

# Fermob



Press kit Professional sector  
New product features in 2020



# F

Every place has its own identity, and Fermob knows that its furniture contributes to the personality of that place, because with the design of the brand's models and the wide range of colours, outdoor spaces can build a character for themselves.

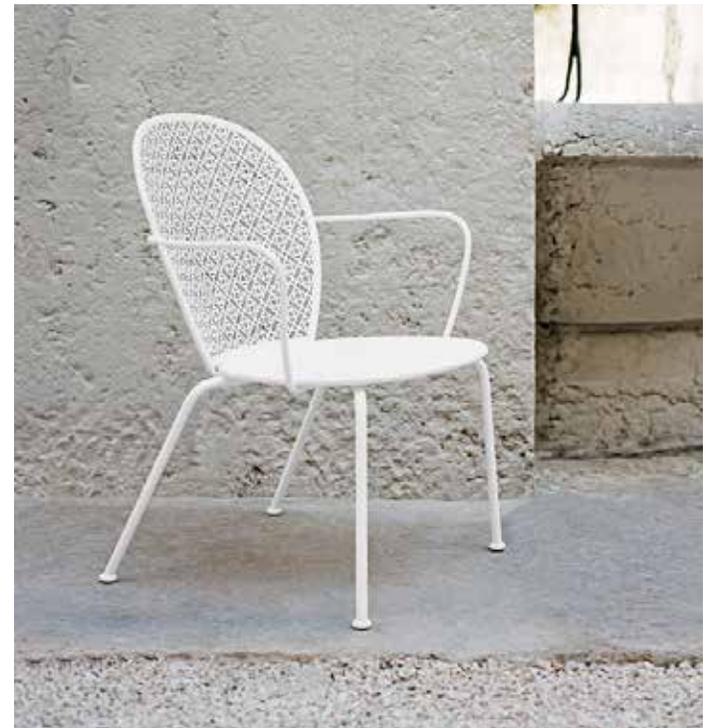
Building on its masterful command of metal, the manufacturer achieves feats of wire work and patterns made by perforation. Fermob loves design for the use to which it is put, as well as for its appearance. It also gives energy to its collections with colours that create zesty covers and atmospheres.

Fermob offers professionals a catalogue of over 200 items of furniture and a colour chart of 24 exclusive metal colours. Every season, the brand launches new products. For colours, the brand is making a bold move by launching 3 pastel shades. Frosted Lemon, Ice Mint and Clay Grey bring new, inspiring combinations to the colour chart.

As far as furniture is concerned, some newcomers are enhancing the collections, drawing attention to blends of materials driven by the arrival of the Vlaemynck brand in the group and its teak expertise.

To reinforce its positioning as a designer of outdoor spaces, the brand offers decorative accessories and outdoor lighting. The former embody the brand's creativity; the latter its technical skill.

Cultivating impertinence and joie de vivre, in France and abroad, the brand is able to meet the most demanding specifications and regulatory standards in the sector with its Contract department, made up of a team of 20 people for professionals in the hotel and restaurant business, for fitting out of public spaces and for offices. Fermob will also be able to offer tailor-made solutions with its Special Contracts Department.





# PASTEL, PASTEL, PASTEL

Clay Grey, Ice Mint, Frosted Lemon, 3 variations of “coloured whites” enrich a colour chart created in 1996, when the brand woke up the world of gardens by daring to use subtle, fashionable colours.

Today, these 3 pastel colours provide a touch of softness, freshness and light. They have been designed to exist alone, together or in combination with other colours from the colour chart.

Once again, Fermob is putting forward its aesthetic style and proving its expertise: mastery of formulation in order to find the perfect shade for outdoor use. Technical quality with new tests of scratch-resistance, UV resistance, abrasiveness and humidity to ensure optimal performance in all weather conditions.





# HOTELS AND RESTAURANTS



Terraces reflect a state of mind and a style. In short, a signature.

It's a fact: as much care goes into the layout of the outdoor areas of hotels and restaurants today as the rooms inside. With its design and colours, Fermob furniture always creates an effect and makes a real contribution to the feel of the place.

The brand also provides its vision as a complete interior designer to offer products and solutions to optimize space and enhance the functions of outdoor areas.

This season's new products complement the iconic collections, to meet with contemporary lifestyles, or propose new designs and settings.



## Top tip with Rest'O tables

**Designed by Tristan Lohner**

A new aluminium table with a playful, singular design, perched on 3 legs with marked foot caps. With its ultra-tough tilting system, this table folds in a flash and can be fitted into an infinite number of places. The lightness of the metal and its assertive line provide an elegant and practical response to professionals. Available with a round or square top.

## New I 900 tables: chic and without fuss

**Designed by Studio Fermob**

2 dimensions (Ø96 cm & Ø117 cm) and a base redesigned for a more contemporary look, while continuing to embody a certain French romanticism and the brand's expertise. I 900 is back in 2020...



## Armchairs and Lorette chair: charming qualities

**Designed by Frédéric Sofia**

The new low and bridge armchairs are available in 2 seat finishes (100% steel or padded with skai® outdoor imitation leather) and the chair is available in a folding version; major pieces that complete an already distinctive collection.

The timeless style of a Sunday in the country, with its latticework perforations, always makes an impression in the city.



Moon! lamp  
Makes you  
want to be  
moonstruck!

*Designed by Tristan Lohner*  
The MOOON! lamp has already acquired a cult following with its unique look and is now available in a 63 cm high version. The wireless, mobile lamp diffuses a halo of light over tables or on the ground, with lights that can be controlled remotely or on the lamp itself.

## Evasion cushions: a nice promise

The material of the Evasion collection cushions is made of acrylic Dralon. For an imaginary journey to the land of well-being, with warm colours; shades of pink and white light, and the new Panama Green blend with every style.

## Hoop: 8 poetic notes

*Designed by Studio Fermob*  
8 rings of light form a festive atmosphere with HOOP, an airy creation. The leds can be adjusted to give the desired lighting ambiance. It just goes to show that when it comes to decorating, innovation is as permanent as the stars in the sky. A new, very inspired decoration proposal.





# HEADQUARTERS & OFFICES



More than just appearance,  
a strategic challenge

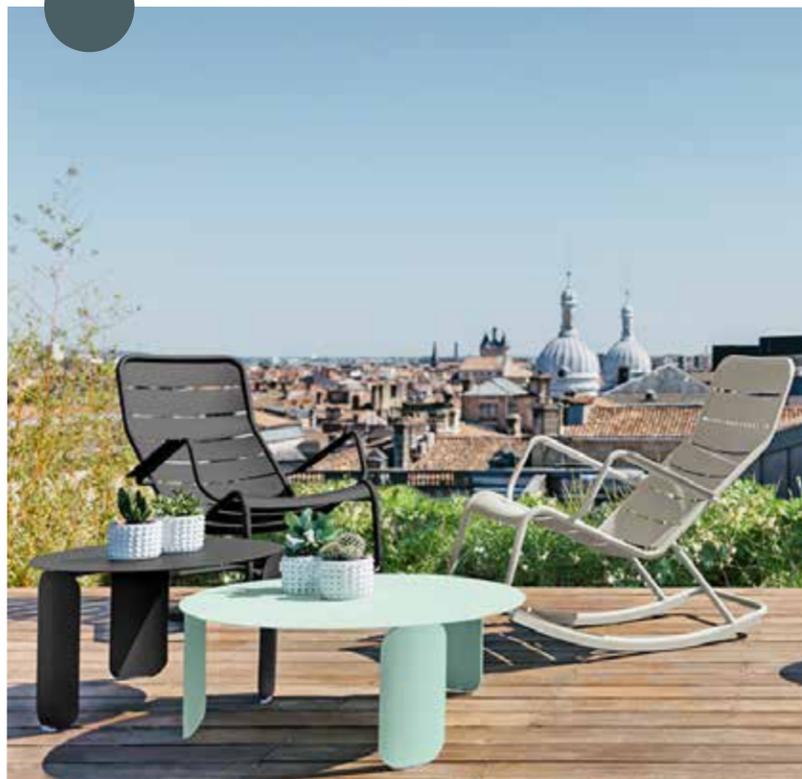
Powering up spaces, breaking codes, suggesting fun ideas, inspiring creativity: when companies install Fermob furniture in their offices, they're getting a dose of added value!

They get an enhanced image for visitors, new meeting places for staff, spaces to chill out in; colourful, designer furniture helps to make collective areas more dynamic. It breathes in life and emotion that contribute to well-being at work. Bellevie, Luxembourg and Bebob: 3 key collections to enhance office design, with new tables and seat heights for even more configurations and possibilities.

## BeBOP occasional table: phenomenal!

**Designed by Frédéric Sofia**

The ingenious Fermob teams have created Bebob, a minor miracle of balance! A top that seems to float, an invisible connection between the parts, legs so slender...and yet everything fits on this occasional table. A truly stunning range, available in several formats and a choice of 24 colours.



MAS GMBH LEONBERG - GERMANY

## Bellevie Collection: that says it all!

**Designed by Pagnon & Pelhaître**

A contemporary line echoing our lifestyles. This already well-stocked collection (12 models) offers incomparable manoeuvrability as well as resistance over time (in all weathers!) thanks to the 100% outdoor Sunbrella® fabrics developed exclusively for Fermob by Dickson. Ideal for creating lounges for any surface, thanks to the many configurations offered by the wide range and the new half-height tables.



## Luxembourg stool

**Designed by Frédéric Sofia**

A newcomer to this legendary collection, the Luxembourg stool comes in 2 heights, to move with the times. For today people like to eat with their feet on the ground, as well as in a bar configuration. Easy to handle and stack... and always the incomparable style of an inexhaustible lineage.



# PUBLIC SPACES, MUSEUMS, UNIVERSITIES, HOSPITALS



A little  
extra soul...

These are singular, lively places that deserve the best. To wake up a site, to suggest an atmosphere or to provide a break and breathing space, furniture has a role to play. It helps to create conviviality, bring about meetings, and those special moments of life. And when they are designed by Fermob, they bring in that little extra soul, a touch of joie de vivre with their infinitely varied colours. With the year's new products, new design perspectives are opening up to make each visitor's life that little bit more enjoyable.

## Opéra + the art of wire work

**Designed by Studio Fermob**

A contemporary take on a classical influence: the Opéra + collection features a timeless charm. Tables and chairs are designed around an interplay of wires that give them grace and lightness.

Chairs or armchairs, round, or square table with rounded corners tables: all blend into any architecture as they reveal their personality.



## Surprising Collection: a gentle alliance

**Designed by Harald Guggenbichler**

A wire frame, as if it were drawn with a single brush stroke. Thin slats with a perfect curve and a "sledge"-style base to keep its feet on the ground. These are the fundamental features of the SURPRISING collection, which today offers a bar stool made of sheet steel, to climb even higher!

SURPRISING is also available in a natural teak version. An exceptional wood, supplied for Fermob in keeping with commitments to the environment; this teak comes from sustainably managed forests. It is untreated and unoiled. These are very natural slats for the bar stool, the low armchair and its footrest, in a mix of materials that provides warmth and comfortable seating.

## Luxembourg Kid Collection: perfect for the little ones

**Designed by Frédéric Sofia**

Here is the new square table (57x57cm) from the timeless Luxembourg Kid collection. Light and gentle with its silencing pads, it brightens up children's play areas, and comes in the full range of colours of the Fermob colour chart.



## Bistro, Globe-trotter Collection

The favourite model of Paris lemonade sellers, revisited by Fermob 30 years ago, continues to tour the world and shape its legend. Available as a special series, erected by hundreds to form a 13-metre-high Eiffel Tower, red in Time Square, multicoloured in Mexico City..., the unmistakable little folding chair retains its timeless character and resolutely embodies conviviality and French spirit.

As for the new Bistro+ table, with its thicker top and no rim to significantly reduce the risk of corrosion, it has even more qualities to appeal to professionals.



The story is still being written, through “signature” collections and new collaborations.

Always in tune with the spirit of the times, avant-garde in the way it creates trendy colours, fiercely attached to its values and of unequalled creativity, the brand works on its fundamentals and opens doors.

With a demand for quality that serves professionals and an attentive ear to their needs, Fermob is becoming the partner of all projects, endowing them

with its benevolence and generosity. And the more its creations stand out on terraces and in public places, the more it cultivates its joie de vivre!