

# ibride

## PRESS RELEASE

SPRING-SUMMER 2024





# ibride

## CHOLLA

GARDENIA COLLECTION  
STOOLS

DESIGN FLORENCE BOUREL



*The Cholla stool refers to the name of the Cactus Garden in the desert of Joshua Tree National Park USA.*

The latest addition to the *Gardenia* collection, the *Cholla* stool by Florence Bourel, is a piece of furniture designed for both indoor and outdoor spaces, in perfect harmony with the *Parodia Magnifica* table.

### CHOLLA, A VIBRANTLY COLOURED STOOL

*Cholla* expresses a natural optimism thanks to its cactus shape with round lines and the diversity of colours in which it is offered: White, Black and Fern, the *Ibride* classics, but also Buttercup, Amaranth, Strawberry and Lavender, to add a cheerful touch to interiors, sunny balconies or pool surrounds.



### A SUSTAINABLE PRODUCT MADE LOCALLY

Uncompromisingly robust, *Cholla* is made from a material specifically developed to resist the most extreme outdoor conditions. It is resistant to weathering, temperature variations and UV rays for light colours.

It embodies *Ibride*'s positive values: made locally in our

workshop from a material produced in Italy that makes it durable and long-lasting, it is sold flat-packed and requires simple, fun assembly.

### VARIATIONS IN SIZE AND USE

*Cholla* is available in two heights: 35 centimetres to match the coffee tables in the *Gardenia* collection, and 45 centimetres to match a dining table or desk.

### USE

Indoor / Outdoor

### AVAILABLE IN 7 MATT COLOURS

white, black, buttercup, fern, strawberry, lavender, amaranth.

### MADE IN FRANCE

In our workshop in Besançon.

### MATERIAL

HPL, weather and heat resistant. Origin Italy.



### CHOLLA 34

DIMENSIONS : H.34.5 X Ø35 CM

SELLING PRICE EXCL VAT: 216,67 €

SELLING PRICE INCL. VAT: 260,00 €



### CHOLLA 45

DIMENSIONS : H.45 X Ø35CM

SELLING PRICE EXCL VAT: 258,33 €

SELLING PRICE INCL. VAT: 310,00 €

PRESS CONTACT: Gladys Verchère - gladys@ibride.fr



ON SALE IN  
OUR ONLINE SHOP  
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# ibride PARODIA MAGNIFICA GOLD

GARDENIA COLLECTION  
INDOOR COFFEE TABLES

DESIGN FLORENCE BOUREL



#### PUTTING NATURE AT THE CENTRE

LDesign house Ibride has teamed up with the talented Florence Bourel to create Gardenia, a collection of tables and seating. Like the plants they are inspired by, Gardenia furniture is equally at home on a balcony or in a living room.

Inspired by the beauty of gardens and outdoor spaces, Florence Bourel has designed Gardenia with a concern for harmony and coherence: the furniture goes well beyond its function of use and resembles elements from the outdoor environment. In this way, she has put nature and plants back at the centre of her work, and completed the Ibride ecosystem with this invitation to integrate and celebrate nature in our daily lives.

#### NEW FOR 2024: THE GOLD VERSION FOR INDOOR

Designed for interiors, the Gold version of the Parodia Magnifica table is distinguished by its refined approach, highlighting the nobility of the brushed material. With no perforations, this version offers a sober, pure aesthetic, imbued with sophistication.



#### VARIATIONS IN SIZE AND USE

Available in three heights and three tabletop sizes, the Gardenia trio of tables offers a wide range of design options.

Designed to be durable, they are made from a material of Italian origin and are crafted in our Besançon workshop.

#### USE

Indoor coffee table

**AVAILABLE IN GOLD**

**MADE IN FRANCE**

In our workshop in Besançon.

#### MATERIAL

HPL - Origin Italy



#### PARODIA MAGNIFICA 55

DIMENSIONS : H.35 X Ø55 CM

SELLING PRICE EXCL VAT: 565,83 €

SELLING PRICE INCL. VAT: 680,00 €



#### PARODIA MAGNIFICA 60

DIMENSIONS : H.55 X Ø60 CM

SELLING PRICE EXCL VAT: 625,00 €

SELLING PRICE INCL. VAT: 750,00 €



#### PARODIA MAGNIFICA 80

DIMENSIONS : H.40 X Ø80 CM

SELLING PRICE EXCL VAT: 830,00 €

SELLING PRICE INCL. VAT: 996,00 €

PRESS CONTACT: Gladys Verchère - gladys@ibride.fr



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**ibride**  
**LA GRANDE**  
**OURSE &**  
**CASSIOPEE**  
 CONSTELLATION COLLECTION  
 TRIVETS & WALL ART  
 IBRIDE



The objects in the Constellation collection redefine the world of the kitchen by unfolding on the wall like a cosmic canvas, a daily reminder of the beauty and mysteries of the sky.



**OBJECTS WITH A DUAL FUNCTION**

These new products, designed and manufactured by Ibride in France, pick up on a theme dear to the brand: giving objects a double life, like the mural trays in the Galerie de Portraits collection. Here, the Big Dipper and Cassiopeia appear as mural representations of mythical constellations.

Imagine your kitchen wall covered in deep black fragments of sky with golden sparkles at their heart, like the stars that make up the constellations.

However, their decorative status comes to life when they are used, turning them into real trivets that are perfectly suited to intensive use in the kitchen: scratch-resistant, waterproof and resistant to high heat.

Each piece can be unhooked and, once laid out on a table, these trivets are the perfect place for your hottest dishes. Pots, pans, sauté pans and saucepans are invited to share the stage, for a dinner under the stars.

**MATERIAL**

10 mm thick Fenix and brushed gold metal inlay

**MADE IN FRANCE**

In our workshop in Besançon.



**LA GRANDE OURSE**

SET OF 7 TRIVETS

DIMENSIONS : Ø12 > Ø22 CM

SELLING PRICE EXCL VAT: 291,670 €

SELLING PRICE INCL. VAT: 350,00 €



**CASSIOPEE**

SET OF 5 TRIVETS

DIMENSIONS : Ø12 > Ø22 CM

SELLING PRICE EXCL VAT: 208,33 €

SELLING PRICE INCL. VAT: 250,00 €

PRESS CONTACT: Gladys Verchère - gladys@ibride.fr



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HOPE

BELLADONNA COLLECTION  
BRASS PIN

DESIGN AUREL RUBBISH



**AN ARTISTIC STATEMENT ABOUT NATURE, ITS BEAUTY AND FRAGILITY**

*Hope* is a jewel of subtle elegance, evoking the delicate balance between power and fragility. Made in France from screen-printed solid brass, this brooch is a piece of jewellery that transcends the boundaries of fashion. Created by artist Aurel Rubbish, it is a true artistic statement.

*Hope* is like a flower in full bloom, with all its petals unfurled. Every detail of this jewel's vivid, precise design is captivating, revealing the beauty of ephemeral nature. The delicate drips, like crystalline tears, create a fleeting emotion, reminding us of the fragility of our natural world. At the heart of this delicate flowering is a well-kept secret: a benevolent eye watching us, reminding us of our central role in preserving the planet.

*Hope* invites us to meditate on our responsibility towards the fleeting beauty of the plant world that surrounds us. Every *Hope* wearer becomes a guardian of the future, a link in the balance between man and nature. This artwork is much more than a simple piece of brass jewellery, it's a silent declaration, a poignant reminder that beauty is precious and fragile.

With its pin, *Hope* can be worn on a jacket, scarf, hat or piece of clothing.

**MATERIAL**

Screen-printed solid brass

**MADE IN FRANCE**

**AVAILABLE IN 2 COLOURS**

Obsidian black et Sapphire Blue



**HOPE**

DIMENSIONS : L.7 X H.8 CM

SELLING PRICE EXCL. VAT: 107,50 €

SELLING PRICE INCL. VAT: 129,00 €



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