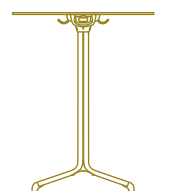
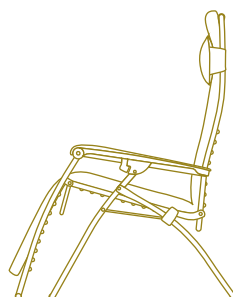
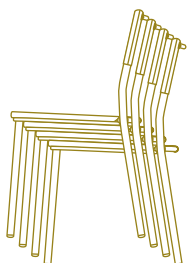
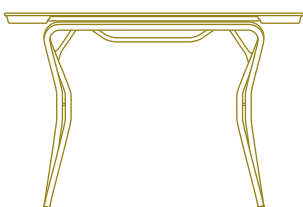
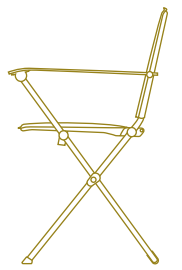
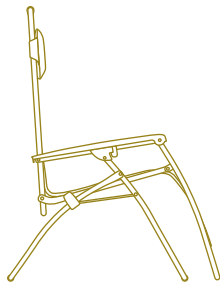
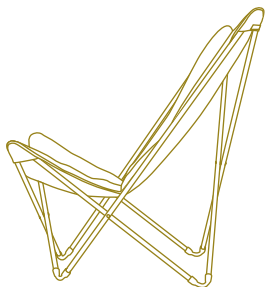
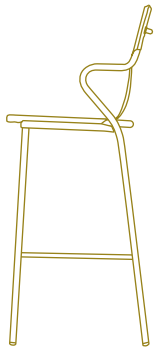
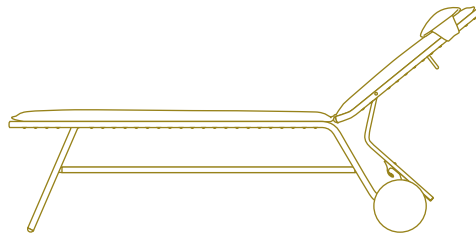
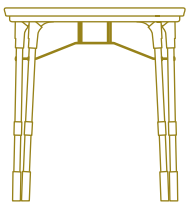
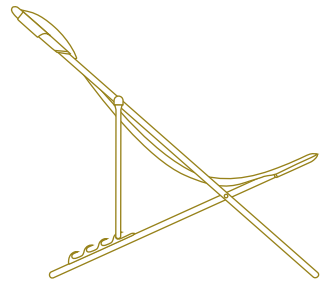
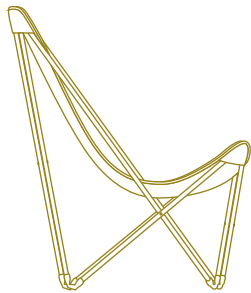
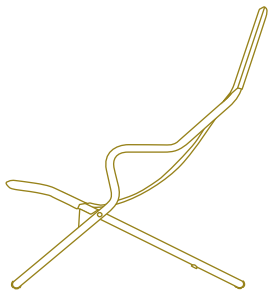
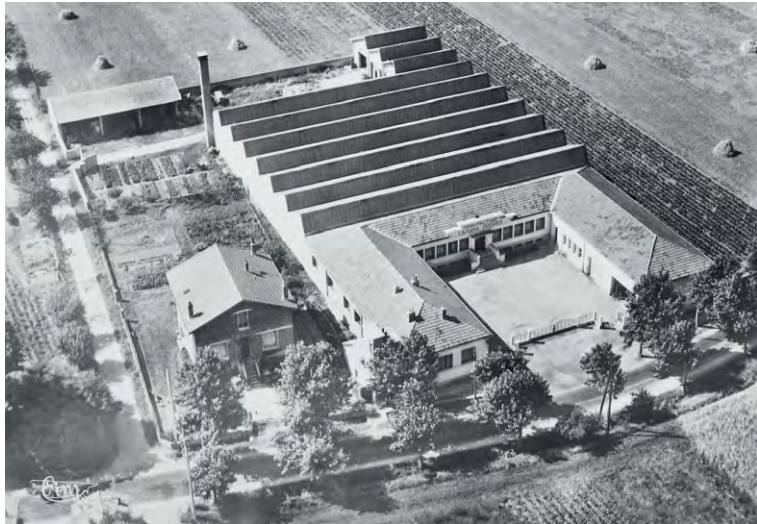


Lafuma® 
MOBILIER



**“It was at Anneyron,
in Drome, that the
three brothers Alfred,
Victor and Gabriel
Lafuma created their
eponymous brand in
1930.”**



A STORY OF TUBE AND FABRIC

It was at Anneyron in Drôme that the three brothers Alfred, Victor and Gabriel Lafuma created their eponymous brand in 1930. The story started with the invention of a metal-frame backpack, companion to the first French explorers seeking adventures and discoveries.

The brand developed during the 1930s, with the take-off of paid holidays and the growth of motoring. The portable furniture made of metal and fabric marketed by LAFUMA rapidly became the ideal holiday companion. At the time, the specifications also required that the stool or recliner chair had to «fit in the boot of a Renault Dauphine».

So for 70 years, from the historic «little folders» to the Pop Ups with their compact folding, many models have appeared wonderfully combining comfort, style, and quality. Today our design teams are continuing this ongoing work of devising functional furniture: comfortable, practical, easy to dismantle or repair.

“Today our design teams are continuing this ongoing work of devising functional furniture: comfortable, practical, easy to dismantle or repair.”



Seventh day furniture - Equipment for camping and the garden For seventh day comfort - Practical innovation



99 **relaxe INTERLUDE** 99

Interlude" se plie et se déplie instantanément.

Simple : la position **relaxe** se prend par simple déplacement du corps; le mouvement est ralenti à volonté par 1 frein nylon réglable.

Confortable : "Interlude" est équipé de la fameuse suspension mise au point par **Lafuma**; la toile est reliée au châssis par un système de laçage élastique réglable.

Pratique : "Interlude" peut prendre 2 positions: fauteuil ou **relaxe**. Il ne pèse que 6 kgs et se loge dans le coffre d'une Dauphine.

Le nouveau tissu Rilsan qui l'habille est souple, aéré, lavable, inusable.

"Interlude" ? ce moment de détente physique et morale indispensable. Élégant et confortable, simple et pratique, le fauteuil de relaxation "Interlude" a sa place partout : dans votre appartement, sur votre balcon, dans votre jardin, sur la plage.

Breveté France, étranger

LAFUMA
Chantazur
13.950 fr.

le mobilier du 7^{ème} jour!

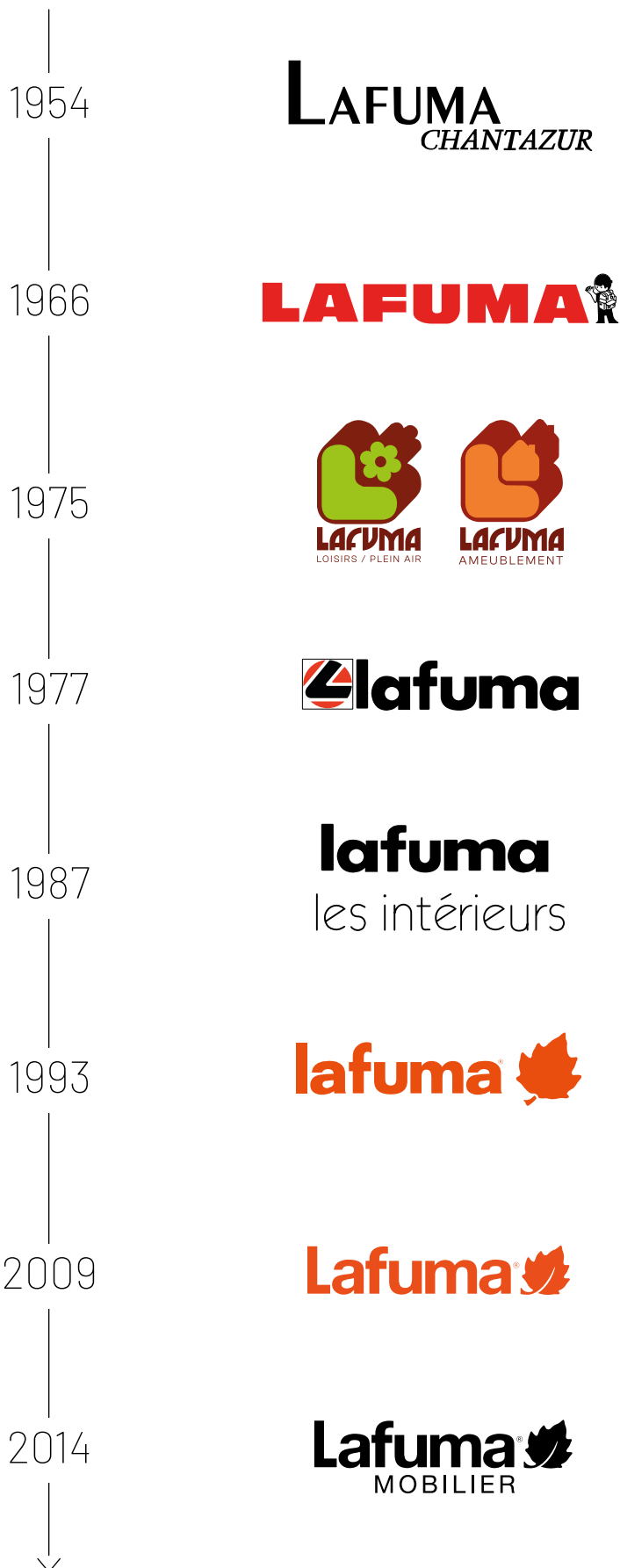
2 coloris :
bleu rayures blanches.
orange rayures blanches.

En vente dans les bonnes Maisons de Sports et Grands Magasins

J. Rogler

Seventh day furniture

THE CHANGING LOGO



KEY DATES



At the start of the 1930s in Anneyron (Drôme), Victor, Alfred and Gabriel Lafuma invent the metal frame backpack: a combination of the comfort of fabric and tubular strength



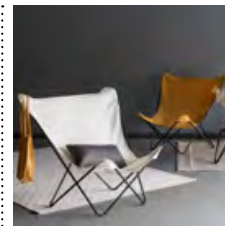
Creation of the "seventh day!" Chantazur brand



Launch of the garden and poolside ranges, with leading designer model: the Sundecker



Birth of Zero Gravity RELAX: the multi-position armchair that rapidly becomes the star product



Invention of the compact folding system with the POP-UP chair



Two major innovations:

Clipped canvas

AirComfort® technology®

1930

1954

1956

1961

1980

1992

2006

2011



Launch of the repas ANYTIME dining range. Armchair selected at France Design of the VIA, Milan show



Development of the refined and elegant Hedona premium range.



Living Heritage Enterprise Label. Recognition of LAFUMA MOBILIER's knowhow working with metal tubes and stretched canvas.



Built to last, LAFUMA MOBILIER products are labelled LONGTIME® certifying their robustness and durability!

2015

2016

2020

2021

2024



70 years of innovation and comfort, for your shared moments.



elles me dépannent
en toutes circonstances
mes ...

...chaises
"apropos"

**IDÉALES COMME CHAISES D'APPOINT POUR VOTRE INTÉRIEUR, MAIS
AUSSI POUR TERRASSES, JARDINS, SALLES DE RÉUNION**

c'est une fabrication
LAFUMA

voir au dos description détaillée



They help me out in all circumstances, my... handy chairs «apropos»
IDEAL AS EXTRA CHAIRS FOR INDOORS, AND FOR YOUR TERRACES, GARDENS, MEETING ROOMS

pour lafuma 80
bip. bip. bip...



COMFORT IS OUR BUSINESS

More than a product, an experience.

LAFUMA, then LAFUMA MOBILIER, gives everyone the chance to experience proper comfort, by using its products wherever they want, whenever they want, and however they like.

Among the main comfort innovations developed by LAFUMA MOBILIER, there is the “Zero Gravity” position, a seating position which saves all muscular effort and provides absolute comfort for the body.



“The Zero Gravity position, a seating position which saves all muscular effort and provides absolute comfort for the body.”

Together with the medical profession, LAFUMA MOBILIER was the first manufacturer to offer this position on a recliner chair. It corresponds to that which a weightless body takes naturally, the legs and chest forming an angle of 127° .

This innovation is also available as a lounge for the poolside.



LEADING MODELS



**Iconic models,
always present in the catalogues,
have written the first pages
of the LAFUMA MOBILIER story.**



Today, the French flagship of the outdoor furniture industry, LAFUMA MOBILIER depends on a precious heritage, unique knowhow and a relentless search for innovation, which allows it to enrich its collections year after year.



As a result, the furniture made of metal and fabric never fails to attract and to endure.



THE **CAPSULE** COLLECTIONS

2020



COLLABORATION - BLEU DE CHAUFFE
LISON

2021



COLLABORATION - JEAN PAUL GAULTIER BY LELIÈVRE PARIS
LABYRINTHE

2022



NATIONALE 7 -
ROQUEBRUNE CAP MARTIN



SULTAN -
BHV EXCLUSIVE COLLECTION

2023



NATIONALE 7 -
NOUGAT

A DURABLE AND COMMITTED BRAND

Decided on local production, quality and reparability, LAFUMA MOBILIER is the French pioneer of eco-designed outdoor furniture. The products are designed to stay with users for the longest possible time.

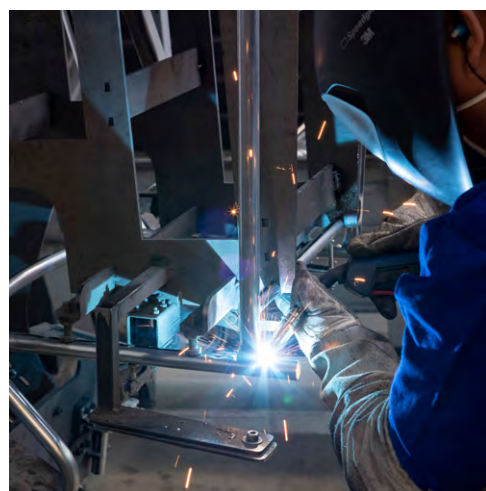
“Product design is controlled to limit waste, by only using what is strictly necessary, by optimising the purchase of materials or by recycling production waste.”

The collections respond to challenging requirements to ensure optimum resistance to UV, the weather, heavy wear, etc. Each element making up the loungers, recliners, deckchairs or tables, is carefully selected. Product design is controlled to limit waste, by only using what is strictly necessary, by optimising the purchase of materials or by recycling production waste. Company teams also strive to limit energy consumption so that the virtuous circle is as global and consistent as possible.

Durability strongly includes the concept of reparability in contrast to planned obsolescence and the culture of single-use products. LAFUMA MOBILIER offers some 200 spare part items. The seats are designed with removable fabrics to enable self-changing. It is also easy to change components like pads, end pieces, laces and racks.



OUR WORKSHOPS



“70 years is a series of eras, histories of styles, creations ... sometimes the brand expressed itself on the Moon sometimes on the water, which demonstrates all the richness of employee’s ideas for 70 years as well as the different aspirations which correspond to the trends and needs of consumers throughout this period.”

**Arnaud Du Mesnil,
CEO of LAFUMA MOBILIER**

COMING UP,
«RETRO» THE ANNIVERSARY COLLECTION

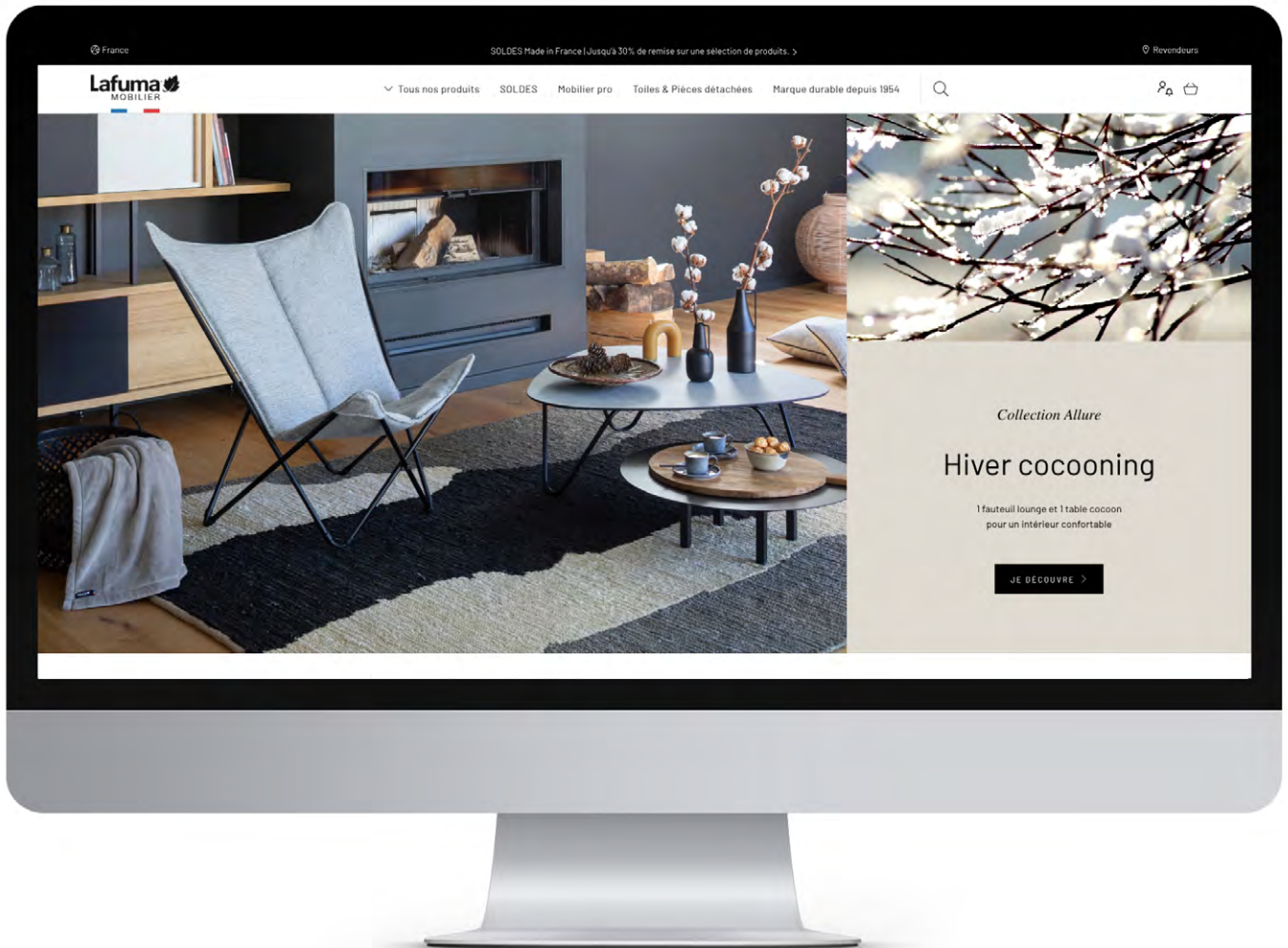




“The chief project for the future is for LAFUMA MOBILIER to be an example of a company going to the limit of its convictions in terms of durability and Made in France.

**Arnaud Du Mesnil,
CEO of LAFUMA MOBILIER**

LAUNCH OF THE NEW WEBSITE



WWW.LAFUMA-MOBILIER.COM

Happy anniversary!

