

# MAISON MIREILLE



## UMBRELLA DESIGNER



# The birth of an institution...

Passion is what has led us to founding **Maison MIREILLE**.

Above all, a **passion for umbrellas** – objects requiring diverse skills and a keen sense of aesthetics to produce.

This passion has driven us towards personally designing every aspect of our umbrellas and pondering each technical detail to optimize production and the user experience. Although umbrellas have been around for over three centuries, we believe that there is still room for innovation and improvement. **Innovation** is and always will be our golden thread. We will never stop improving our products.

Our **passion for excellence** has also steered us towards having our components produced by French companies. The **“Made in France”** label is very important to us and guarantees our customers excellent workmanship that is both socially and environmentally responsible. France is brimming with talented artisans and SMEs that we want our customers to benefit from.

Keep reading to find out more about the values that motivate our work.

Rémi TARRICONE  
Director, Maison MIREILLE





# Ecodesign in our DNA

Did you know ? Each year, **millions** – yes, millions – **of umbrellas** are **thrown out** around the world.\*

Faced with such staggering numbers, and as a new player in the world of umbrellas, we knew we had to react and offer a **different** kind of non-mass-produced item.

We do not believe in the inevitability of overconsumption. As a result, following two years of research and development, we are proud to offer a completely **new umbrella** emphasizing **natural and recyclable materials** such as metal, wood, leather, and natural textiles.

**Ecodesign** also means thinking about the **end of a product's life cycle**. We design our umbrellas so that each part can easily **be dismantled for recycling**. It's that simple!



Wooden handles turned and varnished in France (wood sourced in France). Marine leather handles made from recycled fish skins that are vegetable tanned in France. Ostrich leather handles sourced from French ostrich farms and tanned in France.



Metal parts machined in France (except ribs). Surface treatments applied in France.

\* Source Consoglobe - planetoscope : [www.planetoscope.com](http://www.planetoscope.com)



# Simplicity equals repairability plus durability. An elegant equation !

At Maison MIREILLE, we believe that **repairability** and **durability** are the watchwords of **simplicity**.

Our products allow you to rediscover **the pleasure** of manually opening and closing an umbrella. We have proscribed all automatic spring-loaded opening/closing mechanisms, which only serve to complicate things.

Our umbrellas are designed like Meccano models and can be manually assembled in just a few minutes. This means that any part can be **replaced easily** in the event of breakage, extending the umbrella's longevity.

Simplicity also means **"timelessness"**. Our umbrellas can adapt to every trend thanks to their **interchangeable canopies and handles**. The structure stays the same, but the umbrella's apparent elements can be switched out depending on the user's tastes.

We also plan on designing **new** canopy and handle **collections** every year.



An umbrella's components : rib-shaft set, handle, canopies



End tip fastening



Manually opening an umbrella



# French, oh so French !

Over **80 %** of each umbrella is **manufactured in France** – a fact we're very proud of !

We have selected the very best **artisans** and **SMEs** to produce our components.

Our preference for French contributors yields **higher quality** and **efficiency**, and helps us reduce our carbon footprint. These efforts are part of our DNA and give meaning to our products.

80 % is good. But we're aiming for **100 % French production** within the next two years.





Extend your Maison MIREILLE experience  
by watching our presentation video

 **YouTube** : @maisonmireille

 : parasolerie\_Maison\_MIREILLE

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## THE FRENCHEST UMBRELLA

