

S2H

COMMUNICATION

PARIS-MIAMI-NEW YORK

NEWS

NEWS



Le Jacquard Français Syracuse cushions

SUMMER 2021

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Blue blue blue

Have you noticed this nice change of rhythm as we slowly tiptoe into the summer season? We have a few weeks left of Fridays off, or Mondays Off, less traffic - that is if you don't live in Miami since everyone in this country seems to have moved here - more time to meet people. Yes my friend, meet people.

I've had this great experience last week to spend a couple of days in NYC when **RINCK and Fromental** introduced their graphic collab over a new line of hand-painted silk wallcovering. We gathered some hand-picked guests, in a very simple yet very warm ambiance, and the magic was back. Pleasant conversations, genuine questions, even summer camp comparisons... It was like a glimpse of what it used to be, but only better. I think people in our industry start to become aware of the great benefits of virtual yet, they also know for a fact that **nothing will replace in-person meetings and actual discoveries of new products. You want to touch that soft fabric, you want to see how light plays with a sophisticated embroidered detail, you want to smile at someone.**

So while we're still playing it soft, we've simmered a nice summer schedule in this newsletter for you. Interior designer **Laurence Carr**

shared her best tips for wellness in the house: read that one, it's even better than Condo your home, it'll bring order but a sense of meaningfulness into your interior. Bernard Reybier, CEO of **Fermob** comes back on why his brand has been so successful over the past 30 years, and it's always inspiring to see how companies thrive while remaining true to their first values. On the product side, we take you on a **blue blue blue style page** and share our **first gift guide ideas** because at some point the Holidays will be there sooner than you think! and you know at S2H we're no joke with celebrations.

Oscar Lucien Ono, founder of Maison Numéro 20 unveils a new restaurant in Paris, with a subtle palette of deep greens and terracotta, called O'Mazette, that would be the perfect setting if you visit Maison&Objet and Paris Design Week in September. Lastly, we offer you some spotlight on **Pouenat lighting Deva**, and **RINCK coffee tables**.

We hope you enjoy this newsletter as much as we did preparing it! **Share your thoughts, comments, and questions with our team, please!** Your feedback is precious and we bet now you have some time to do so!

Happy Summer

Sarah Hamon,
CEO and Founder
S2H Communication

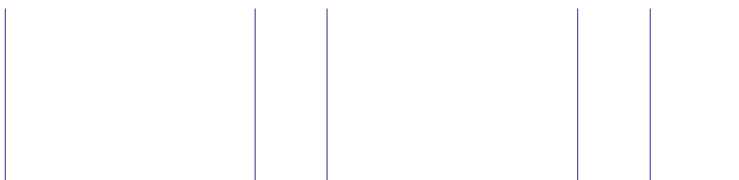


TABLE OF CONTENTS

News Digest Summer 2021 - p.2-p.4

RINCK

LE JACQUARD FRANÇAIS

MAISON&OBJET

FERMOB

MAISON POUENAT

MAISON NUMÉRO 20

Spotlight - p.5

LAURENCE CARR,

EXPERT INSIGHT

Spotlight - p.6- - p.7

BERNARD REYBIER,

CEO OF FERMOB

Styles - p.8 - p.9

GEARING UP FOR GIFT GUIDES

HUES OF BLUE

--	--	--	--	--	--

ROUND UP

SUMMER 2021

NEWS DIGEST



PRODUCT HIGHLIGHT

RINCK

HÉBÉ COFFEE TABLE

The Hébé collection's coffee table is the most contemporary piece in the entire line that was designed as a trio, consisting of one large model and two small ones. Since the table can be separated, it can be reorganized to match the ambiance of the space. The table features a smoked glass tabletop and brass base with a brushed finish, giving the table a striking contrast of color. The smaller piece measures L30 x l21.5 x H16 in while the larger piece measures L33 x l23.6 x H17.3 in. These pieces and all others in the Hébé collection are available for purchase on their e-shop.

Click [HERE](#) to see it on the e-shop

Contact: ali@szhcommunication.com

COLLECTION

LE JACQUARD FRANÇAIS

SLOW LIFE COLLECTION

The Slow Life collection is a contemporary collection with multifunctional products that break away from the traditional table decoration. The collection's pieces can be mixed and matched with their natural colors and graphic motifs for a seamless look. The collection includes tablecloths, placemats, napkins, tea towels, aprons, trivets, and trays and expands to the home with cushions and blankets. Le Jacquard Français' expertise is visible in the high-end finishes, precise weaving, and the interplay of graphic motifs in the entire collection.

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NEWS

MAISON&OBJET GET READY FOR PARIS

The Maison&Objet fair will take place from September 9th to September 13th. To date, over 1,300 brands have confirmed they will be attending the trade fair. By exploring the «Desirable Development» theme, which will help shine a light on consumer appetite for all things ethical and brands' new-found solutions, Maison&Objet is set to highlight a fundamental shift rather than a fleeting trend - a shift that looks likely to last well beyond this season in homes across the globe.

Link to release [HERE](#)

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PRODUCT FOCUS

FERMOB LED LIGHTING

Through the years, Fermob has grown to become a leading name in battery-powered, smart, portable LED lighting.

Fermob's LED Lighting bears all the hallmarks of its DNA: simplicity, attention to detail and, of course, visual appeal. Since its release of the Balad in 2015, the brand has have expanded their lighting to include different styles like the Moon!, Inoui stool, and the newest addition, the Aplo. Their lighting design is so versatile with the Balad and Aplo offering attachments to the Inoui stool offering a unique twist to a simple product and the Moon! range of sizes and bluetooth capability.

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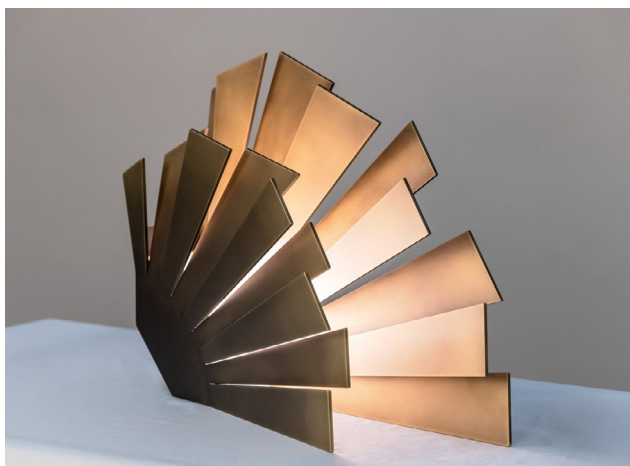


PRODUCT FOCUS

MAISON POUENAT DEVA TABLE LAMP

Designed as a part of Maison Pouenat's Capsule collection, discover the poetic lighting design of Valérie Sérin-Lok, perfect for creating a subtle warm atmosphere. This delicate piece is a brass Object chiseled to create different strata that are layered on each other. This design is almost dreamlike, offering a subtle and intimate light distribution. This piece is made of gradient patinated brass and satin varnish with 13W LED strips.

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PROJECT FOCUS

MAISON NUMÉRO 20
Ô MAZETTE RESTAURANT

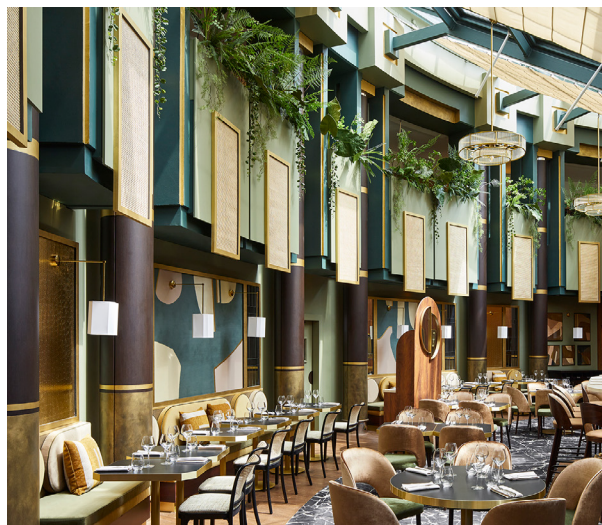
The new Ô Mazette restaurant located in the NEST MGallery hotel, designed by Oscar Lucien Ono, is an intimate and vibrant space. This restaurant marvelously deploys a cameo of green and terracotta that make it a space as playful as it is elegant, mixing forms, raw and precious materials. A majestic zenithal glass roof crowns a circular bar made of wood, brass and marble, a set of custom-designed graphic benches and oversized columns. Shades of green, straw yellow, terracotta, the natural and soft tones of the walls. The floor is covered with a custom-made marbled carpet evoking the veins of time. It matches the solid wood floor and energizes the space. On the wall, panels sometimes in cane, sometimes in marble structure the space around monumental frescoes by the artist François Mascarello.

The restaurant has one last surprise: an alcove with red Verona marble under a large dome with a gilded patina. Hidden towards the back of the room, this neo-retro space, which has been restored to its original Italian marble, now houses a built-in bookcase and a terracotta fireplace, inspired by the hotel's Memphis spirit and designed by Maison Numéro 20.

With this restaurant, interior designer Oscar Lucien Ono and his decoration house Maison Numéro 20 created a graphic decoration with rounded lines and natural colors.

The restaurant will open its door on September 6 with Korean chef Junsik Cho.

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Portrait of the designer Oscar Lucein Ono



EXPERT INSIGHT

LAURENCE CARR

TIPS FOR WELLNESS

Laurence Carr specializes in a regenerative approach to luxury residential, retail, and hospitality environments - combining ancient practices and modern technology with her signature contemporary aesthetic to create sustainable, wellness-enhancing spaces. With increasing popularity in the design scene, regenerative interior design is one of the most effective tools an individual can put into practice when striving toward wellness and overall life betterment. Laurence shares tips that every person can do to bring into their spaces, bringing balance and wellness at the center of your home!

For those who wish to start small, Laurence suggests starting to incorporate colors connected to positive moods into their design schemes, such as olive greens, purples, and blues. Laurence blends these hues into projects using furniture, wall colors, and accent pieces.

Every home should have a spot marked for meditation or general relaxation. However, this space shouldn't be chosen arbitrarily. When searching for that perfect spot, Laurence advises clients to spend some time alone in the home, taking a quiet moment in each room. Naturally, the body will relax in certain spaces, which is how you can narrow your search for the perfect sanctuary. Once located, mark it off with tape, then mindfully fill it with meaningful items.

Filter indoor air with plants. Biophilia-or the act of bringing plants into the home to blur the lines between indoor and outdoor spaces. A couple indoor plants known for their superior air-cleansing abilities are bamboo palm and peace lilies. These purification powerhouses are as elegant as they are effective. Bamboo palm is known for its ability to remove benzene and formaldehyde from the air, and peace lilies also help to absorb toxic gases such as carbon monoxide. Mass cane plant, with its vibrant foliage ranging from emerald green to near-fluorescent yellow, is another sophisticated formaldehyde-fighting contender.

Smart home technology is another fantastic way to combat indoor pollutants and care for your health. Many people still associate smart tech with novel luxury, but if used the right way, it can do wonders for both your physical and emotional health. One of Laurence's favorite things to advise high-anxiety clients to do is turn up the ambient temperature in their home to about 70 degrees, lower the lighting, and start playing some meditative music about 30 minutes before they enter. This guarantees entry into a serene, spa-like atmosphere.

INTERVIEW

BERNARD REYBIER

CHAIRMAN AND CEO OF FERMOB.

Bernard Reybier has been CEO of Fermob since 1989, in his direction, Fermob has extensively expanded its product line, started working with designers, and created its zero-waste painting line. Bernard Reybier has combined quality manufacturing with a major production capacity that has enabled them to produce 650,000 pieces a year. The company has grown to acquire historic businesses with the same technics and know-how such as Vlaemynck, Rodet and started working with specialist smart LED lamp start-up Smart & Green. Attentive to the needs of others, the company has highlighted its social and environmental responsibility since establishing a cleaning production line, driven by its concern for employee well-being. With this philosophy, Fermob received Sustainable Furnishing Council (SFC) Gold Recognition.

The Fermob brand has grown to be an established name in the outdoor furniture market due to Bernard Reybier's strategies, ideas, and innovations.

S2H: Why did you decide to acquire Fermob in 1989?

RB: I came across Fermob, a specialist in metal garden furniture, by accident. At the time, it was an ironworks employing just nine craftsmen. The company's catalogue comprised just four pages with two product ranges, an old-fashioned scrolled chair from the end of the 19th century and the traditional Bistro folding chair with wooden slats that had to be repainted every summer. I immediately understood the potential of this workshop. My ambitious strategy: Fermob will work with talented designers, driving its development with innovation and focusing on the inter-national market.

S2H: Why did you decide to use steel in the production of fermob products?

RB: Using steel, a fabulously long-lasting material that dates back centuries, a new story could be written, new ideas could come to life. Gustave Eiffel used to describe iron as "a source of ideas", a phrase that I particularly like and that always inspires me. Using steel wire with a diameter of ten millimetres, it's easy to create chair legs that will withstand outdoor conditions. This wonderfully malleable material is ideal when it comes to translating the thoughts of a designer or an artist.

S2H: What has been your focus in the Fermob development through the years?

RB: I have overseen the company's development with a sense of daring and unshakeable conviction, focusing on 3



different areas: international market. Innovation and design. The international market within our niche market, we couldn't hope to achieve industrial-scale production by remaining within France's borders. Innovation in view of the varying outdoor furniture product ranges produced by countless brands at the time, I thought it was vital to ensure that we stood out. In design reflecting use, comfort, ergonomics and aesthetics and to which we try to add a sense of poetry, harmony and social ties.

S2H: Why did you decide to acquire Vlaemynck, Rodet and Smart & Green?

RB: We acquired these historic companies because of their complementary know-how. For example, Vlaemynck has unique expertise in the development of teak collections and the traditional manufacture of fabrics. While Rodet specialized in metallic tubes and provided a significant increase in manufacturing potential. Smart & Green develops smart LED lamps that are design-inspired, wireless, and rechargeable for outdoor use, by acquiring a 50% stake we were able to start our lighting line with the first release of the BALAD in 2015.

FERMOB

Discover more about Fermob, like the brand's product line innovation, social and environmental responsibility initiative, and its color process by exploring exclusive videos with Bernard Reybier and others from the Fermob Family . See [HERE](#) for content.



From top to bottom and left to right

Luxembourg chair, armchair and low table, Piapolo stool, High and low basket planter

Balad light, Moon! lamp, and Alto tray in small and large,

Surprising chair in steel and teak

GEARING UP FOR GIFT GUIDES

It's hard to believe that we are months away from the holiday season and back to reuniting with family we haven't seen in quite some time. There is no better time than now to start gift preparation for all those families and friends we will be celebrating with this year!



From left to right, and from top to bottom

Mini Bamboo Balad and Cuub tealight holder, **Fermob**

Tuileries candles and Sails cushions and blanket, **Maison Sarah Lavoine**

Hébé cushions and ashtray, **Rinck**

HUES OF BLUE

The color of calmness and serenity, in this style section we give you products from French designers and companies that can bring a soothing ambiance to your space. From lighter to darker tones, you can find the perfect hue for your space.



From left to right, and from top to bottom
Picnic Children's Hut, **Fermob** , Héb  sofa and cushions, **Rinck**,
Line Stream 1 chair by Isabelle Stanislas, **Pouenat**, Tivoli Collection in Water, **Le Jacquard Fran ais**,
High Basket planter , **Fermob**, Tuileries collection outdoor Bosquet cushion, **Maison Sarah Lavoine**