

PRESSE KIT

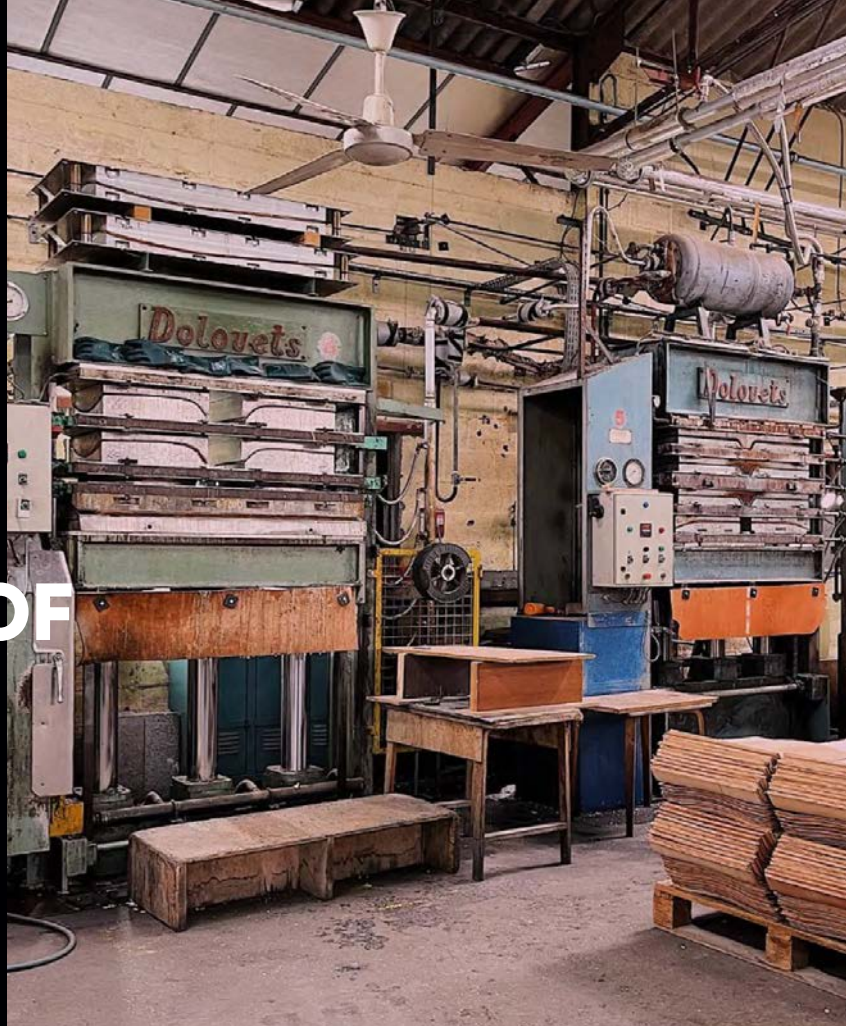
SOLLEN

2022

SUM MA RY.

01. THE ESSENTIAL	3
02. A COMMITTED APPROACH, AN INTERNATIONAL AMBITION	5
<ul style="list-style-type: none">• The founders: the passion of design, the will to sustainability• The designers: Bordeaux designers with recognized expertise• Manufacturers: Partners labeled Living Heritage Enterprises	
03. TWO INNOVATIVE AND ELEGANT RANGES	11
<ul style="list-style-type: none">• The Nuage range, the alliance of aesthetics and comfort• The Racine range, an ode to the nature	
04. SOLLEN EXHIBITS	18
<ul style="list-style-type: none">• On fairs• ...and online	
05. THE AWARDS	23
<ul style="list-style-type: none">• Archiproducts Design Awards	

FACT SHEET OF SOLLEN.



DATE OF CRÉATION

January 2021



FOUNDERS

Aurélien Hivonnet, Jean-Vincent Valette, Frédéric Devige et Gaël Tauvel



HEADQUARTER

8 Pl. Saint-Christoly, 33000 Bordeaux



AMBITION

Create chairs that last for a lifetime and pass on from generation to generation



ENGAGEMENT

An environmental-friendly impact on the entire value chain, from design, production to after-sale service!



CUSTOMERS

All lovers of design, from French to the international market



KEYWORDS

#design #assises
#NouvelleAquitaine
#MadeInFrance
#ecoconception

01.



"We believe in Sollen for three strong values: Detail-mindedness, durability and comfort. For a year, we have conducted extensive R&D work in favour of with a sharp and ambitious design."

Aurélien Hivonnet, cofondateur

THE ESSENTIAL

Founded in 2021 in Bordeaux, the brand of haut-de-gamme design SOLLEN blows a new wind on the furniture segment.

Choosing an eco-responsible signature at every stage of the manufacture of their chairs - Design made in France, sourcing of local suppliers, lifetime warranty - the founders of SOLLEN wanted to contribute to a more durable furniture sector.

SOLLEN celebrates both human creative genius over the centuries and the raw beauty of nature. Their team of passionate people want to offer design aficionados the original seats with the organic and elegant curves... And re-introduce with subtlety and gentleness the naturalness in our interiors.

With SOLLEN, the co-founders Aurélien Hivonnet, Jean-Vincent Vallette, Gaël Tauvel and Frédéric Devige are committed to promoting the work of wood and textile. Today, the brand consists of two product ranges voluntarily short: the Nuage range and the Racine range.

- Their design is the artwork of Didier and Arthur Garrigos (father and son), two Bordeaux designers enchanted by the values of SOLLEN.
- Their collection was entrusted with local partners which base less than 200 kilos meters from the headquarters of SOLLEN.

The brand will unveil its third line in the near future 2022.

FACTS YOU SHOULD KNOW ABOUT

SOLLEN comes from the Latin word Sollertia which means solemnity: a precious term that convokes both the the durability of a piece of design and the nobility of its materials.

02.

A COMMITTED APPROACH, AN INTERNATIONAL AMBITION

Driven by the same passion of beauty and design, Aurélien Hivonnet, Jean-Vincent Vallette, Frédéric Devige and Gaël Tauvel join forces since 2020 to invent SOLLEN. They form its DNA for a year.

Today, Sollen means:

- The specialist of the chair in the singular identity, which combines quality and french elegance
- Furniture with eco-responsible manufacturing which remains in time with a lifetime warranty
- A brand with international ambition to promote "Made in France"!

The founders of SOLLEN work closely with designers and manufacturers who share the same vision in a design.



SOLLEN'S SIGNA TURE

LIFE GUARANTEE

The SOLLEN chairs have no expiration date. Its eternal style will last regardless of the trend. The brand guarantees this promise by providing the After-sale service that lasts throughout the life of the chair.

THE FOUNDERS: THE PASSION OF DESIGN, THE WILLING OF SUSTAINABILITY

"My return to my country gave me desire to design different furniture while being surrounded by specific know-how from Nouvelle-Aquitaine. My ambition is to Promote them internationally"

Aurélien Hivonnet

AURÉLIEN HIVONNET, DU MADE IN CHINA AU MADE IN FRANCE

Graduate of Oxford Brookes University, Aurélien Started his career with Mission Economic Shanghai where he organized two trade shows dedicated to decoration and furniture. Since 2008 Aurélien never ceases to start his own business: he co-founded a purchasing assistance agency In China, a company specialized in the import of furniture from China, and finally Meeloa, specialist in affordable furnishing. Returning to France, Aurélien put his expertise in manufacturing and Development of products at the service of a new entrepreneurial adventure, this time made in France.

"Sollen is the beginning of a Beautiful adventure where I expect to put my experience, skills and creativity in service of an ambitious project and values-based That respond to the challenges of tomorrow."

Jean-Vincent Vallette

JEAN-VINCENT VALETTE, THE INTEGRATION OF ECOLOGY AS A PILLAR OF THE BRAND

University economist with the Specialization in management Of natural resources and the environment. Jean-Vincent started his career in Belgium where he is assigned by The Walloon Government of the transposition of European Directive for the water and sanitation sector. From 2009 on he represented the The Belgian water sector next to the European institutions While numerous program of cooperation and International trade shows. Back in France in 2014, Jean-Vincent decides To devote to his passions: entrepreneurship, art And design. This is how he creates his first Artpilo and Artistescort brands that offer Indoor textile collections and accessories Textile decoration signed by contemporary artists and made in France. Since 2020 Jean-Vincent invested in the development of related projects in the decoration sector. This is how he met Aurélien and the Sollen team.

"I have always created companies according to my inspirations and my passions. My passion for design is my original motivation to join SOLLEN. I remain in the distribution, but this time for the design 100% made in France!"

Frédéric Devige

**FRÉDÉRIC DEVIGE,
EXPERTISE IN DISTRIBUTION**

Passionate about design and real estate, grandchildren and great-grandchildren of businessman, Frederick is evolving rapidly as an independent head of companies. He created a website especially selling outdoors furniture and then quickly indoors chairs. This is how he made acquaintance with Aurélien Hivonnet for whom he distributed the brand Meeloa in the European market. The adventure Sollen will follow naturally.

"Attracted by the interior decoration and the creation of furniture, the drawing of fabrication, I manage the follow-up of production and quality in Sollen."

Gaël Tauvel

**GAËL TAUVEL,
PRODUCTION AND QUALITY CONTROL**

After studying international trade and of French Foreign Language, Gael shortened his teaching career and jumped to join the world of design furniture in 2010: he then joined Aurélien in his entrepreneurial adventure. Gaël participated in the creation of the brand Meeloa five years later, and then Sollen in 2020.

"We surrender together
At the manufacturers, we visit
In pairs the production sites.
We test the ground and discuss
A lot. Talent and expertise of the
Garrigos agency are part of
Integral to what sollen is Today. "

Aurélien Hivonnet

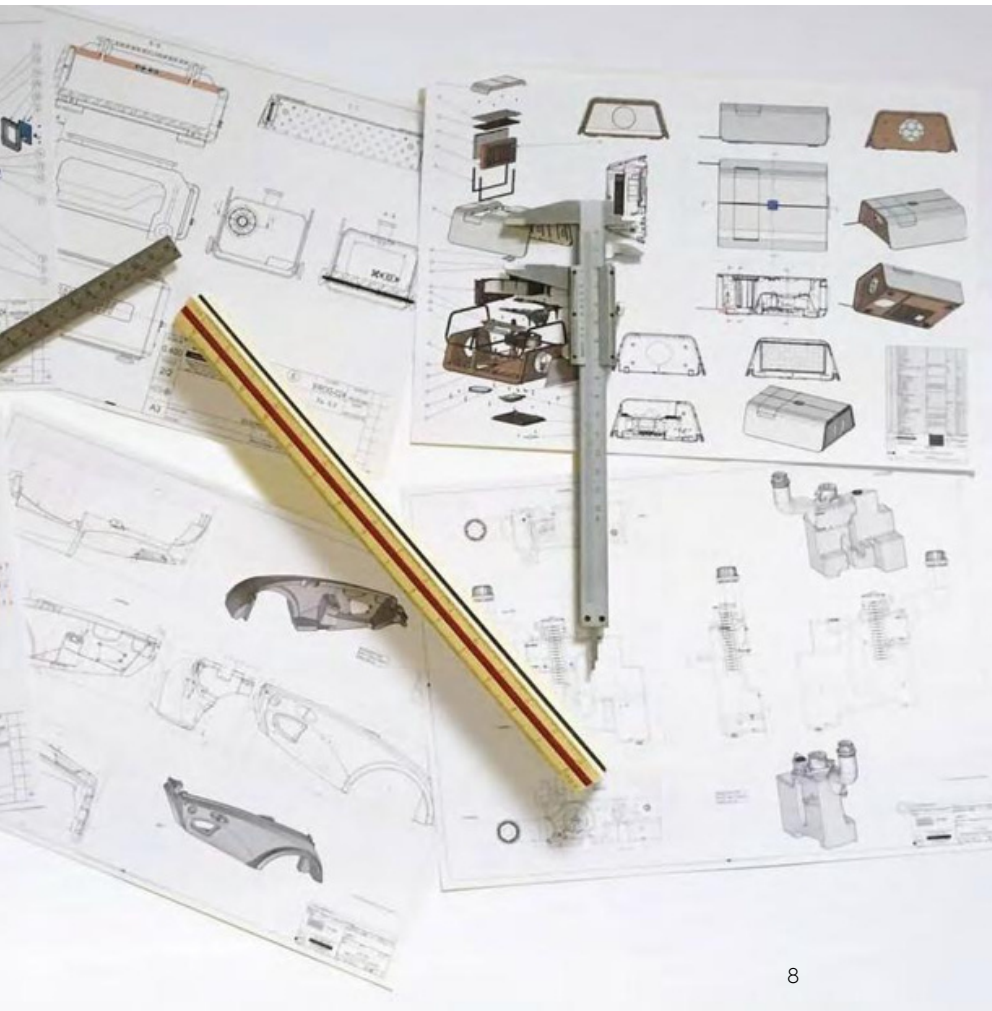
DESIGNERS: BORDEAUX DESIGNERS RECOGNIZED EXPERTISE

To design its foundation, Sollen works in partnership with the Garrigos agency, specialized industrial design since 1994.

Didier and Arthur Garrigos (father and son) accommodate on the whole of the concept from the design of the product to the production of the prototype.

Working with a family business, in size human, based in Bordeaux, is a true bias founders of sollen, who wished building community partnerships.

Composed of 6 employees, the Garrigos agency Design has received many prestigious awards like the Victoire APF de Gironde, the trophy Aquitain of industrial design or the great Vinitech Sifel Innovation Award.





MANUFACTURERS: LABELED PARTNERS HERITAGE COMPANIES LIVING

SOLLEN surrounds itself with the best manufacturers and professionals from the Nouvelle-Aquitaine region recognized for the excellence of their know-how:

- The frames of the SOLLEN chairs are manufactured by the company Lecuiller, based in Charente-Maritime Tonnay-Boutonnel, and labeled Enterprise of Living Heritage in 2019.

Created in 1960, Lecuiller is a specialist in the moulded wood design intended for elements furniture. This company, which combines the talent craftsmanship and industrial reactivity, puts its experience and know-how in the service of en- creative ventures such as SOLLEN. The company ability to create prototypes on demand of very varied and innovative forms thanks to its There are many existing or in the making.

For making the structure of the chairs Sollen, Léguiler uses a French wood (oak, Walnut and birch) from sustainably managed forests and labelled PEFC. Before being reworked, this wood is treated upstream by a factory located at Rochefort.

ZOOM SUR

LABEL "ENTREPRISE DU LIVING HERITAGE "

Created in 2005, the label "Enterprise" of living Heritage "(PEFP) is sign of recognition of The State established to distinguish French companies and Industrial and craft know-how Excellence.

The EPV label highlights Unique companies that know Reconciling innovation and tradition, Know-how and creation, work And passion, heritage and The future, the local and the international.

Awarded for a period of five Year, this label brings together manufacturers sharing a certain vision of activities to be carried out by their company: high performance of their trade and products, Constant attention to the Internal training, an approach Technical and social innovation And a commercial strategy-dynamic. Enterprises in the Living heritage constitute a An important part of the handicraft fabric and are proud ambassadors of Historical French know-how and Tomorrow.

•MASTRESS AND PARTS OF THE ASSIZES

SOLLEN are worked by the company Bastiat, based in the Landes department (Hagetmau), and also labelled living heritage.

Created in 1964 by Marcelle and Joseph Bastiat, The company specialises in the art of me- nuisances and furnishings. This company family perpetuates craftsmanship Semi-industrialized from generation to generation.

The Bastiat family is committed to brands To associate its expertise with the choice of wood and wood fabrics to offer to partner brands quality and sustainable products.

The fabrics worked by Bastiat all come from Of the European Union (Belgium and Denmark) Precisely)



•3D VISUALS, PHOTOS AND VIDEOS

of sollen products are made by Alban Gatti, member of the Bordeaux collective Quantum Productions.

This independent production company is Made up of professionals specializing in Digital domains.

•SOLLEN BRAND POSITIONING

Has been the subject of a joint reflection carried out by the European Parliament, the Council and the European Parliament. With the tandem agency, communication bordelaise.

03.

TWO RANGES INNOVATIVE & ELEGANT

Because it invites to pause and relax, The seat plays a major role in the arrangement of an interior. Colorful or sober, original or classical, low or high, its aesthetics contributes to gives a particular tone to a piece.

The design of a seat must combine several criteria which are the comfort, the elegance And also, the practicality. It is precisely the fundamental privilege of Sollen.





NU AG E.

THE NUGE RANGE, THE ALLIANCE OF AESTHETICS AND COMFORT

What could be more enveloping and voluptuous than a cloud? Light and airy, the Nuage armchair and its footstool (which can be converted into a footrest) are ergonomically designed for comfort. Their multiple cushions give them this surprising shape with a generous and elegant look.

The natural wood base adds a warm touch. The seats NUAGE chairs represent the perfect harmony between emotion, design and innovation.

Available in 14 colors - black, dark grey, light grey, white, sand, dark brown, light brown, pink powder, burgundy, rust, yellow ochre, green, blue celadon, blue.

FAUTEUIL

MEASURES

Height: 1 012 mm
Width: 780 mm
Depth: 993 mm
Weight: 23,26 kg

SITTING

High Resilience Mousse 35 kg/m³
Curl fabric 100% recycled material
(6% cotton and 94% polyester)

STRUCTURE

Solid wood assembly
Soul in birch
Finishing oak or walnut
Ensemble varnish matte

OAK finishing 3580 € TTC
WALNUT finishing 3700 € TTC

FOOTSTOOL

MEASURES

Height: 450 mm
Width: 780 mm with hooks / 730 mm without
Depth: 780 mm
Weight: 10,28 kg

SITTING

High Resilience Mousse 35 kg
Curl fabric 100% recycled material
(6% cotton and 94% polyester)

STRUCTURE

Solid wood assembly
Soul in birch
Finishing oak or walnut
Ensemble varnish matte

OAK finishing 950 € TTC
WALNUT finishing 980 € TTC









RACINE.

THE RACINE RANGE, ONE ODE TO THE NATURE

Its natural materials, neutral tones and minimalist design make the Racine chair a true work of art that fits perfectly with any interior style.

Its curved look is reminiscent of the tree's protective appearance and gives a sense of power but also intimacy.

Available in 4 colors - cream, beige, taupe, chocolate - and in 2 different woods - oak or walnut.

This characterful seat, with its elegant and airy silhouette blends boldness and naturalness.

FAUTEUIL

MEASURES

Height: 1205 mm
Width: 720 mm
Depth: 827 mm
Weight: 16.66 kg

SITTING

Backrest foam 26kg/m³
High Resilience Seat foam 35 kg/m³
High Resilience Velvet fabric Casablanca
100% polyester

STRUCTURE OF RACINE OAK

Solid wood assembly
Birch core
Oak finishing
Matte varnish assembly

STRUCTURE OF RACINE WALNUT

Solid wood assembly
Birch core
Walnut finishing
Matte varnish assembly

OAK finishing 2280 € TTC
WALNUT finishing 2400 € TTC







04.

SOLLEN EXHIBITS ON FAIRS...

Since the beginning of the year 2022, SOLLEN has had the opportunity to attend several fairs.

Between professionals and visitors, the fairs are a unique opportunity to exchange with design enthusiasts looking for exceptional furniture.



THE PLACE TO BE DESIGN

by LES PUCES DU DESIGN

In parallel to the Made In France show, SOLLEN chose the Puces du Design show for its first meeting with the public.

SOLLEN made several people happy and was able to confirm its position as a new design brand with a high potential. Congratulations to the whole team for this success.



WHAT IS THE PUCES DU DESIGN ?

Les Puces du Design is a design furniture fair since 1999 gathering specialists of vintage and contemporary design. This year the show celebrates the "MADE IN JAPAN" from November 10th to 13th 2022.

PARIS 8-17 #PDW22 SEPT. 2022

DESIGN WEEK

Paris Design Week is THE festive and unifying event during which, under the aegis of the art of living, the whole city reveals the countless talents it conceals.

This event offers a transversal vision of design in the broadest sense, from furniture creation to graphic design, passing through interior architecture, decorative arts and even gastronomy.

Carried by strong values, mixing the high-quality, the local and the artisanal guaranteeing an unparalleled comfort, our brand continues its development.

It is with honor that we present our furniture in our partner store Vestibule Paris during this event recognized by design enthusiasts that is the Paris Design Week.



MAISON &OBJET

19-23 JANVIER 2023

COMING SOON!

Meet us at Maison & Objet from January 19th to 23rd. Come and discover the SOLLEN universe which will be enlarged for the occasion!

For this new edition, the theme "Take Care" is the reflection of values that make sense: taking care of oneself, taking care of the planet, taking care of others and taking care of the heritage and the veritable skills.

Values that SOLLEN shares and which we are careful to put forward every day.

HALL 6 - TODAY

WHAT IS MAISON & OBJET



MAISON&OBJET is the international authority for home decor, interior design, architecture and lifestyle culture. Two times a year, the main players of home decor come together in an event awaited by professionals. A true reference in terms of trends!

Every year at the Parc des Paris-Nord Villepinte exhibition center.

SOLLEN EXHIBITS ...online

SOLLEN furniture is present on BtoB platforms for professionals, such as Archiproducts but also MOM. We find its 3D models, very useful for professionals.

Regarding individuals, SOLLEN furniture is present on various marketplaces: Singulart, Delamaison, Simon-Simone, Ma boutique française.



archiproducts®

mom^U
MAISON&OBJET AND MORE

DELAMAISON

SIMON-SIMONE


SINGULART

MA BOUTIQUE  FRANÇAISE

05.

THE AWARDS ARCHIPRODUCTS DESIGN AWARDS

SOLLEN is pleased to announce that the Nuage chair has been awarded for its unique and innovative design in the "Furniture" category.



archiproducts
DESIGN AWARDS
2022
WINNER



WHAT DOES THIS AWARD REPRESENT?

This award allows SOLLEN to position itself on the front of the stage thanks to its award-winning chair and to be recognized by its peers, especially internationally.

It also opens up new professional opportunities for SOLLEN.

CONTACTS PRESSE

MARIE HAUTDECOEUR
marie@agence-initiale.fr
+33 6 31 39 17 22

MATHILDE BEAU
mathilde@agence-initiale.fr
+33 7 66 42 22 41

AGENCE INITIALE

SOLLEN



SOLLEN-DESIGN.COM