

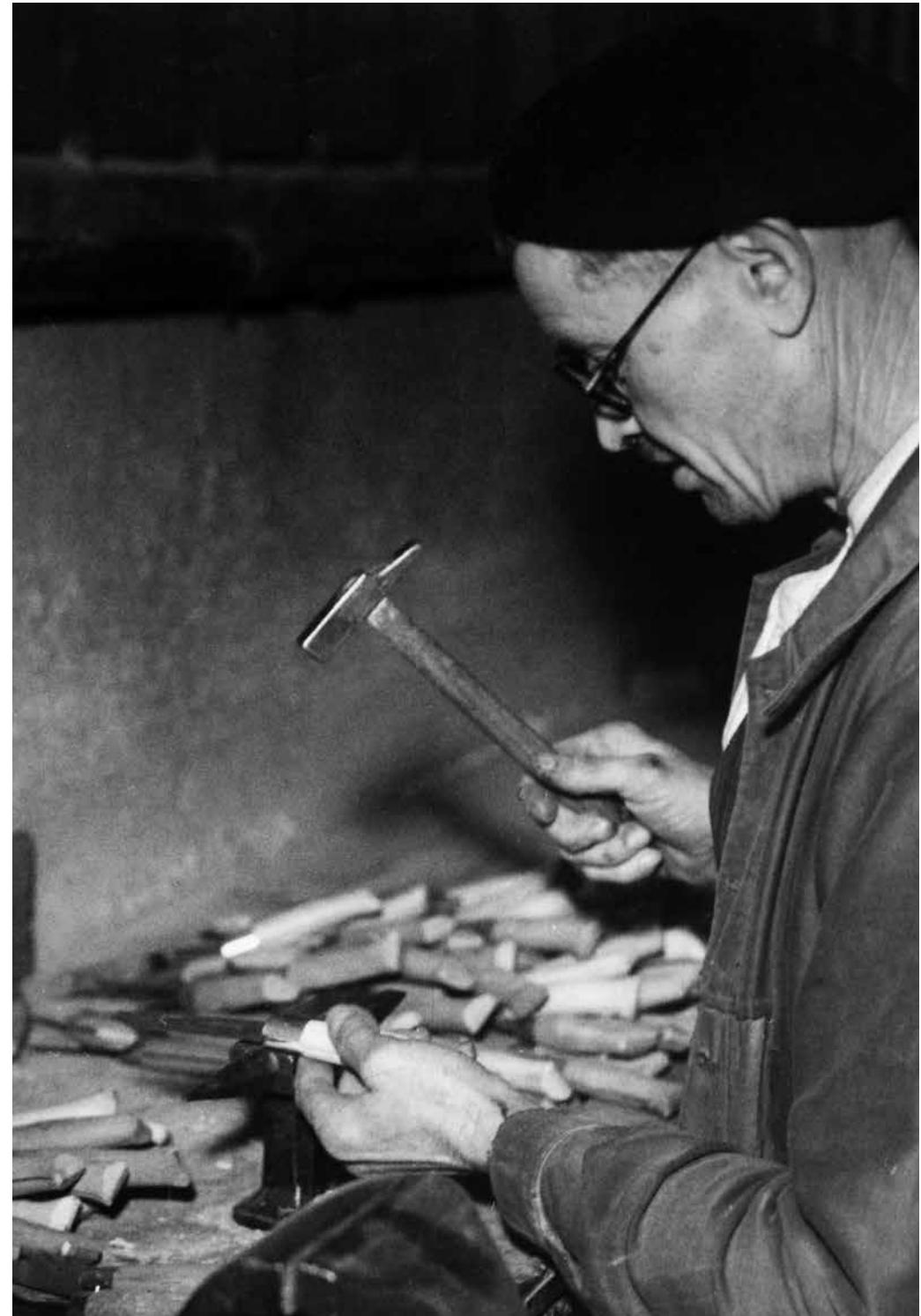




OPINEL A family and a long line of blacksmiths.

OPINEL A family story that started with Joseph Opinel, a man of principle and a tireless worker. He was a Savoyard edge tool maker and an ingenious visionary, who in 1890 designed the first pocketknife. From generation to generation, via Léon and Marcel, and then from Maurice to Denis and François, each family member worked with true respect for their heritage, to bring traditions of quality and modern French design expertise to the pocketknife.

OPINEL (trademarked name)
A foldable knife with a wooden handle equipped with a ring. An iconic object of French design and ‘art de vivre’ renowned worldwide.



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01

A DESIGN ICON

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01



A DESIGN
ICON



THE STORY

THE STORY OF DESIGN SHAPE DICTATED BY FUNCTION

Design is a discipline born of the industrial revolution in the 19th century, a period of examination and creation through observation and human curiosity. The history of design is intricately linked to numerous

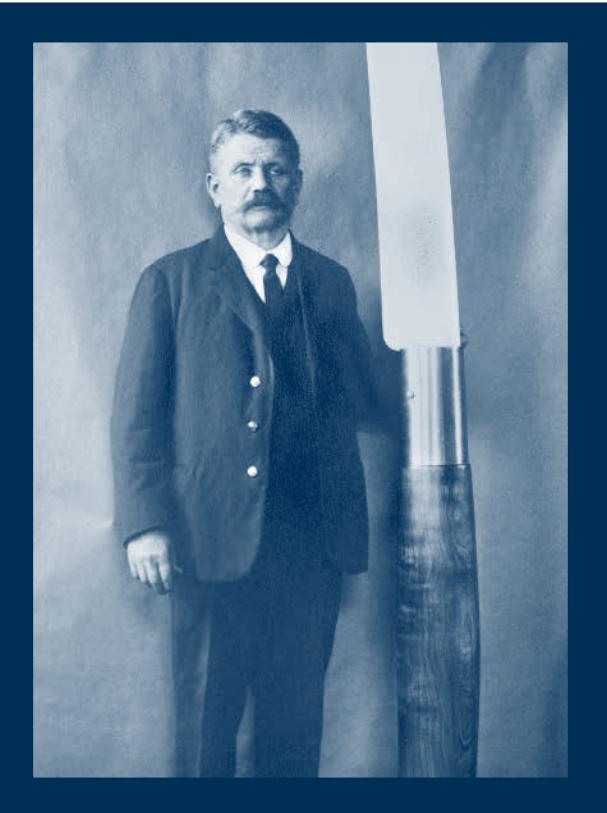
technical, social, industrial and artistic evolutions. This revolution marked a fundamental change in the history of design in its global sense, from shape to realisation.

By giving function the main role, design fulfilled the requirement to find the right form for objects destined for mechanical production. This new chapter in the history of man and his environment was written by industrialists, engineers, technicians and manual workers who truly believed in the concept of universal functionality.

**JOSEPH OPINEL,
THROUGH HIS WORK
ON THE FOLDABLE
POCKETKNIFE, COULD BE
CALLED A PIONEER OF
THIS MOVEMENT WHICH
COMBINED ART, SCIENCE
AND INDUSTRY.**



Number 08



**JOSEPH OPINEL
STARTS A REVOLUTION**

**JOSEPH OPINEL,
INVENTOR, DESIGNER
AND ENTREPRENEUR,
CREATED ONE OF
DESIGN'S MOST
RECOGNISABLE
OBJECTS.**

Joseph Opinel was the oldest son of Daniel, himself the son of a blacksmith and edge tool maker, who was renowned amongst farmers who traveled from far and wide to buy his billhooks and sickles. Joseph was born in 1872 in Gevoudaz, a hamlet of Albiez-le-Vieux in France.

1890 - Gevoudaz, hamlet of Albiez-le-Vieux. At the heart of his native Savoie region, Joseph Opinel was only 18 when he started work in the family-owned edge tool-making workshop. His creative spirit, along with his passion for machinery and new technologies, led him to create his own camera. This first success made him the unofficial local wedding and event photographer. Driven by his passion for machinery and manufacturing processes, he nurtured the dream of designing an object which could be produced using modern techniques. He therefore spent all his spare time in perfecting the shape and production of a small pocketknife that was simple, functional and aesthetically pleasing: the Opinal knife was born!

DID HE KNOW THEN THAT HIS APPROACH PERFECTLY MATCHED THAT OF THE DESIGN MOVEMENT OF HIS TIME? DID HE KNOW THAT HE HAD JUST CREATED AN ITEM THAT, A FEW DECADES LATER, WOULD BECOME AN ICONIC OBJECT DESCRIBED AS ONE OF THE BEST DESIGN ACHIEVEMENTS OF ALL TIME?

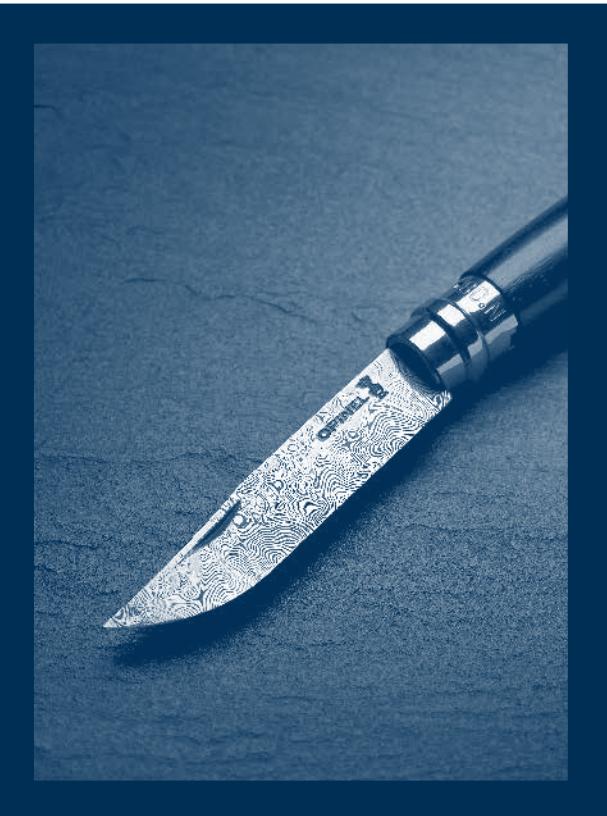


Joseph Opinel anticipated the move towards standardization that was necessary to democratize access to functional, reliable and aesthetically pleasing objects. His answer to this economic challenge of manufacturing was to provide a high-quality knife.

Opinel did not stop there. Seven years later, this ingenious pioneer decided to develop several sizes of knife to cater for different uses and hand sizes. In 1897, Opinel made a range of 12 sizes, numbered from 1 to 12. Number 1, the smallest, featured a ring that could be clipped to a gusset watch chain. Both numbers 1 and 11 were discontinued in 1935 in order to streamline the range.

**THE SMALL POCKET KNIFE,
WITH ITS MINIMAL DESIGN,
WAS JOSEPH OPINEL'S
GREAT ACHIEVEMENT:
COMBINING AESTHETICS
AND TECHNICAL PRECISION
TO CREATE A FUNCTIONAL
OBJECT THAT MIRRORED
SPECIFIC NEEDS AT A
SPECIFIC TIME.**





**AN INSPIRATIONAL
OBJECT**

AN INSPIRATIONAL OBJECT

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LESPOSIZIONE INTERNAZIONALE DI TORINO - 1911

TURIN 1911

International Alpine Exhibition

Joseph Opinel exhibited his famous pocketknife in 12 sizes, as well as kitchen knives, table knives, razors, scissors, cheese probes, pruning knives and corkscrews that complemented the collection.

The jury was astonished by his products and awarded him **the gold medal**.

MoMA

NEW-YORK 1986

Museum of Modern Art

The Opinel pocketknife is included in the museum collection's list of iconic objects.



LONDRES 1985

Victoria & Albert Museum

The Victoria & Albert Museum has paid tribute to the Opinel pocketknife, an object for the people and a functional object which looks good. Its simple construction has hardly changed in the past century.

There, it is displayed amongst **the 100 most beautiful objects in the world**, alongside the Porsche 911 car and the Rolex watch.

Φ PHAIDON

LONDRES 2006

Éditions Phaidon

The famous publishing house, renowned for its determination to make culture accessible to all and to democratize art, launched the 'Phaidon Design Classics' book in 2006. This three-volume work on design evolution showcases 999 'design classic' objects selected by a jury of international designers. The Opinel pocketknife is prominently featured in the book.



PARIS 1989

Les Éditions Larousse

The Opinel knife entered the Larousse dictionary as a common noun and was defined as: **Opinel (patented name) Foldable knife with a wooden handle featuring a liner in which the blade sits when folded.**

SAINT LAURENT
PARIS

PARIS 2020

Saint Laurent Paris

Saint Laurent x Opinel: A couture version of the N°08 with leather handle and a black blade.

To add sophistication to the timeless N°08, the handle is sheathed in black calf leather and features a heat stamped YSL logo. The black finish of the 8.5cm blade and ring is applied using a special surface treatment that creates excellent corrosion resistance.

AN INSPIRATIONAL OBJECT

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**CREATED 130 YEARS AGO,
THE OPINEL KNIFE HAS
KEPT TRUE TO ITS DESIGN,
STRENGTH AND FUNCTION.
IT IS COMPOSED OF FIVE
DISTINCTIVE ELEMENTS
WHICH, TOGETHER, FORM
AN ICONIC OBJECT THAT
STILL INSPIRES TODAY'S
GREAT ARTISTS.**

In 2015, to celebrate its 125th birthday, Opinel launched a creative competition for handle customization. Illustrator Mathieu Gazaix, who won the contest, drew on the handle with a ballpoint pen in a desire to reference the mountain roots of the brand and its simplicity. The knife, and its handle decorated using a special engraving technique, had a production run of 12,500 pieces.

Opinel continues its historical links with creativity to this day and regularly organizes collaborations and events with renowned artists.



Mathieu Gazaix – Knives with blue ink

IN 2017, VOLUNTEERING COLLECTIVE 'SKATE AND CREATE', SUPPORTED BY OPINEL, BUILT A 1,000 SQUARE METER SKATEPARK IN SAINT-JEAN-DE-MAURIENNE THAT MADE THE LIST OF THE 20 LARGEST SKATEPARKS IN FRANCE.

A GIANT OPINEL KNIFE OF 480 KILOGRAMS, WITH A BLADE OF 2.20 METERS LONG, WAS ERECTED IN THE MIDDLE OF THE PARK.



The Opinel knife continues to evolve from generation to generation. It is a constant presence at family get togethers, major historical moments and important sports events and is a symbol of French expertise. The brand constantly issues special (and often limited) editions that showcase precious materials, precision manufacturing techniques and a spirit of entrepreneurial collaboration. These pieces are desirable objects collected by aficionados of ‘the exceptional’.

2017

Art By Friends

The brand partnered with Annecy-based collective Art By Friends. Artists Ale Giorgini, Rylsee and Jeremyville were selected to propose their visions of France. They drew illustrations on the handle of the N°08 knife, in a three-piece series entitled 'Edition France 2017'.



2014

N°08 Leather

Opinel launched a limited series crafted in Savoie. The handle was covered in high-quality calf leather.



2017



2017

Le Coq Sportif

Opinel and Le Coq Sportif revisited the Turbostyle shoe. The limited edition came with a N°08 knife that features a beech-wood handle, and the set was also available in a children's version.



2011

Colette Love Forever

Titled Colette, the Colette-Opinel knife featured the famous logo of the mythical rue Saint-Honoré boutique: the two superposed dots are shown in white on pantone 293C 'Colette blue'.

2019

N°08 Ellipse

The reinvented N°08 plays with contrasts, on the cusp between material and sophistication.



2017

Topo Designs

Opinel developed a product in collaboration with the young American bag brand. The timelessness of the N°08 is revisited by the modernity of the case (and the graphic customization of the handle), a cord and an anthracite blade.

1986

Centenary of the construction of the Statue of Liberty in New York.

Opinel created a Statue of Liberty commemorative knife for the American market.



1989

Bicentenary of the French Revolution

Opinel designed a knife with a hand-sculpted handle that was topped with the historical Phrygian cap.

2019

Tour de France

Opinel created a design that was specific to the sporting event.



1992

500th anniversary of the discovery of America by Christopher Columbus.

Opinel celebrated the event with a luxurious knife.



1992

Albertville Olympic Games

Opinel launched a series of exclusive knives.



2016

Vendée Globe Challenge

Opinel issued a series of knives in the colors of the event.



Opinel is a constant preferred partner for important sporting and historical events, which creates opportunities to design original and commemorative knives which are sought-after by collectors.



02

EXPERTISE



THE MEN

Opinel, a real family business, is also a community and an adventure in manufacturing, and was initiated in 1890 by Joseph Opinel, who was joined in 1917 by his sons Marcel and Léon. Marcel, a mechanics enthusiast, was in charge of the workshops and production. In 1955 he invented the Virobloc® system which improved the safety of the knife. Léon, who oversaw sales and administration, was joined in 1950 by his nephew Maurice, son of Marcel, who acted as president of the company until his death in August 2016.

Denis joined the family enterprise in 1973 and has served as general director since 1988. He and his brother François, CEO since 2016, are the fourth generation to create, manufacture and sell the Opinel knife. The business has evolved since its inception, allowing each generation to add to the family heritage of expertise, ensuring its legacy and exporting this family-owned French gem.

THE PLACE

**THE STORY BEGAN IN
THE HEART OF THE
FRENCH ALPS, IN
GEVOUDAZ, A HAMLET
OF ALBIEZ-LE-VIEUX
IN THE SAVOIE, AND
CONTINUES TO EVOLVE
IN THE VERY SAME
REGION, NOW IN
NEARBY CHAMBÉRY.**



**THE FIVE ELEMENTS
OF THE KNIFE**



1
THE BLADE



2
THE FIXED RING



4
THE ROTATING RING



5
THE RIVET



3
THE HANDLE

THE BLADE

The traditional Yatagan blade is sharp, its profile is convex, and it features a nail mark for ease of opening. The blade is stamped with the famous 'crowned hand' logo.

THE FIXED RING

It guarantees great strength and enables the firm riveting of the blade to the handle.

THE HANDLE

A safe and comfortable grip with the varnished, round wooden handle.

THE RIVET

The cylinder-shaped rivet holds the pieces of the knife together.

THE ROTATING RING

The Virobloc® system was invented in 1955 by Marcel Opinel. It locks the blade, whether open or closed.

THE VIROBLOC® SYSTEM



Four components form the Opinel knife: the blade, the fixed ring, the rivet and the handle.

In 1955, Marcel Opinel invented the Virobloc® system to improve safety when handling the knife. He added a rotating ring that, when sliding on the fixed ring, closes the liner and locks the closed blade. The idea was simple in theory, but the conception was complex.

In the 1990s, the Virobloc® system was tweaked to enable the locking of the blade when closed. First applied to a few models only, the system was extended to all styles in 2000.

THE CROWNED HAND

In 1565, King of France Charles IX commanded every knife maker to stamp an emblem on their products to guarantee their origin and quality. In 1909, in order to honor this tradition, Joseph Opinel chose the Crowned Hand as his emblem, a very symbolic choice, as it represents the blessing hand of Saint Jean-Baptiste which is featured on the coat of arms of the city of Saint-Jean-de-Maurienne.

Opinel added the crown as a reminder that Savoie was originally a duchy. All Opinel blades have since been stamped with the Crowned Hand.





MANUFACTURING STEPS



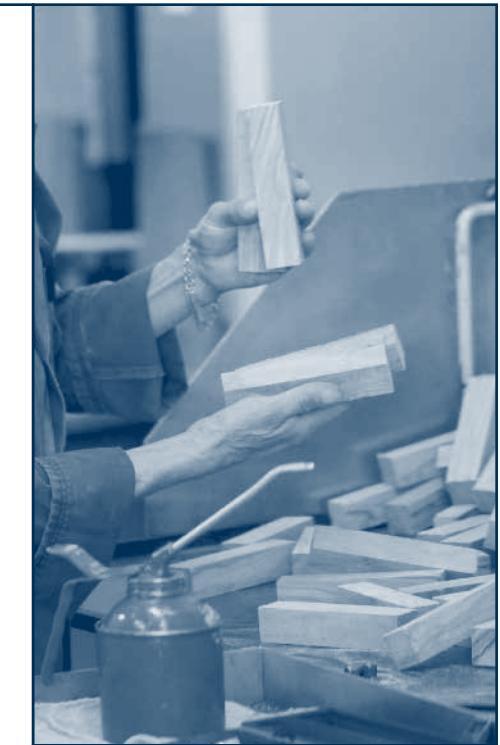
MAKING THE HANDLE

THE MATERIAL

The selection of wood is very precise and meets strict standards for social responsibility and the environment. The choice of wood is crucial, the majority of handles being made from French beech. Other woods are used, especially for collaborations and the creation of limited editions: birch, boxwood, hornbeam, oak, ebony, walnut, olive wood and padauk.

THE MANUFACTURING PROCESS

The knife handle is formed from a parallelepiped, a slanted cuboid of wood known as a 'carrelet'. Six steps are required: the sizing, the attachment of the ring, the shaping, the chamfering of the edges, the sawing of the liner and the sanding. The handle is then polished with a cotton disc soaked in wax or oil, which creates a long-lasting shinny or matte effect.



AURÉLIEN D

Area of expertise: wood
Employed by Opinel since March 2019

"OPINEL IS SYNONYMOUS WITH HIGH-END LOCAL KNOW-HOW. THERE IS A GREAT WORKING ATMOSPHERE IN THE WORKSHOPS."

MAKING THE BLADE



PHILIP T.

Area of expertise: blades

Employed by Opinel
since January 2006

"I AM THE ONLY
ENGLISHMAN AT OPINEL.
I WAS VERY PROUD
TO JOIN SUCH AN
INSTITUTION. OPINEL
MEANS RELIABILITY AND
CREATIVITY."

THE MATERIAL

Two types of steel are used: carbon and stainless. Carbon steel has excellent hardness, which guarantees optimal sharpness, easy re-sharpening and great resistance to corrosion when looked after. Stainless steel, due to the addition of chrome, is supremely corrosion resilient.

THE MANUFACTURING PROCESS

A steel ribbon runs through the press that slices the blade into shape and also stamps the Opinel logo. The blade is then thermally treated in order to modify the internal structure of the steel and give it hardness.

The raw blade is then worked by special robotic grindstones and polishing machines. The resulting blade features a convex profile that is unique to Opinel and is a guarantee of the strength and sharpness which is the basis of the reputation of the brand.



ATELIER
N°

3



MAKING THE RING

THE MATERIAL

Virobloc® is composed of two parts, one is fixed and the other slides. The safety ring, invented by Marcel Opinel in 1955, is made of stainless steel. In the 1990s, the Virobloc® system was tweaked to enable the locking of the blade when closed.

At first applied to a few models only, the system was expanded to all styles in 2000.

THE MANUFACTURING

A stainless-steel ribbon runs through a press, slicing and shaping. Conic shaping, the balance between resistance and steel elasticity, sizing variations according to the length of the handle... the manufacturing and perfecting of the Virobloc® system require great creative and technical agility.

The details of this process are one the brand's well-kept secrets.



JEAN-PIERRE F

Area of expertise:
blades and rings

Employed by Opinel
since January 1980

"I HAVE BEEN WORKING FOR OPINEL FOR 40 YEARS. IT IS LIKE A FAMILY FOR ME."



ASSEMBLY



Assembling the knife combines several steps: putting together the handle, the blade and the fixed ring.

The handle is pierced, the logo is stamped and riveted, before the rotating ring is added by hand.

AURÉLIEN M

Area of expertise: rings
Employed by Opinel
since April 2019

"TO ME, OPINEL REFLECTS THE SAVOIE REGION AND ITS IMMENSE BEAUTY. THE EVOLUTION OF THE BUSINESS GOES FORWARD, AS THE BRAND CONTINUES TO PROGRESS WHILE KEEPING ITS PAST ROOTS."



ATELIER N°

4





THE SHARPENING STAGE

This last step is one of the most delicate, as the blade must be sharpened carefully.

This unique and meticulous process, which ensures the optimal cutting performance of the knife and is the crux of its global reputation, is done entirely by hand.

The blade thread is run between two small grindstones, from the base to the pointed edge. The blade is then dried, and the pocketknife is closed, ready to be packaged.



ADRIEN B

Area of expertise:
assembly

Temporary position
in July 2019

"FOR ME, OPINEL MEANS QUALITY, PRODUCTIVITY, AESTHETICS AND PRESTIGE. I HOPE THE BRAND WILL ALWAYS REMAIN THE LEADER IN THE FIELD OF KNIFEMAKING IN FRANCE."



03

DIFFERENT
WORLDS



DIFFERENT WORLDS

THE TRADITION

01



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**MANUFACTURED IN THE HEART
OF THE FRENCH ALPS SINCE
1890, THE OPINEL POCKETKNIFE
TAKES ITS ROBUSTNESS
AND SIMPLICITY FROM
ITS MOUNTAIN ROOTS. AN
OBJECT THAT ENDURES FROM
GENERATION TO GENERATION,
IT IS INDISPENSABLE FOR
SMALL DIY JOBS, CAMPING
OR PICNICS IN THE WILD. THE
KNIFE FROM 1890 IS AVAILABLE
IN AN ARRAY OF SIZES, COLORS
AND WOOD TYPES.**

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STAINLESS STEEL

The stainless steel knife suits picnics, camping, barbecues, trekking and other outdoor activities perfectly. It comes in a range of sizes to fit the hand. The stainless steel pocketknife is very resilient to corrosion, it does not need maintenance and promises great cutting capability.

CARBON

Carbon steel is the Opinel material of choice. The carbon-steel blade stands out for its exceptional cutting precision and easy sharpening. It is ideal for DIY, gardening, sculpture and wickerwork. The blade requires special care to avoid corrosion.

LUXURY

The traditional knife also comes as a luxury version made from fine materials such as horn and woods that feature remarkable color and density.

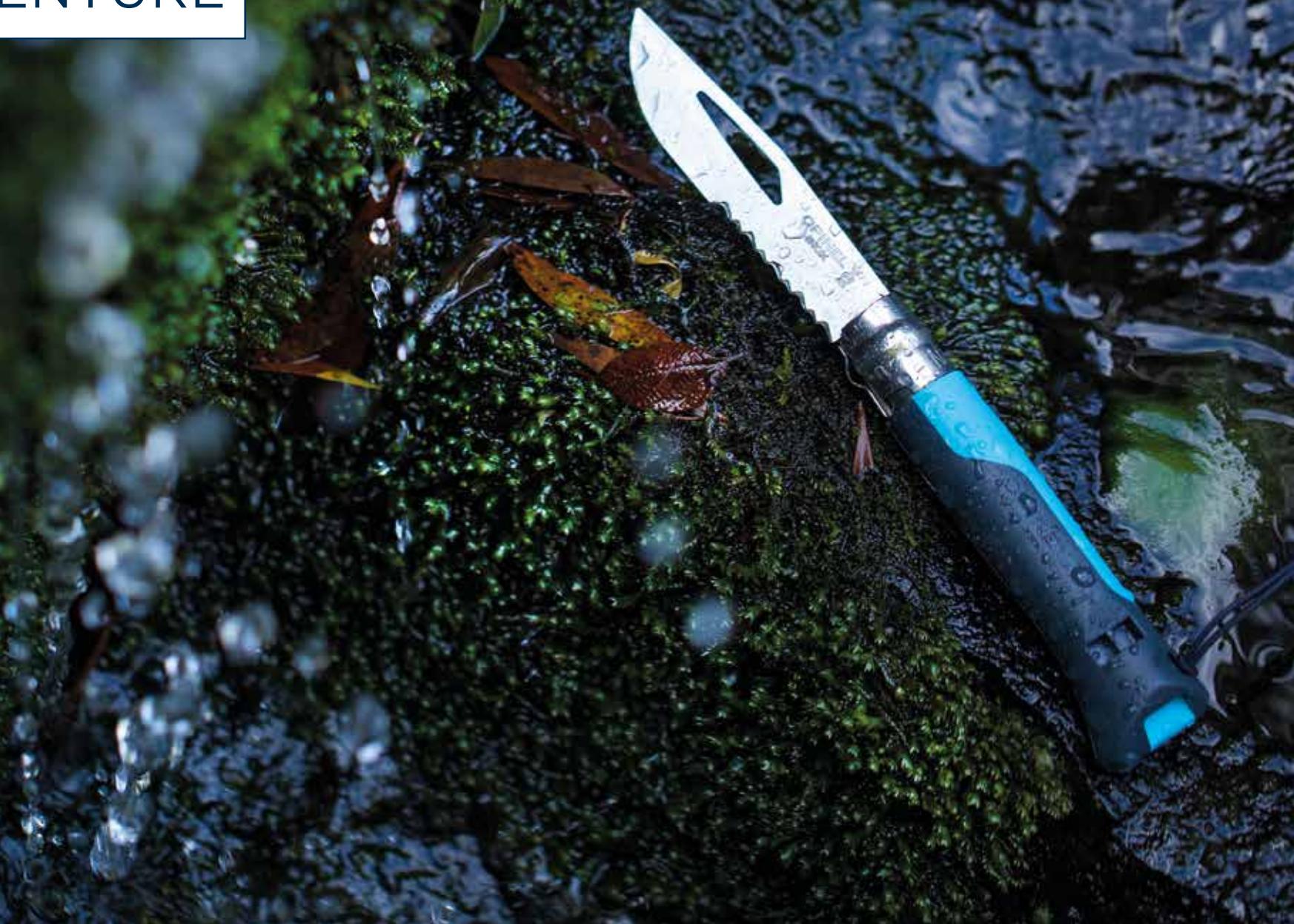
ENGRAVING

Opinel plays with the Alpine tradition of knife engraving and offers two collections which celebrate nature. The Animalia knives are inspired by the grace of wild animals while the Sport collection celebrates ski, trekking, biking through original engraving on beechwood.

DIFFERENT WORLDS

THE ADVENTURE

02





A COLLECTION OF KNIVES AND TOOLS DESIGNED FOR ADVENTURE.

THE HANDLES IN HIGH-
QUALITY POLYMER ENSURE
OPTIMAL RESILIENCE
AGAINST EXTREME
TEMPERATURES AND DAMP.

SPORTS ADVENTURE

THE N°12 EXPLORE KNIFE

An ideal tool for escaping into nature. Wilderness camping, survival experience, hunting and fishing all require functional and reliable equipment. The N°12 Explore knife features a short, strong blade, a cutting hook, a whistle and a firelighter.

THE N°08 OUTDOOR KNIFE

This knife suits sports activities such as trekking, mountaineering, canoeing, sailing, caving, paragliding... The ultra-resilient polymer handle is equipped with a safety whistle. The robust blade has a serrated section which cuts through cordage and a shackle key. The Chamonix-based Ecole Nationale de Ski et d'Alpinisme uses the N°08 Outdoor knife.

THE N°09 BRICOLAGE KNIFE

The N°09 Bricolage is the perfect knife to keep in the car or toolbox. This tool knife is equipped with pliers and a wire stripper. The handle has two magnetic screwdriver heads.

GORMET ADVENTURE

THE NOMAD COOKING KIT

The Nomad Cooking Kit is composed of five elements. The N°10 corkscrew features a kitchen-style knife, the N°12 slices bread, thick-skinned fruits and vegetables, while the N°06 is a peeler. A chopping board and linen kitchen towel—which doubles up as a carrier bag—complete the kit.



DIFFERENT WORLDS

THE GARDEN



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WEEDING, TRIMMING, PICKING, SAWING, PRUNING, GRAFTING, HARVESTING: A COMPLETE OPINEL GARDENING COLLECTION.

THE N°08 MUSHROOM KNIFE

Perfect workmate for picking morels, ceps, or chanterelles! The top of the blade is serrated to scrape and clean the mushrooms. A natural silk brush at the bottom of the handle enables the cleaning of the wild crop.

THE N°08 GARDEN KNIFE

Weeding and gathering salad leaves has never been easier! A robust pointy stainless-steel blade enables efficient cutting and ease of care. The ergonomic beech handle gives maximum comfort in the hand.

THE N°08 PRUNING AND GRAFTING KNIFE AND THE N°10 PRUNING KNIFE

The N°08 is perfect for tree grafting, trimming and cutting, while the N°10 suits harvesting and bush trimming. The pruning knife is a gardener's must-have.

THE N°12 AND N°18 FOLDING SAWS

Maximum safety when cutting branches and sawing. These two pocket models feature an anti-corrosion carbon blade and two rows of teeth.

THE PRUNER

This tool offers three positions to adapt to the diameter of the branch and the hand size. The stainless-steel blade is attached to a beech handle. The guard is made of polyamide for a comfortable and secure grip.

DIFFERENT WORLDS

THE KITCHEN

04





OPINEL HAS CREATED A COLLECTION OF KITCHEN KNIVES WITH EXTRAORDINARY CUTTING ABILITY AND MAXIMUM GRIP COMFORT AND SAFETY.

THE SMALL BLADES, SUCH AS PARING KNIVES AND PEELERS, AS WELL AS THE LARGE BLADES FEATURED ON THE CHEF KNIVES, SANTOKU JAPANESE KNIVES, FISH KNIVES, MEAT KNIVES AND POULTRY KNIVES, ALL FEATURE A POLYMER OR WOODEN HANDLE.

THE ESSENTIALS

THE N°112 PARING KNIVES

Easy to manoeuvre, efficient and indispensable in the kitchen. The handle is natural or stained wood and the blade is stainless steel.

THE N°113 SERRATED KNIFE

This is the perfect knife for slicing kiwi fruit, tomatoes and charcuterie. The handle is natural or stained wood and the blade is stainless steel.

THE N°114 VEGETABLE KNIFE

The curved blade facilitates cutting, and its serrated back is ideal for scraping and cleaning vegetables. The handle is natural or stained wood and the blade is stainless steel.

THE N°115 PEELER KNIFE

Fast and easy fruit and vegetable peeling. The handle is natural or stained wood and the blade is stainless steel.

THE N°117 SPREADING KNIFE

Large stainless-steel spatula blade. The handle is natural or stained wood and the blade is stainless steel.

THE PARALLÈLE

Collection

A collection of knives with clean lines. Handle in natural beech and with ultra-neat cutting blades.

THE INTEMPORA

Collection

This collection of kitchen knives is inspired by the Opinel pocketknife, which ensures exceptional grip. Polymer handle and Sandvik stainless steel blade.

LES FORGÉS 1890

Collection

Fully forged in X50CrMoV15 stainless steel, which gives it the high quality of hot forging. This knife is known as «full forge» and is distinguished by its robustness, its perfect balance, its durability and its excellent cutting capability.

DIFFERENT WORLDS

THE TABLE





**FOR AN EVERYDAY LUNCH
OR FOR FESTIVE EVENINGS,
OPINEL HAS CONJURED AN
ELEGANT COLLECTION OF
TABLE KNIVES WITH GREAT
DESIGN AND CUTTING
PRECISION.**

TABLE CHIC

This timeless design collection is available in four woods: ash, olive, ebony and birch. The blade, in Sandvik stainless steel, has great cutting capability and is long lasting.

BON APPÉTIT ET BON APPÉTIT +

The blade, smooth or finely serrated, ensures precise cutting.

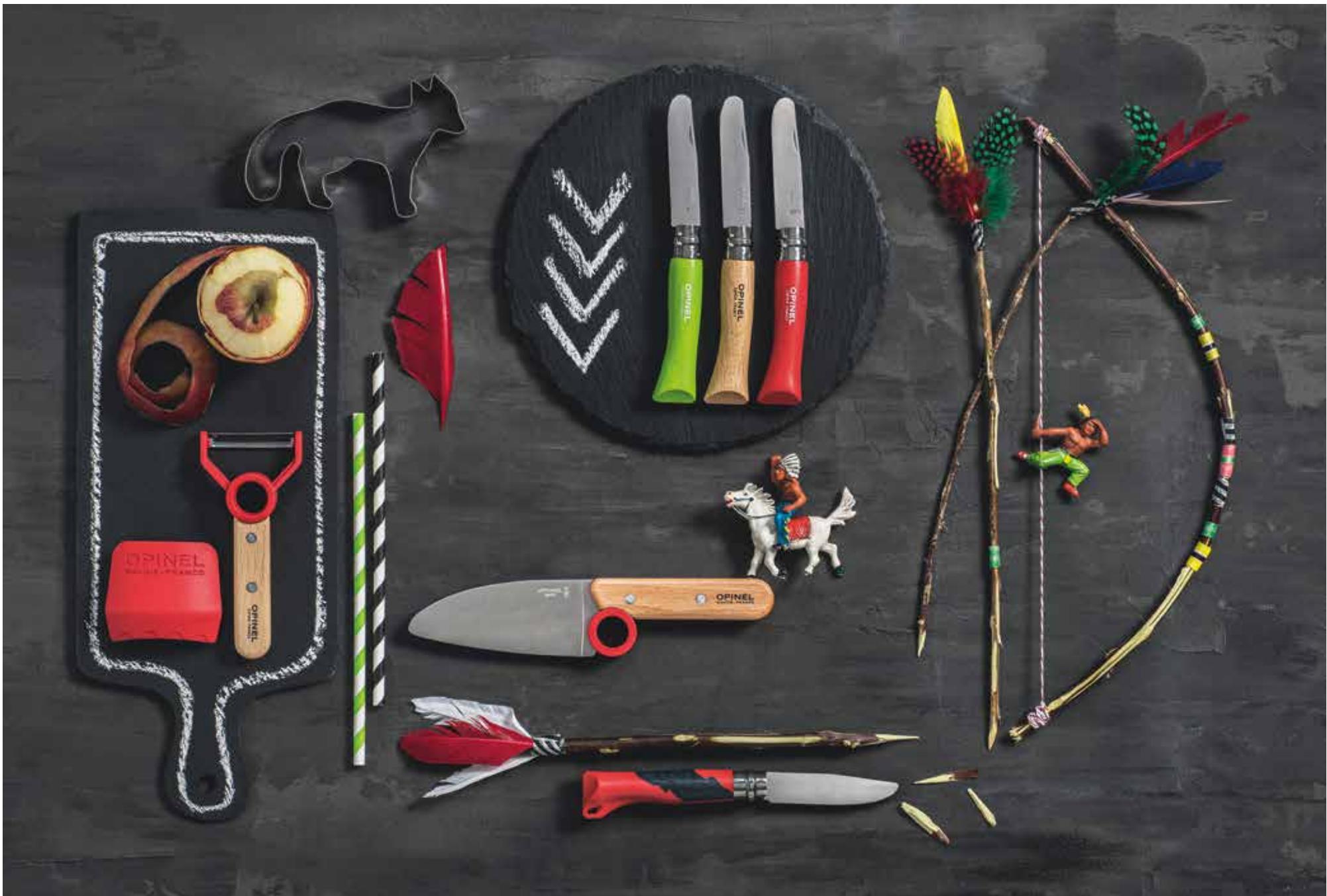
THE BREAKFAST KNIFE

The perfect breakfast companion. It slices, it spreads, it cuts, and it reaches the jam at the bottom of the jar.

THE CHEESE KNIFE & FORK SET

The knife is inspired by the original Opinel shape, and the small fork also acts as a supportive prop for the knife.





OPINEL HAS DEVELOPED A LINE WITH ADDED SAFETY FEATURES AND EASE OF USE FOR CHILDREN.

ONE CAN NOW PASS ON ONE'S COOKING EXPERTISE AND GARDENING TIPS TO THE NEXT GENERATION.

MY FIRST OPINEL

Explore nature and teach the young ones how to cut twigs and built treehouses. The round-tipped blade, along with the Virobloc® system, ensures safety of use.

THE N°07 OUTDOOR JUNIOR KNIFE

Share the passion for adventure with the N°07 Outdoor Junior knife, the ideal tool for discovering nature. The round-tipped blade and Virobloc® system ensure safety of use. The shock-resistant handle is water and cold-proof and is equipped with a 300 metre-reach whistle.

LE PETIT CHEF

Le Petit Chef set is comprised of a series of ergonomic utensils—chopping knife, peeler, finger guard and apron—that are easy to use and comfortable. Children can enjoy joining in the cooking with maximum safety.



04

LEGACY

GAYLORD PEDRETTI

Director of Like That & Sportair agency

Can you introduce yourself in a few words?

Skiing is my passion, and I am lucky enough to make a living from it. Since 1999 I have organized events that are linked to skiing, snowboarding and the mountains in general. I am 38 and I am the director of Like That & Sportair, an agency that organizes, among other things, the High Five Festival.

What is your first Opinel memory?

I was born in the mountains and the taste for pastoral Alpine living was passed on to me. My father used to go mushroom picking with my big brother, who spent his time making things with wood. My first Opinel was given to me so I could go fishing with my grandfather. My grandmother was always cutting salads in the garden with an Opinel knife that she kept in her apron.

Many think Opinel is synonymous with expertise and something to be passed on. What values does Opinel convey to you?

The concept of passing on is obviously true. It only takes the recollection of my Opinel memories to understand the strong sense of family. Opinel means modernity but also patrimony. I particularly like the story that revolves around the logo and the crowned hand. It is a brand that has a soul and that has managed to keep that alive since its creation. An Opinel is more than a knife. It is a Proustian moment.

If you could only choose one Opinel, which would it be?

Not easy to choose only one! However, I would say the N°08, because it is timeless, and it reminds me of so many things. I also like the Petit Chef range, even if it is aimed at children: the knife and peeler are very handy. I am a young dad, so I believe I will be able to share this kit soon and also invest in a "my first Opinel" set.

Opinel in three words?

I would give four: "from generation to generation."



CAMILLE REGNAUDIN

Founder of the Art by Friends collective

Can you introduce yourself in a few words?

I am Camille Regnaudin, I am 36, I was born in Ajaccio and I live in Annecy. My passions are skateboarding, traveling and developing my Art by Friends artistic activities.

What is your first Opinel memory?

My first Opinel memory was seeing Marcel, my farmer grandfather from the Auvergne, use his Opinel when I was a kid. It was a N°08 that he carried with him everywhere, from work to the dining table. I think he probably gave me my first Opinel.

Many think Opinel is synonymous with expertise and something to be passed on. What values does Opinel convey to you?

For me, it is a mix that comes from its history. Family values, local manufacturing still based in Chambéry, the Saint-Jean-de-Maurienne museum, the longevity of the product ranges, and the artistic factor,

as one can see with the new series and the Opinel Series exhibition. These values make the Opinel knife a transgenerational object that one enjoys using, gifting, decorating and wearing out.

If you could only choose one Opinel, which would it be?

The N°08, definitely, and in particular its recent Amour edition.

Opinel in three words?

Noble, immortal, classic.



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BRUNO COMPAGNET

Professional skier and co-founder of Black Crows skis

Can you introduce yourself in a few words?

My name is Bruno Compagnet, I am from the Pyrénées. I am a professional skier and co-founder of Black Crows skis.

What is your first Opinel memory?

Shepherds taking their Opinel knives out of their pockets and putting them on the table at lunchtime, when we used to go up the mountain to look after the animals in summer. My father himself was a shepherd. Many of those knives did not feature the Virobloc® system, and some of the handles were customized. My preference was for the oldest ones which had a good patina to the handle and blade from constant use.

Many think Opinel is synonymous with expertise and something to be passed on. What values does Opinel convey to you?

For me, it was a step towards the adult world! I really enjoyed having my own knife with a proper blade to slice my cheese and saucisson.

If you could only choose one Opinel, which would it be?

The classic N°08 with wooden handle and Virobloc® device.

Opinel in three words?

Simple, functional, elegant.



MISS MAGGIES KITCHEN

Founder of Miss Maggies Kitchen

Can you introduce yourself in a few words?

I am a lover of the beautiful and genuine aspects of life and conviviality. Cooking is at the core of my life. I compose family-style seasonal recipes that are easy to follow. They can be found at www.missmaggieskitchen.com. I like to stage mealtimes so that eating becomes a memorable moment of sharing.

What is your first Opinel memory?

It is a childhood memory, when I went for long walks with Augustin, my grandfather. He always carried an Opinel—tied to his trousers by a string—that he got out in order to share a piece of saucisson and goat's cheese while enjoying the view from the top of the mountain.

Many think Opinel is synonymous with expertise and something to be passed on. What values does Opinel convey to you?

I completely agree with those values, to which I would add the respect for mankind and nature.

If you could only choose one Opinel, which would it be?

It is hard to choose only one! But I would say the N°08, as it is perfect for picnics in the forest, in a field or on the beach.

Opinel in three words?

Iconic, tradition, modernity.

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FRED CHESNEAU

Globe Cooker on Canal +

Can you introduce yourself in a few words?

I am Fred Chesneau, Canal+ TV channel's Globe Cooker, which means I explore world cuisine. Also, I am a chef at my restaurant in the Cyclades, on Paros. I am opening another restaurant in Paris soon.

What is your first Opinel memory?

The classic blond wood Opinel with the twisting ring. My parents gave it to me when I was 11 on the day before I went to sailing camp. They said: "It will probably come in handy!" And they were completely right. I used it to cut, disentangle and cook... but also to show off!

Many think Opinel is synonymous with expertise and something to be passed on. What values does Opinel convey to you?

Opinel has always undeniably meant resourcefulness, practicality, endurance, which are words that really sum me up. I later discovered that Opinel was also synonymous with great technicality when professional cooking is involved. The 'Art de la Table' collections have a chic, clean design, which is the reason why my Paros restaurant is only equipped with Opinel knives, in the kitchen as well as at my guests' tables.

If you could only choose one Opinel, which would it be?

For me, it is definitely the Outdoor knife, as it reflects my adventurous side, but since the opening of my restaurant, I have to confess to loving the Santoku. It is my secret weapon to slice, mince, and to julienne onions, carrots, fennel and other vegetables.

Opinel in three words?

Robustness, design, history.



PIERRE EDOUARD ROBINE

Farmer & forager

Can you introduce yourself in a few words?

I am 38 and I live in Normandy, where I was born. I have a passion for nature and gastronomy, I gather wild edible plants and produce natural cider and sparkling wines which I deliver to fair trade restaurants weekly.

What is your first Opinel memory?

Cutting the strings around haystacks with Jacques, my dad, to feed cows. He taught me to cut them the right way, which is near the knot, and to open the blade of my Opinel by gently tapping against a piece of wood in the stable, just like my grandfather had taught him.

Many think Opinel is synonymous with expertise and something to be passed on. What values does Opinel convey to you?

Perseverance and adaptability, which are values I find crucial to lead a project the right way. The Opinel knife gets passed on from one generation to the next, it only needs sharpening to keep it alive. I use it daily when picking wild plants, cooking or making cider. And I will soon again for grafting in my orchard.



If you could only choose one Opinel, which would it be?

The N°08 with carbon blade, without a doubt.

Opinel in three words?

In the pocket

JEAN SULPICE

Michelin-starred chef at the Auberge du Père Bise in Annecy

Can you introduce yourself in a few words?

I was born in Aix-les-Bains. I am a child of the pasture, a child of the mountain. Restaurants have run in my family for three generations, and I now continue the tradition with my own restaurant, l'Auberge du Père Bise in Annecy and I am also a Relais & Châteaux chef. My two passions are the great outdoors, where I find inspiration, and gastronomy.

L What is your first Opinel memory?

Marcel, my grandfather, gave me my first Opinel to go mushroom picking. A Savoyard always keeps an Opinel in his pocket. I have collected them ever since.

E Many think Opinel is synonymous with expertise and something to be passed on. What values does Opinel convey to you?

Friendship, exchange, and something to pass on. Giving an Opinel is more than giving a knife, it is an object on which the memories of a lifetime get 'engraved'. I like the way the knife becomes accustomed to its user's hand. Its wear is proportional to its story.

G If you could only choose one Opinel, which would it be?

The N°10... it is my best friend! You can just slip it in your pocket or backpack, it is very versatile.

A Opinel in three words?

Until the end!



MICHEL DESJOYEAX

Sailor

Can you introduce yourself in a few words?

I have been a sailing enthusiast ever since I can remember, and I have chosen to sail competitively and make it my job. I have gained recognition for my solo achievements, but I have also sailed in teams, always with great pleasure.

L What is your first Opinel memory?

I had one on a keyring. And then a N°7 or N°8 to make bows with wooden sticks. At my parents' shipyard, the 'real' ships were made from wood, and, listening to the carpenter's tricks of the trade, I quickly understood what the right cutting tools were.

E Many think Opinel is synonymous with expertise and something to be passed on. What values does Opinel convey to you?

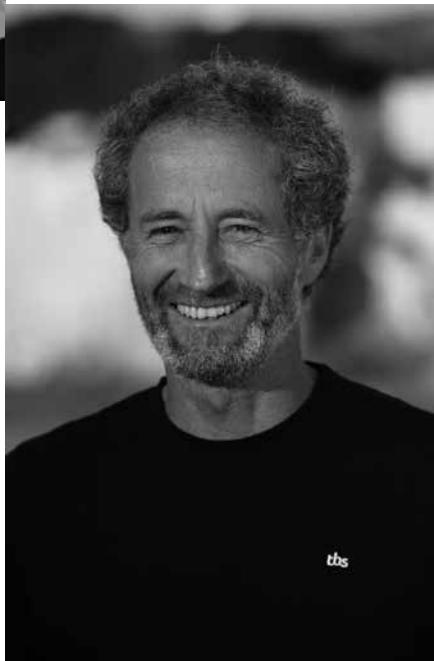
G I had the chance to see the Opinel factory and realized that the quality of the knives is not based on luck. Opinel is a family story, it involves passionate workers who were trained by an older generation with true expertise. Books cannot teach everything, the notion of inheritance from generation to generation is important, which is a value that Opinel conveys.

A If you could only choose one Opinel, which would it be?

The N°8, everywhere, on land or at sea, to slice charcuterie!

C Opinel in three words?

Quality, tradition, reference.



ELRIC PETIT, AUGUSTIN SCOTT DE MARTINVILLE, GRÉGOIRE JEANMONOD

BIG GAME Studio

Can you introduce yourselves in a few words?

Big Game is a design studio which we founded in 2004. We share a taste for simple, functional, optimistic objects. What we love most is designing everyday objects.

What is your first Opinel memory?

Opinel is definitely linked to childhood and outdoor activities. The fact that Opinel is now a common name in the Larousse dictionary really means that the Opinel knife is an icon of French popular culture.

Many think Opinel is synonymous with expertise and something to be passed on. What values does Opinel convey to you?

The brand, in constant evolution, always follows its core values. Since 1890, Opinel has delivered good everyday solutions through high-quality products that are functional and affordable. We completely adhere to these values.

If you could only choose one Opinel, which would it be?

At our grandparents' houses, the folding N°08 was used to cook as well as to eat. We love this knife, it is handy and comfortable, it has been a household reference since its creation, 130 years ago.

Opinel in three words?

Simple, ingenious, durable.



AURÉLIE JEANNETTE

Photographer



Can you introduce yourself in a few words?

I am a culinary and lifestyle photographer, but prior to this I was a chef at restaurants in Grasse, in Centuri in Corsica and at an oil mill in Grasse. I love food, nature and meeting people. I own beehives and will soon have a permaculture vegetable garden.

What is your first Opinel memory?

When I was a kid, my grandfather used to craft whistles from the wood of hazel trees with the Opinel he always kept in his pocket.

Many think Opinel is synonymous with expertise and something to be passed on. What values does Opinel convey to you?

Design simplicity, sharing, and respect for nature.

If you could only choose one Opinel, which would it be?

The N°08, which is always in my bag, or the vegetable knife N°115 with its curved blade that is always by my side.

Opinel in three words?

Simple, timeless, familiar.

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RACHEL ZOLLER

Founder of Mushroom Foraging and Education

Can you introduce yourself in a few words?

I am a mushroom forager and outdoor educator.

What is your first Opinel memory?

Mushroom foraging brought me to Opinel. I have a specific memory of someone asking if I had an Opinel mushroom knife, then passionately telling the story of their family using and gifting Opinel knives for three generations. I have since become part of this family, sharing in the tradition of using and passing along Opinel knives to others.

Many think Opinel is synonymous with expertise and something to be passed on. What values does Opinel convey to you?

Opinel values combining quality craftsmanship with accessibility. They see the value in creating timeless pieces and tools that can work hard everyday.

If you could only choose one Opinel, which would it be?

The Mushroom Knife (okay, if I had to choose another it would be the No°118 Multi-Purpose Parallel Chef's Knife, I love it for helping prep all the wild mushroom meals).

Opinel in three words?

Classic, effective,
excellence.



PETER THEMISTOCLES

Kitchen Buyer at Food52

Can you introduce yourself in a few words?

I'm Peter Themistocles, I'm the Kitchen Buyer at Food52, a cooking enthusiast, and the proud owner of many Opinel knives!

What is your first Opinel memory?

I wasn't aware of the Opinel brand until I joined the Food52 team—in less than a year I've familiarized myself with the full product range, tested and used countless knives, and traveled to the French Alps to see where it all began. I now consider myself an unofficial brand ambassador...sharing the story with anyone who wants to hear it!

Many think Opinel is synonymous with expertise and something to be passed on. What values does Opinel convey to you?

Heritage and quality. I'll never forget one room I saw during my visit to the Musée Opinel: it was covered, floor to ceiling, with memories and pictures from people of all ages in many different languages. As a buyer, it brings me joy to bring something with this kind of longlasting power to the Food52 community.

If you could only choose one Opinel, which would it be?

The 1890 Forged collection which we launched exclusively on Food52—they are absolutely beautiful!

Opinel in three words?

Iconic, functional, high-quality

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HUGO MEUNIER

Founder of urban gardener collective Merci Raymond

Can you introduce yourself in a few words?

I am Hugo Meunier, I founded the urban gardener collective Merci Raymond and co-founded restaurant Le Relais. For over four years, I have been dedicating my time to make cities greener and more 'gourmet'. Since the launch of Merci Raymond, we have planted over 150,000 vegetal units in cities and worked with over 25,000 green thumbs.

What is your first Opinel memory?

A childhood memory. Mushroom foraging with my father.

Many think Opinel is synonymous with expertise and something to be passed on. What values does Opinel convey to you?

This is exactly what I was about to say. I was proud as a kid to carry a knife that my dad lent me, and when I grew up I got my own.

If you could only choose one Opinel, which would it be?

The N°08, without a doubt.

Opinel in three words?

Tradition, committed,
passionate.



FRANCK MORELLO ALIAS SCOTCHMAN

Presenter of culinary show Scotch Cuisine Extra Forte on Canal+

Can you introduce yourself in a few words?

I am Scotchman. I am from the future, I work in the present and I live the past.

What is your first Opinel memory?

Summer camp, when I was a kid.

Many think Opinel is synonymous with expertise and something to be passed on. What values does Opinel convey to you?

Quality and simplicity. In other words...efficiency!

If you could only choose one Opinel, which would it be?

The N°10 with its corkscrew.

Opinel in three words?

Functional, stylish, French.



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OPINEL
TODAY

**THE CONCEPT OF A
POCKETKNIFE FOR
EVERYBODY IS IN THE
BRAND'S DNA.**

As soon as he founded the company, Joseph Opinel strived to create a major distribution network. Opinel was thus involved in the Alpine Salon in Turin, it partnered with railway workers and door-to-door salesmen and set up in Chambéry, to be close to major road and rail links. The brand has continued this distribution policy ever since. Opinel knives are available in countless local shops as well as in concept and department stores worldwide and on Opinel.com and other specialized websites.

**THE SUCCESS OF THE BRAND
ACROSS THE ATLANTIC LED
OPINEL TO OPEN OPINEL USA
IN CHICAGO.**



KARSTADT

FLEUR*

El Corte Inglés

LE BHV/MARAIS



KaDeWe

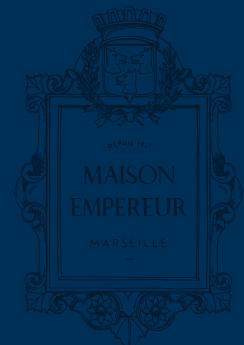
**THE
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SHOP**

bloomingdale's



**MUSÉE
OPINEL®**

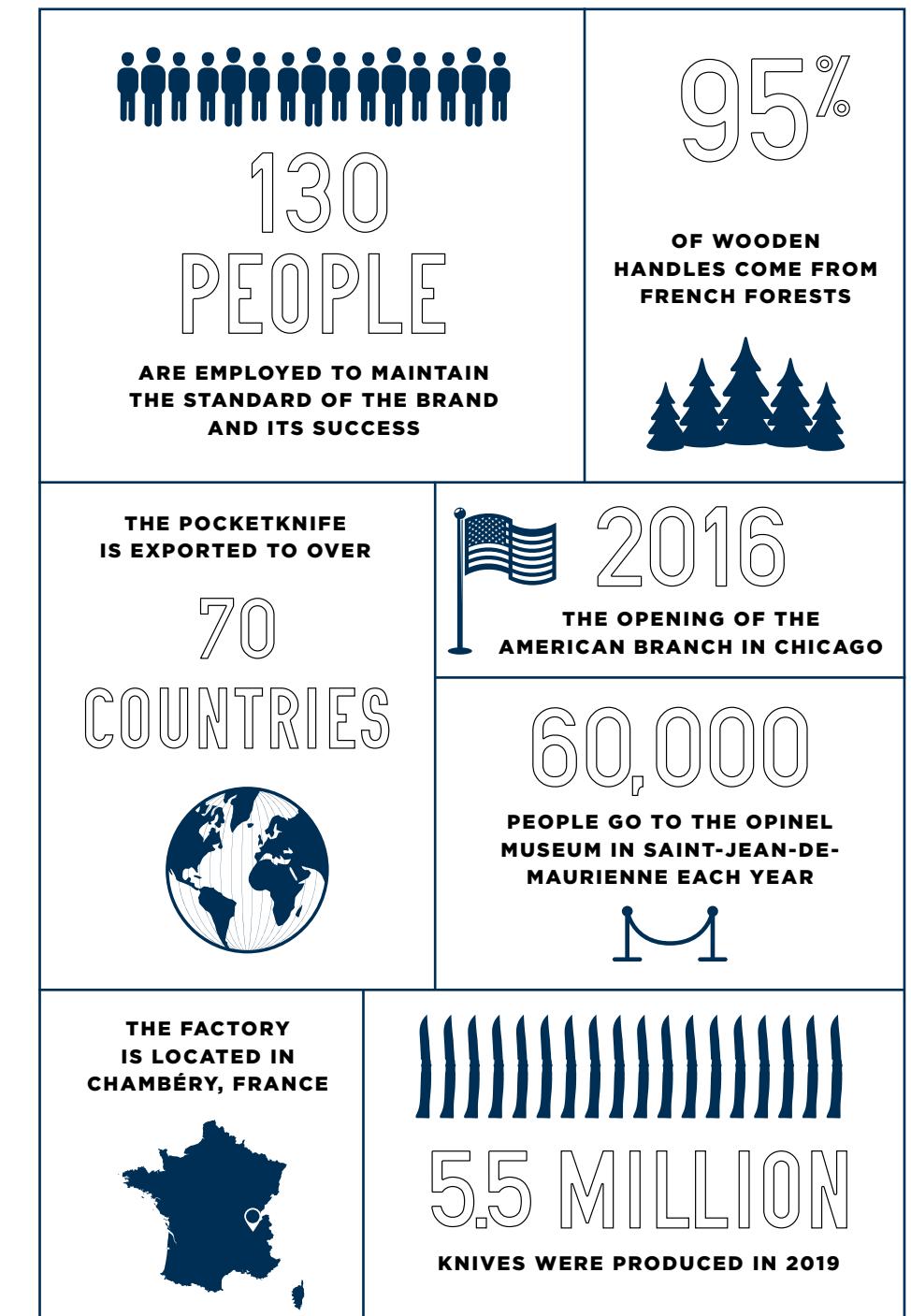
Galerie Lafayette



Merci



A FEW FIGURES





MILESTONES

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2019

CREATION OF THE LES
FORGÉS COLLECTION

2017

OPENING OF
THE FIRST OPINEL
STORE IN ANNECY

2013

OPENING OF THE NEW
OPINEL MUSEUM

2006

RETURN TO THE WORLD
OF COOKING

1955

CREATION OF
THE VIROBLOC® SYSTEM

1897

JOSEPH OPINEL DEVELOPS
HIS KNIFE IN 12 SIZES

2018

OPINEL ACHIEVES
A 25 MILLION EURO
TURNOVER

2016

OPENING OF THE
AMERICAN BRANCH
IN CHICAGO

2012

FIRST POLYMER
KNIFE HANDLE

2000

THE VIROBLOC® SYSTEM
IS MODIFIED TO ADD A SECOND
SECURITY FEATURE (CALLED
TRANSPORT SECURITY) WHEN
THE BLADE IS CLOSED

1909

THE CROWNED HAND
IS ADDED TO THE LOGO

1890

CREATION OF THE
FIRST OPINEL
POCKETKNIFE

119



OPINEL IS A FAMILY AFFAIR. Joseph Opinel founded the company and ran it alone until 1917, when his sons Marcel and Léon were appointed co-directors. In 1950, Maurice Opinel, the son of Marcel, joined the company to assist his uncle Léon, who was sales and administrative director. A few years later, Maurice took direction of Opinel, a role he undertook until his death in 2016.

Today, Maurice's three children are in charge of corporate governance. François Opinel (CEO), Denis Opinel (Vice President) and Brigitte Opinel (administrator) work with a committee of six executives, two of whom are Deputy Managing directors.

A concern for people's welfare has been at the core of Opinel since 1890. The company has implemented the SÈVE chart, which is based on trust and respect for employees, with the goal of promoting training and enabling faster development, encouraging initiatives, improving working conditions and sharing the company's rewards.

Photo 1 – from left to right:

Brigitte Opinel – Denis Opinel – François Opinel.

Photo 2 - from left to right, from bottom row:

Luc Simon – Deputy Managing director

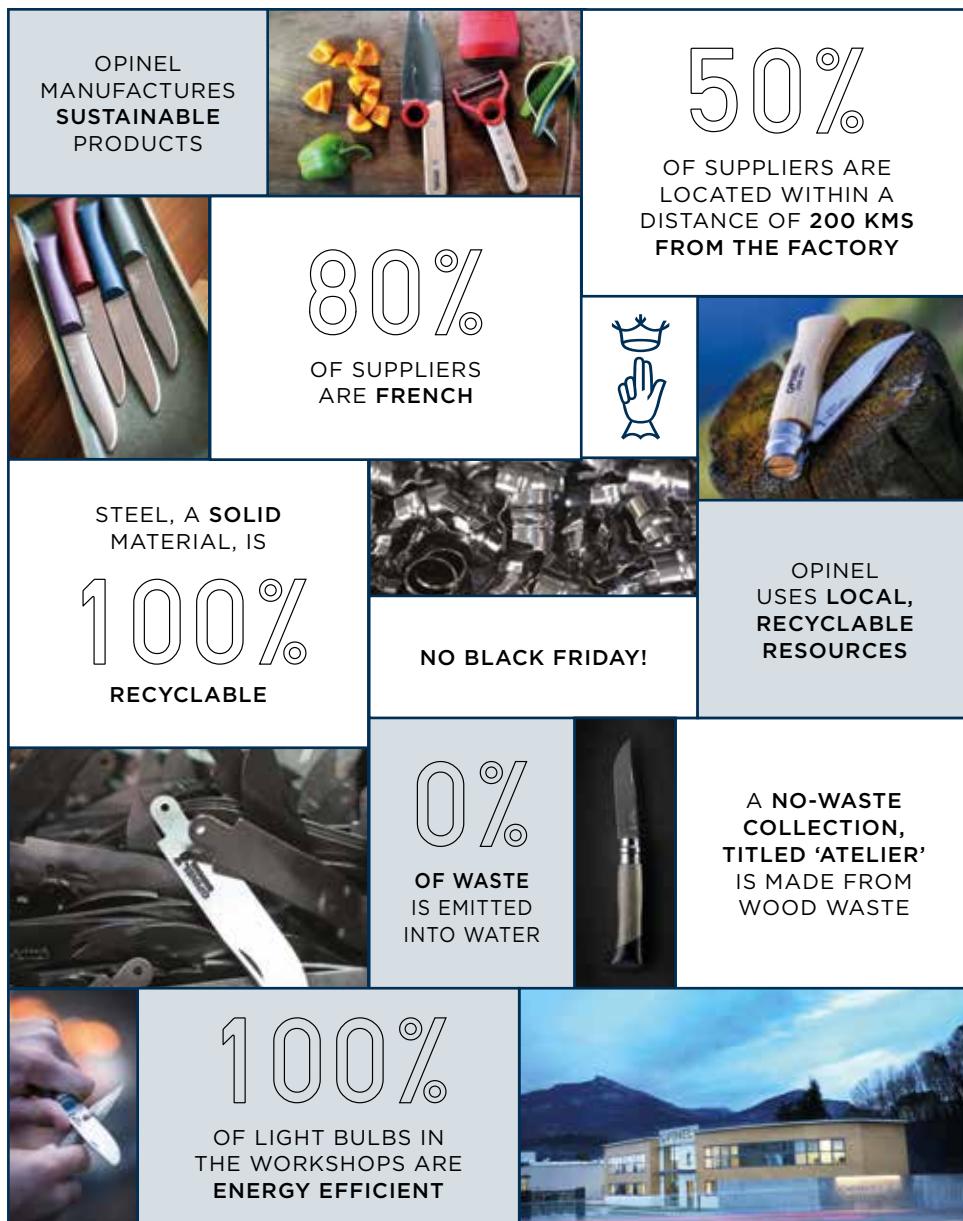
Gérard Vignello – Deputy Managing director

Françoise Detroyat - Marketing & communication director

Serge Soulhier – Buying & development director

Jérôme Le Caïnec – Export director

Patrice Perinetti – Industrial director





CARED FOR IN CHAMBERY

Because an Opinel knife is an object to be passed on, and because the brand is historically eco-responsible and offers sustainable products, Opinel has implemented a knife care personalized service.

Sharpening, mending, material replacement: the teams share their expertise with the consumers to maintain their Opinel knives.



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[CLIQUEZ ICI POUR TÉLÉCHARGER LES VISUELS](#)



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