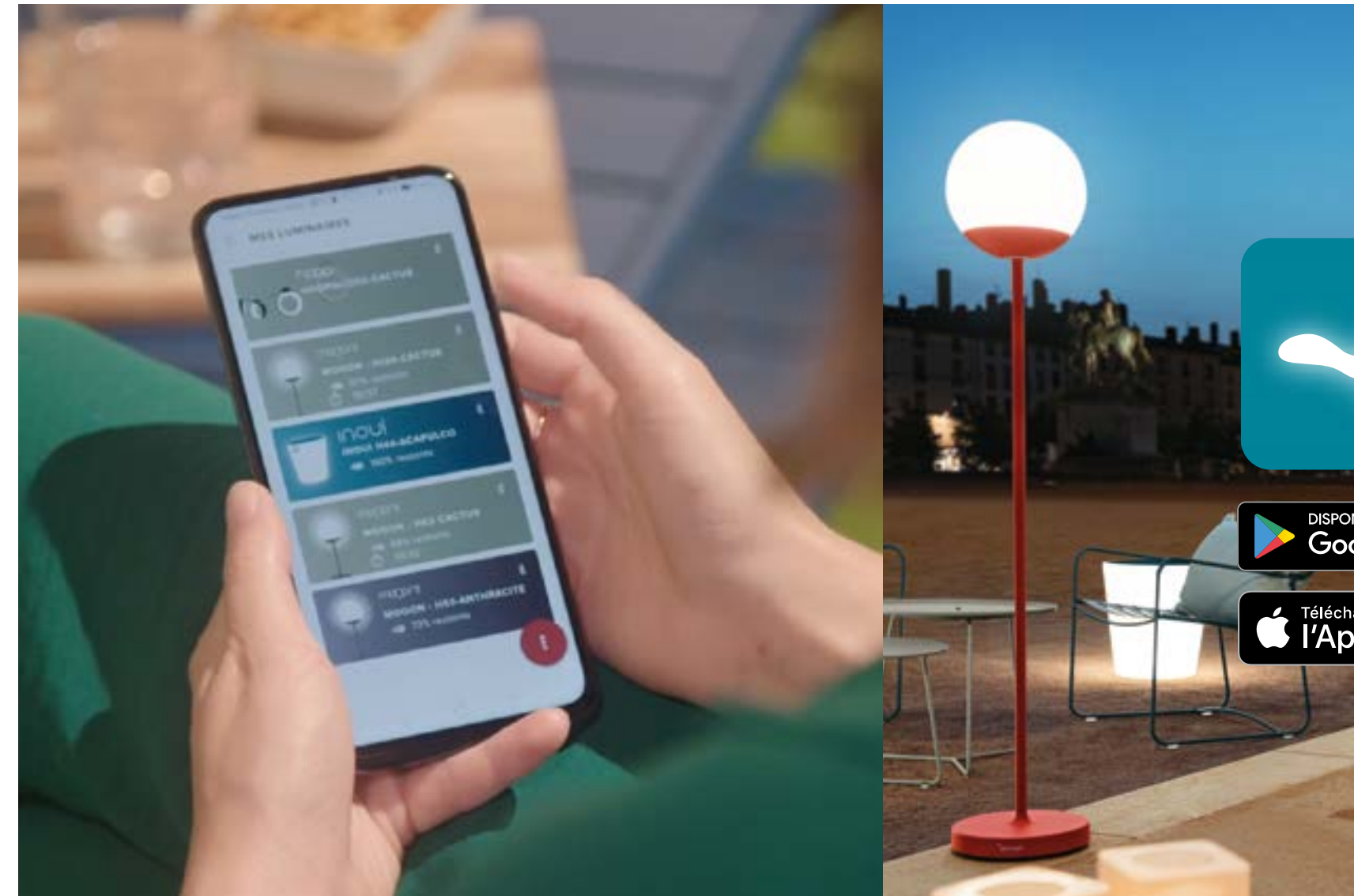
ALWAYS A BRIGHT IDEA

Just 5 years after the launch of its very first models, Fermob has become the world's leading brand in **portable and 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...**
Various different lighting moods



(temperature, brightness and more) and **multiple features** (timer, battery level and more). Today, the free **Fermob Lighting** app makes it possible to **control** and schedule your favourite lighting with a smartphone or a tablet. It couldn't be easier to **create a sense of atmosphere** on the terrace or indoors: **Fermob's lights can be controlled manually or via Bluetooth!**



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

NEW LIGHTING

NEW LIGHTING

NEW FURNITURE




Bellevie
lounge


Bellevie
Dining and Bar


Airloop
collection


Luxembourg
lounge


Piapollo

BELLEVIE LOUNGE

DESIGNED BY PAGNON & PELHAÏTRE

plural, not singular

With **13 different options**, the best-selling **Bellevie** collection offers an **infinite number of seating solutions**, no matter what you're looking for!

For terraces and outdoor spaces, **Bellevie** is synonymous with **comfort**, with its **incredibly contemporary design and its wide, comfortable seats**, and 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: these **modular pieces** open up new perspectives for outdoor spaces and can be tailored to the constraints and the atmospheres of all premises, all the more so given that they are available in **24 colours** for the aluminium frame and with 3 different fabrics for the cushions. The Bellevie collection offers the ultimate contract options, as can be seen from the innovative dining options which are detailed below!

INFINITELY
MODULAR

Fabric available
in 3 colours

Frame available
in 24 colours



NEW FURNITURE

NEW FURNITURE

BELLEVIE DINING

DESIGNED BY PAGNON & PELHAÏTRE



NEW FURNITURE

NEW FURNITURE

Style for our lifestyles

Since it was first created, **Bellevie** has reflected our lifestyles and your guests' wishes. **Lounge furniture** for relaxed dining. **Mid-height and high tables** for a new **Bellevie** dining area, ideal for drinking and snacking.

MID-HEIGHT TABLES - 64 CM



STANDARD HEIGHT TABLES - 74 CM



HIGH TABLES - 105 CM



LUXEMBOURG CHAIR, LOUNGE ARMCHAIR AND LOW TABLE

DESIGNED BY FRÉDÉRIC SOFIA

TIMELESS

When an iconic collection is reinvented, it's a sign of the collection's power. Luxembourg has always moved with the times: to keep up with the latest trends, it now includes 3 versions which boast incredibly stylish designs.

LOUNGE ARMCHAIR

A low armchair with a more upright backrest has been hotly anticipated. Here it is: a new product. 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.**

LOUNGE CHAIR

The new lounge chair from the Luxembourg range offers something new: the angle of the seat has been designed for **optimal comfort.**

LOW TABLE

This **surprising new product** boasts a similar design to the rest of the collection (particularly with its curved slats) while offering several functionalities. This low table's wheels and handle ensure its portability. A lower shelf is particularly useful and the table is generously sized to take pride of place on terraces and around the pool.



NEW FURNITURE

NEW FURNITURE

AIRLOOP ARMCHAIR AND TABLE

DESIGNED BY FRÉDÉRIC SOFIA

Magic in the air

The **wire-working technique** which so impressed the renowned designer Frédéric Sofia is showcased in this collection which he created. **Airloop** consists of 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**. These two majestic, elegantly designed pieces are 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**. For incredibly stylish yet optimised storage on your terraces.



NEW FURNITURE

NEW FURNITURE

REST'O TABLE AND CHAIR

DESIGNED BY TRISTAN LOHNER



NEW FURNITURE

So practical

A **new aluminium table**, perched on 3 legs with marked foot caps. This **lightweight and manoeuvrable table** also has a designer feel: the table top can easily be folded, making it easy to tidy Rest'O tables away. Professionals can only applaud!



NEW FURNITURE

ACCROCHE CŒURS COAT RACK

DESIGNED BY PASCAL MOURGUE

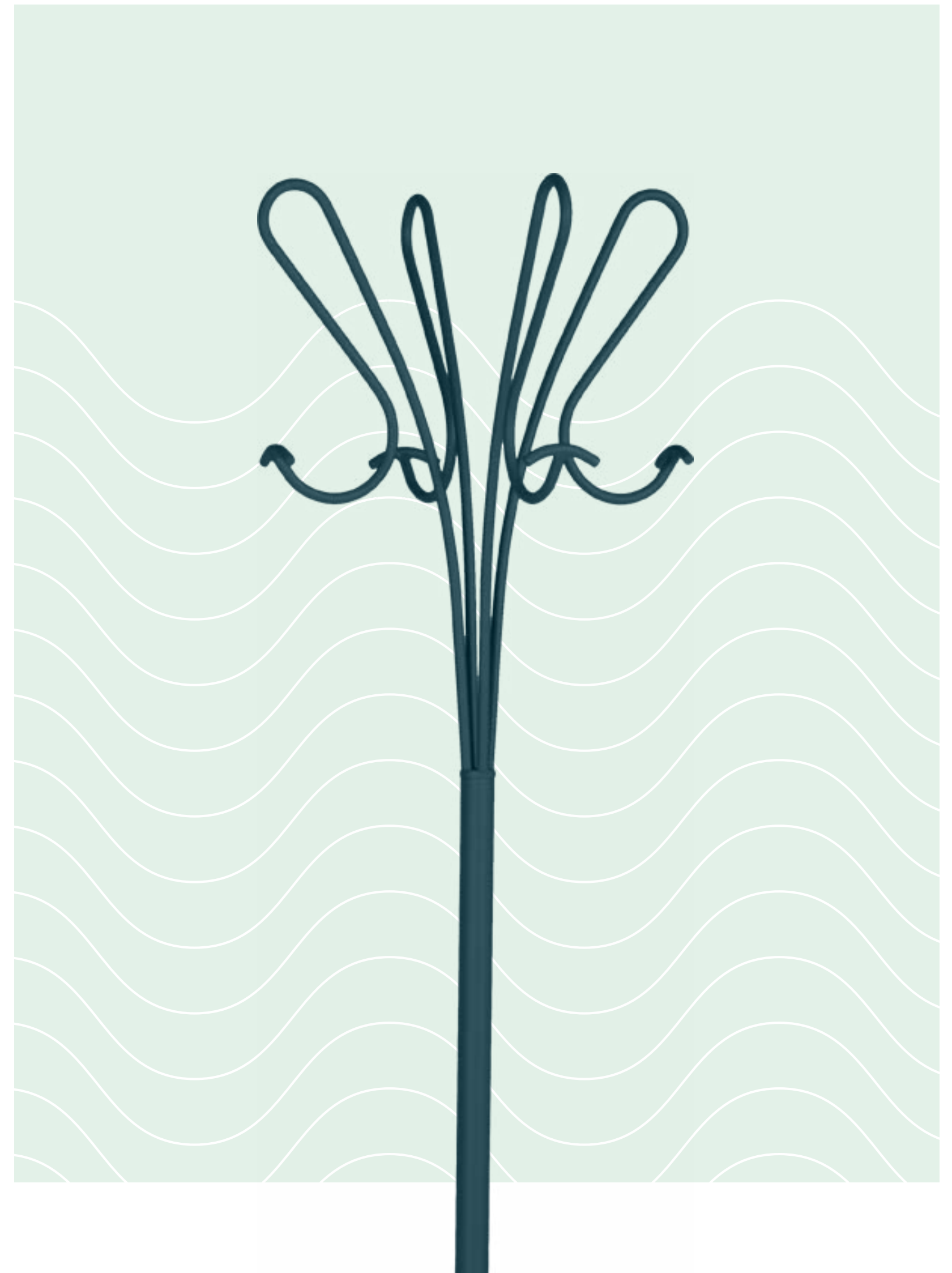
NEW FURNITURE



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.



NEW FURNITURE

PIAPOLO STOOL

DESIGNED BY TRISTAN LOHNER

Deceptively simple

This stool is, above all, a **marvel of design** but also displays the technical wizardry of the technique used to create it. 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) with a lightweight structure which ensures **portability**.

100% aluminium for an incredibly hard-wearing structure with the option to choose **recycled materials** and an environmentally friendly design. 100% polyester powder coating which works wonders with the textured colours of Fermob's colour chart.

Piapo is a bold **ambassador** of its era, **surprising and inspiring**.



NEW FURNITURE

NEW FURNITURE

BE SAFE, BE HAPPY



The “BE SAFE” innovations have been developed in record time to make life easier for professionals as they work in an entirely new environment. They are proof of the agility of French manufacturing in unprecedented circumstances and in the face of significant challenges. The “BE SAFE” collections feature solutions which guarantee **social distancing** and ensure a **sociable feel**, all while providing Fermob’s signature style and **empathy** in every piece.



NEW FURNITURE

NEW FURNITURE

HERE IT IS!

This gel dispenser offers a new take on the cuckoo clock and adds a **poetic touch** to any terrace while fulfilling its role of ensuring guests’ health and safety. Available in **6 colours**, this dispenser works by means of a pedal and proves that a **practical** item can also be **attractive**.



A CHARMING SEPARATOR

This innovative product performs three roles: it allows you to **separate your dining areas** without overly spacing them out, without creating any obstruction and all while guaranteeing your **customers’ safety**. With its transparent plexiglass panel, **Abelio** takes up room **without dominating the space**. Its shape, which symbolises a tree, also provides a **soothing presence**.



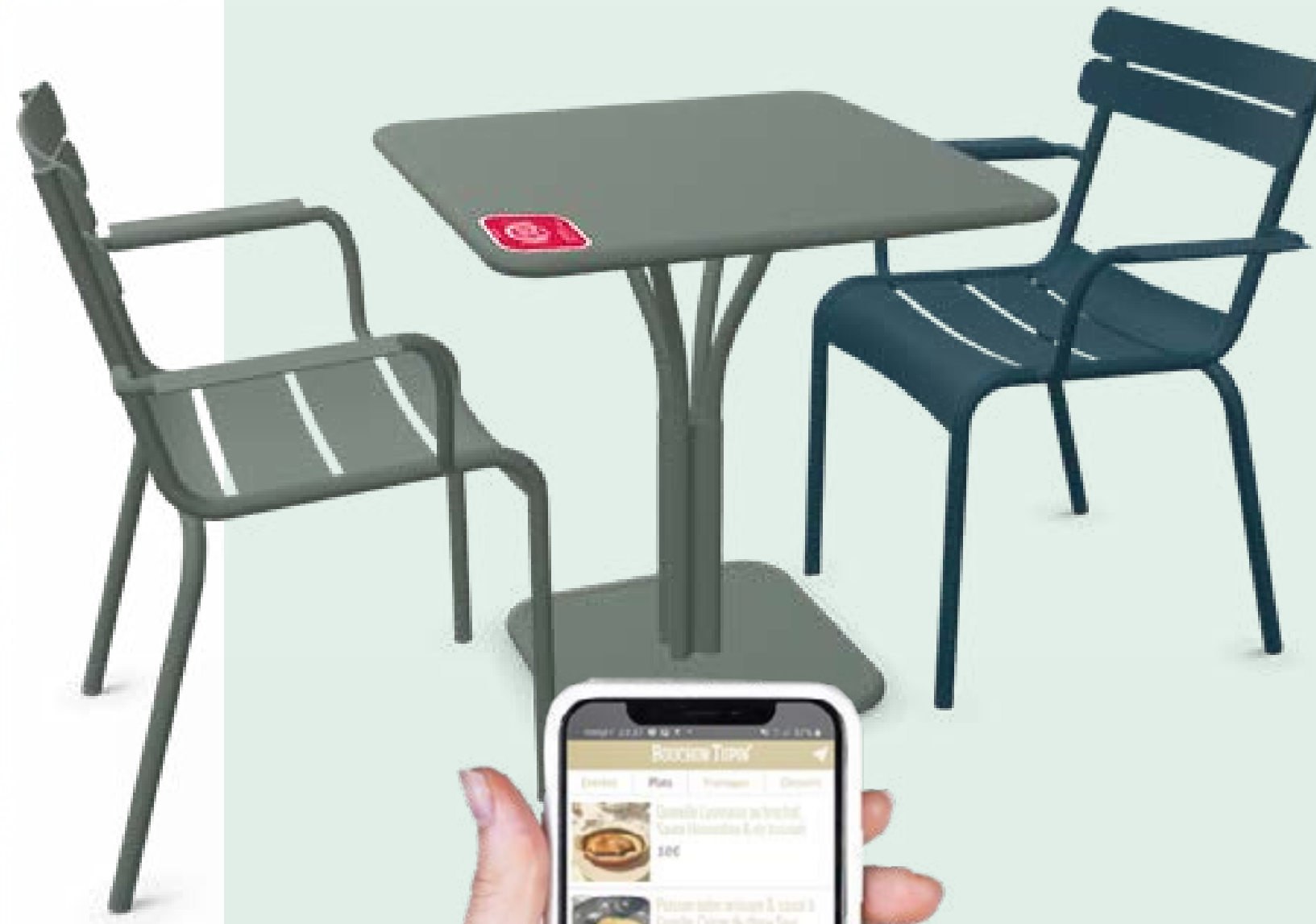
BE SAFE, BE HAPPY



WELCOME SMART SERVICE

Fermob and Vlaemynck have combined their skills and their experience to provide the hotel and catering industry with an innovative service: simply scan a QR code with your smartphone to see a **digital menu** which displays food and drink options. It works **without wi-fi, without an application, without a website: it's contactless and effortless!**

Welcome Smart Service, available as part of a comprehensive product offering, is much more than a digital application. It's proof of Fermob's desire to help professionals to create a simplified experience for their customers so that they can focus solely on the pleasure of eating and drinking!



NEW FURNITURE

NEW FURNITURE

Fermob 

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