

PRESSE KIT

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SOLLEN

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2023

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# 01.



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"We believe in SOLLEN for three strong values: Detail-mindedness, durability and comfort. For a year, we have conducted extensive R&D work in favour of with a sharp and ambitious design."

**Aurélien Hivonnet, cofondateur**

## THE ESSENTIAL

Founded in 2021 in Bordeaux, the brand of haut-de-gamme design SOLLEN blows a new wind on the furniture segment.

Choosing an eco-responsible signature at every stage of the manufacture of their chairs - Design made in France, sourcing of local suppliers, lifetime warranty - the founders of SOLLEN wanted to contribute to a more durable furniture sector.

SOLLEN celebrates both human creative genius over the centuries and the raw beauty of nature. Their team of passionate people want to offer design aficionados the original seats with the organic and elegant curves... And re-introduce with subtlety and gentleness the naturalness in our interiors.

With SOLLEN, the co-founders Aurélien Hivonnet, Jean-Vincent Vallette, Gaël Tauvel and Frédéric Devige are committed to promoting the work of wood and textile. Today, the brand consists of two product ranges voluntarily short: the NUAGE range and the RACINE range.

- Their design is the artwork of Didier and Arthur Garrigos (father and son), two Bordeaux designers enchanted by the values of SOLLEN.
- Their collection was entrusted with local partners which base less than 200 kilos meters from the headquarters of SOLLEN.

## FACTS YOU SHOULD KNOW ABOUT

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SOLLEN comes from the Latin word Sollertia which means solemnity: a precious term that convokes both the the durability of a piece of design and the nobility of its materials.

# FACT SHEET OF SOLLEN.



## DATE OF CREATION

January 2021



## FOUNDERS

Aurélien Hivonnet, Jean-Vincent Valette, Frédéric Devige et Gaël Tauvel



## HEADQUARTER

8 Pl. Saint-Christoly, 33000 Bordeaux



## AMBITION

Create chairs that last for a lifetime and pass on from generation to generation



## ENGAGEMENT

An environmental-friendly impact on the entire value chain, from design, production to after-sale service!



## CUSTOMERS

All lovers of design, from French to the international market



## KEYWORDS

#design #assises  
#NouvelleAquitaine  
#MadeInFrance  
#ecoconception

# 02.

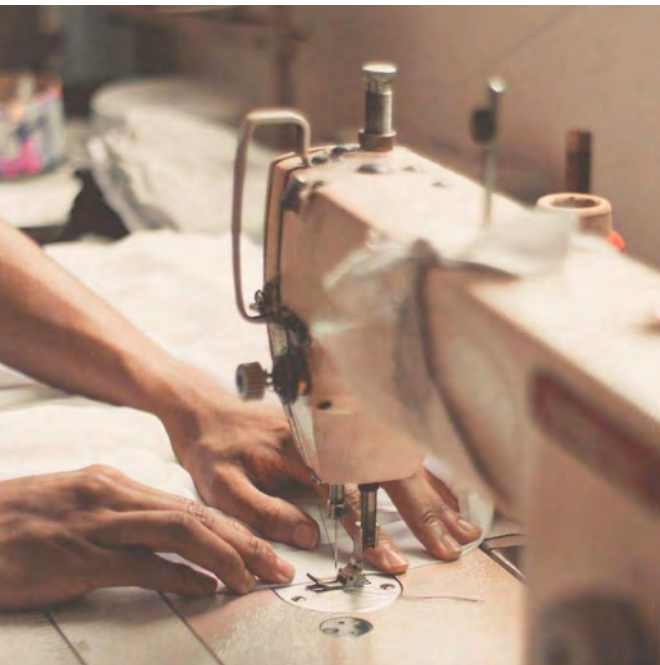
## A COMMITTED APPROACH, AN INTERNATIONAL AMBITION

Driven by the same passion of beauty and design, Aurélien Hivonnet, Jean-Vincent Vallette, Frédéric Devige and Gaël Tauvel join forces since 2020 to invent SOLLEN. They form its DNA for a year.

Today, SOLLEN means:

- The specialist of the chair in the singular identity, which combines quality and french elegance
- Furniture with eco-responsible manufacturing which remains in time with a lifetime warranty
- A brand with international ambition to promote "Made in France"!

The founders of SOLLEN work closely with designers and manufacturers who share the same vision in a design.



## SOLLEN'S SIGNA TURE

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### LIFE GUARANTEE

The SOLLEN chairs have no expiration date. Its eternal style will last regardless of the trend. The brand guarantees this promise by providing the After-sale service that lasts throughout the life of the chair.



"My return to my country gave me desire to design different furniture while being surrounded by specific know-how from Nouvelle-Aquitaine. My ambition is to Promote them internationally"

Aurélien Hivonnet



"SOLLEN is the beginning of a Beautiful adventure where I expect to put my experience, skills and creativity in service of an ambitious project and values- that respond to the challenges of tomorrow."

Jean-Vincent Vallette

## **THE FOUNDERS:** THE PASSION OF DESIGN, THE WILLING OF SUSTAINABILITY

### **AURÉLIEN HIVONNET, DU MADE IN CHINA AU MADE IN FRANCE**

Graduate of Oxford Brookes University, Aurélien Started his career with Mission Economic Shanghai where he organized two trade shows dedicated to decoration and furniture. Since 2008 Aurélien never ceases to start his own business: he co-founded a purchasing assistance agency In China, a company specialized in the import of furniture from China, and finally Meeloa, specialist in affordable furnishing. Returning to France, Aurélien put his expertise in manufacturing and Development of products at the service of a new entrepreneurial adventure, this time made in France.

### **JEAN-VINCENT VALETTE, THE INTEGRATION OF ECOLOGY AS A PILLAR OF THE BRAND**

University economist with the Specialization in management Of natural resources and the environment. Jean-Vincent started his career in Belgium where he is assigned by The Walloon Government of the transposition of European Directive for the water and sanitation sector. From 2009 on he represented the The Belgian water sector next to the European institutions While numerous program of cooperation and International trade shows. Back in France in 2014, Jean-Vincent decides To devote to his passions: entrepreneurship, art And design. This is how he creates his first Artpilo and Artistescort brands that offer Indoor textile collections and accessories Textile decoration signed by contemporary artists and made in France. Since 2020 Jean-Vincent invested in the development of related projects in the decoration sector. This is how he met Aurélien and the SOLLEN team.



"I have always created companies according to my inspirations and my passions. My passion for design is my original motivation to join SOLLEN. I remain in the distribution, but this time for the design 100% made in France!"

Frédéric Devige

### **FRÉDÉRIC DEVIGE, EXPERTISE IN DISTRIBUTION**

Passionate about design and real estate, grandchildren and great-grandchildren of businessman, Frederick is evolving rapidly as an independent head of companies. He created a website especially selling outdoors furniture and then quickly indoors chairs. This is how he made acquaintance with Aurélien Hivonnet for whom he distributed the brand Meeloa in the European market. The adventure SOLLEN will follow naturally.



"Attracted by the interior decoration And the creation of furniture, the drawing of fabrication, I manage the follow-up of production and quality in SOLLEN."

Gaël Tauvel

### **GAËL TAUVEL, PRODUCTION AND QUALITY CONTROL**

After studying international trade and of French Foreign Language, Gael shortened his teaching career and jumped to join the world of design furniture in 2010: he then joined Aurélien in his entrepreneurial adventure. Gaël participated in the creation of the brand Meeloa five years later, and then SOLLEN in 2020.

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"We surrender together at the manufacturers, we visit in pairs the production sites. We test the ground and discuss a lot. Talent and expertise of the Garrigos agency are part of integral to what SOLLEN is Today. "

**Aurélien Hivonnet**

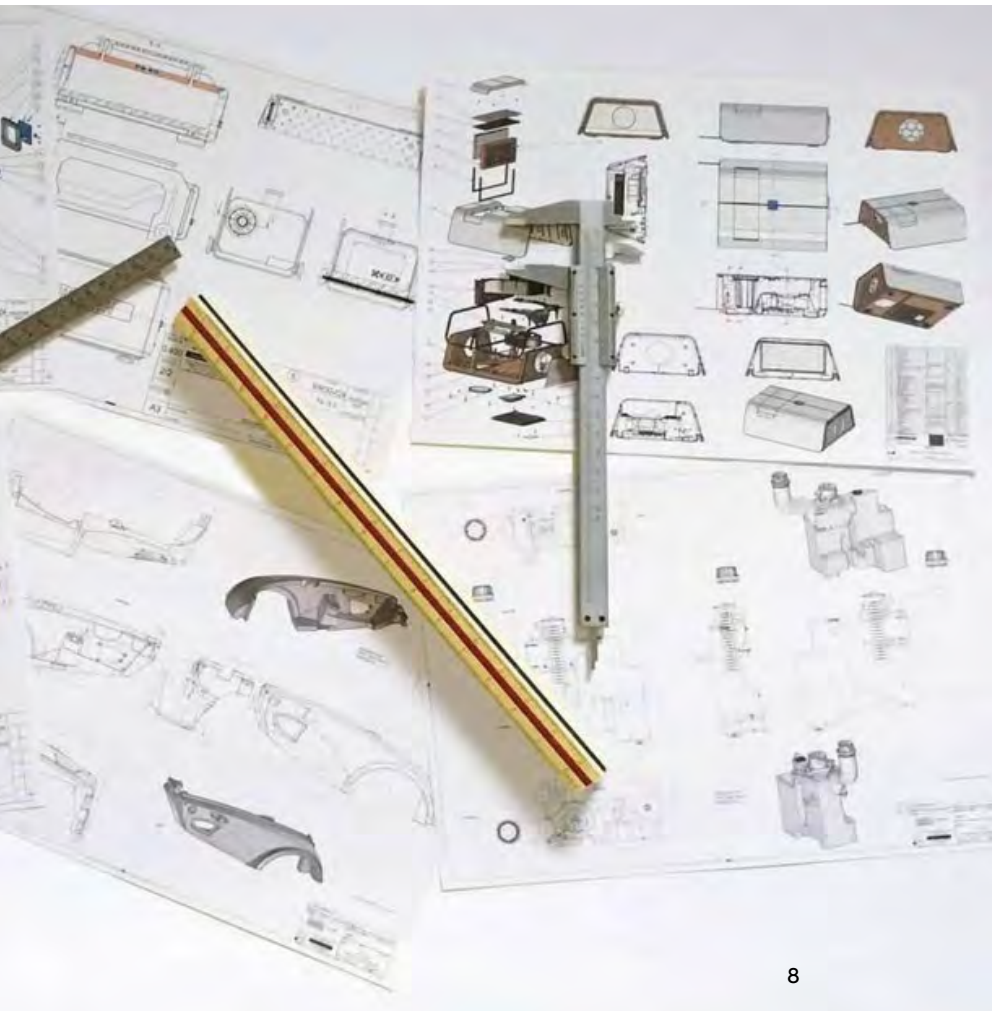
## **DESIGNERS:** BORDEAUX DESIGNERS RECOGNIZED EXPERTISE

To design its foundation, SOLLEN works in partnership with the Garrigos agency, specialized industrial design since 1994.

Didier and Arthur Garrigos (father and son) accommodate on the whole of the concept from the design of the product to the production of the prototype.

Working with a family business, in size human, based in Bordeaux, is a true bias founders of SOLLEN, who wished building community partnerships.

Composed of 6 employees, the Garrigos agency Design has received many prestigious awards like the Victoire APF de Gironde, the trophy Aquitain of industrial design or the great Vinitech Sifel Innovation Award.







## MANUFACTURERS: LABELED PARTNERS HERITAGE COMPANIES LIVING

SOLLEN surrounds itself with the best manufacturers and professionals from the Nouvelle-Aquitaine region recognized for the excellence of their know-how:

- The frames of the SOLLEN chairs are manufactured by the company Lecuiller, based in Charente-Maritime Tonny-Boutonnel, and labeled Enterprise of Living Heritage in 2019.

Created in 1960, Lecuiller is a specialist in the moulded wood design intended for elements furniture. This company, which combines the talent craftsmanship and industrial reactivity, puts its experience and know-how in the service of en- creative ventures such as SOLLEN. The company ability to create prototypes on demand of very varied and innovative forms thanks to its There are many existing or in the making.

For making the structure of the chairs SOLLEN, Leccuiler uses a wood (oak, Walnut and birch) from sustainably managed forests and labelled PEFC. Before being reworked, this wood is treated upstream by a factory located at Rochefort.

# ZOOM SUR

## LABEL "ENTREPRISE DU LIVING HERITAGE "

Created in 2005, the label "Enterprise" of living Heritage "(PEFP) is sign of recognition of The State established to distinguish French companies and Industrial and craft know-how Excellence.

The EPV label highlights Unique companies that know Reconciling innovation and tradition, Know-how and creation, work And passion, heritage and The future, the local and the international.

Awarded for a period of five Year, this label brings together manufacturers sharing a certain vision of activities to be carried out by their company: high performance of their trade and products, Constant attention to the Internal training, an approach Technical and social innovation And a commercial strategy-dynamic.

Enterprises in the Living heritage constitute a An important part of the handicraft fabric and are proud ambassadors of Historical French know-how and Tomorrow.

## •MASTRESS AND PARTS OF THE ASSIZES

SOLLEN are worked by the company Bastiat, based in the Landes department (Hagetmau), and also labelled living heritage.

Created in 1964 by Marcelle and Joseph Bastiat, The company specialises in the art of menuisances and furnishings. This company family perpetuates craftsmanship Semi-industrialized from generation to generation.

The Bastiat family is committed to brands To associate its expertise with the choice of wood and wood fabrics to offer to partner brands quality and sustainable products.

The fabrics worked by Bastiat all come from Of the European Union (Belgium and Denmark) Precisely)



## SOLLEN BRAND POSITIONING

Has been the subject of a joint reflection carried out by the European Parliament, the Council and the European Parliament. With the tandem agency, communication bordelaise.

# 03.

## TWO RANGES INNOVATIVE & ELEGANT

Because it invites to pause and relax, The seat plays a major role in the arrangement of an interior. Colorful or sober, original or classical, low or high, its aesthetics contributes to gives a particular tone to a piece.

The design of a seat must combine several criteria which are the comfort, the elegance And also, the practicality. It is precisely the fundamental privilege of SOLLEN.





NUAGE collection, oak finishes, white boucle wool

# NU AG E.

The "NUAGE" collection is a comprehensive offering designed for the layout of relaxation spaces.

This range is available in a variety of design-oriented, cozy and welcoming pieces of furniture.

It has been created as an true invitation to dream and well-being.

- The singular design of the natural wood legs of this collection features "hooks" whose gentle curves perfectly complement the tufted cushion, covered in boucle wool, that has a generous and voluptuous appearance. The wooden legs bring a natural and warm touch.

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"For this range that focuses on comfort and generosity, the analogy of clouds appeared as a source of inspiration, both for the softness and for the invitation to dreaming that they represent."

Didier Garrigos,  
Designer of NUAGE collection



# NU AG E.

## ICONIC LOUNGE CHAIR

Their multiple tufting gives them this surprising shape with a generous and elegant appearance. The natural wood base brings a warm touch.

Light and airy, The NUAGE Lounge chair presents an ergonomic design that is thought out for comfort, accompanied by an ottoman (also available as a footrest).

14 colors available:



## LOUNGE CHAIR + FOOTSTOOL

### MEASURES

Height: 1 012 mm  
Width: 780 mm  
Depth: 993 mm  
Weight: 23,26 kg

### SITTING

High Resilience Mousse 35 kg/m<sup>3</sup>  
Curl fabric 100% recycled material  
(6% cotton and 94% polyester)

### STRUCTURE

Solid wood assembly  
Finishing oak or walnut  
Ensemble varnish matte

### LOUNGE CHAIR

Oak finishing 3580 € TTC  
Walnut finishing 3700 € TTC

### LOUNGE CHAIR + FOOTSTOOL

Oak finishing 4530€ TTC  
Walnut finishing 4680€ TTC





# NU AG E.

## SIMPLICITÉ & MODULARITÉ

Their multiple tufting gives them this surprising shape with a generous and elegant appearance. The natural wood base brings a warm touch.

Light and airy, this elegant bench will allow you to fully enjoy your spaces. It can be placed in an entryway, living room or at the end of a bed and will become an indispensable part of your daily life.

Available in 14 colors:



### TECHNICAL CHARACTERISTICS

## BENCH

### MEASURES

Height: 470 mm  
Width: 1210 mm  
Depth: 530 mm  
Weight: 10 kg

### SITTING

High Resilience Mousse 35 kg/m<sup>3</sup>  
Curl fabric 100% recycled material  
(6% cotton and 94% polyester)

### STRUCTURE

Solid wood assembly  
Finishing oak or walnut  
Ensemble varnish matte

### PRICE

On demand.





# NU AG E.

## SLOW LIFE

Very popular in the 1950s, this daybed will take its place in a large living room, a library corner, or an entryway.

Available in 14 colors:



An elegant piece of furniture with clean lines, it is a true invitation to relaxation.

The NUAGE daybed is a piece of furniture that answers to our very contemporary need to slow down, disconnect, and to stop running around, the "slow life" concept.

### TECHNICAL CHARACTERISTICS

## DAYBED

### MEASURES

Height: 480 mm  
Width: 2020 mm  
Depth: 1000 mm  
Weight 45 kg

### SITTING

High Resilience Mousse 35 kg/m<sup>3</sup>  
Curl fabric 100% recycled material  
(6% cotton and 94% polyester)

### STRUCTURE

Solid wood assembly  
Finishing oak or walnut  
Ensemble varnish matte

### PRICE

On demand.





# NU AG E.

## DESIGN & COCOONING XXL

With its inviting, fluffy, and generous curves thanks to its multiple tufted sections, it is difficult to resist the charm of this sofa.

The NUAGE Sofa is the perfect balance between emotion, design and innovation.

Who never dreamed of snuggling up in a cloud?

A piece of furniture that offers a unique combination of exceptional comfort and a unique, airy design.

Available in 14 colors:



TECHNICAL CHARACTERISTICS

## SOFA

### MEASURES

Height: 950 mm  
Width: 2460 mm  
Depth: 1050 mm  
Weight: 70 kg

### SITTING

High Resilience Mousse 35 kg/m<sup>3</sup>  
Curl fabric 100% recycled material  
(6% cotton and 94% polyester)

### STRUCTURE

Solid wood assembly  
Finishing oak or walnut  
Ensemble varnish matte

### PRICE

On demand.





# NU AG E.

## L'ACCORD PARFAIT

Available in two sizes, these coffee tables, which combine design and woodworking, will match perfectly with all the seats of the NUAGE range.

Nuage Coffee Table offers a simple and sleek design.

The natural wood base with inviting curves is available in oak or walnut finishes. The top of the table can be customized in color and made of Corian®.

The color of the table is available on demand.

### TECHNICAL CHARACTERISTICS

## COFFEE TABLE

### MEASURES - RECTANGULAR COFFEE TABLE

Hauteur : 350 mm  
plateau : 1210 x 900 mm  
Poids : 11 kg

### MEASURES - SQUARE COFFEE TABLE

Hauteur : 350 mm  
plateau : 780 x 780 mm  
Poids : 8 kg

### STRUCTURE

Assemblage bois  
Finition chêne ou noyer  
Ensemble vernis mat

PRICE  
On demand.





NUAGE collection, oak finishes, white boucle wool



Bench NUAGE, oak finishes, white boucle wool



NUAGE collection, walnut finishes, white boucle wool



Daybed NUAGE, walnut finishes, white boucle wool



# RACINE.

## THE RACINE RANGE, ONE ODE TO THE NATURE

Its natural materials, neutral tones and minimalist design make the RACINE chair a true work of art that fits perfectly with any interior style.

Its curved look is reminiscent of the tree's protective appearance and gives a sense of power but also intimacy.

Available in 4 colors - cream, beige, taupe, chocolate - and in 2 different woods - oak or walnut.

This characterful seat, with its elegant and airy silhouette blends boldness and naturalness.

CARACTÉRISTIQUES TECHNIQUES

## ARMCHAIR

### MEASURES

Height: 1205 mm  
Width: 720 mm  
Depth: 827 mm  
Weight: 16.66 kg

### SITTING

Backrest foam 26kg/m<sup>3</sup>  
High Resilience Seat foam 35 kg/m<sup>3</sup>  
High Resilience Velvet fabric Casablanca  
100% polyester

### STRUCTURE OF RACINE OAK

Solid wood assembly  
Birch core  
Oak finishing  
Matte varnish assembly

### STRUCTURE OF RACINE WALNUT

Solid wood assembly  
Birch core  
Walnut finishing  
Matte varnish assembly

### ARMCHAIR

OAK finishing 2280 € TTC

WALNUT finishing 2400 € TTC







# 04.

## SOLLEN EXHIBITS ON FAIRS...

Since the beginning of the year 2022, SOLLEN has had the opportunity to attend several fairs.

Between professionals and visitors, the fairs are a unique opportunity to exchange with design enthusiasts looking for exceptional furniture.



# THE PLACE TO BE DESIGN

by LES PUCES DU DESIGN

In parallel to the Made In France show, SOLLEN chose the Puces du Design show for its first meeting with the public.

SOLLEN made several people happy and was able to confirm its position as a new design brand with a high potential. Congratulations to the whole team for this success.



## WHAT IS LES PUCES DU DESIGN ?

Les Puces du Design is a design furniture fair since 1999 gathering specialists of vintage and contemporary design. This year the show celebrates the "MADE IN JAPAN" from November 10th to 13th 2022.



PARIS 8-17 #PDW22  
SEPT. 2022

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# DESIGN WEEK

Paris Design Week is THE festive and unifying event during which, under the aegis of the art of living, the whole city reveals the countless talents it conceals.

This event offers a transversal vision of design in the broadest sense, from furniture creation to graphic design, passing through interior architecture, decorative arts and even gastronomy.

Carried by strong values, mixing the high-quality, the local and the artisanal guaranteeing an unparalleled comfort, our brand continues its development.

It is with honor that we present our furniture in our partner store Vestibule Paris during this event recognized by design enthusiasts that is the Paris Design Week.

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# MAISON &OBJET

19-23 JANVIER 2023

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Meet us at Maison & Objet from January 19th to 23rd. Come and discover the SOLLEN universe which will be enlarged for the occasion!

For this new edition, the theme "Take Care" is the reflection of values that make sense: taking care of oneself, taking care of the planet, taking care of others and taking care of the heritage and the veritable skills.

Values that SOLLEN shares and which we are careful to put forward every day.

**HALL 6 - TODAY**  
**Stand J41**



## WHAT IS MAISON & OBJET ?

MAISON&OBJET is the international authority for home decor, interior design, architecture and lifestyle culture. Two times a year, the main players of home decor come together in an event awaited by professionals. A true reference in terms of trends!

Every year at the Parc des Paris-Nord Villepinte exhibition center.

## SOLLEN EXHIBITS ...online

SOLLEN furniture is present on BtoB platforms for professionals, such as Archiproducts but also MOM. We find its 3D models, very useful for professionals.

Regarding individuals, SOLLEN furniture is present on various marketplaces: Singulart, Delamaison, Simon-Simone, Ma boutique française.



**archiproducts**<sup>®</sup>

**mom**<sup>U</sup>  
MAISON&OBJET AND MORE

**DELAMAISON**

SIMON-SIMONE

**S**  
SINGULART

MA BOUTIQUE  FRANÇAISE

# 05.

## THE AWARDS ARCHIPRODUCTS DESIGN AWARDS

SOLLEN is pleased to announce that the Nuage chair has been awarded for its unique and innovative design in the "Furniture" category.



**archiproducts**<sup>®</sup>  
DESIGN AWARDS  
2022  
**WINNER**



## WHAT DOES THIS AWARD REPRESENT?

This award allows SOLLEN to position itself on the front of the stage thanks to its award-winning chair and to be recognized by its peers, especially internationally.

It also opens up new professional opportunities for SOLLEN.

PRESS

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JULIEN MANSANET RP  
contact@julienmansanet.com  
+33 6 10 82 24 09

TRISTAN CHEN  
tristan@sollen-design.com  
+33 6 59 16 92 61

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SOLLEN-DESIGN.COM