

PRESS KIT



FERMOBPEOPLE

fermob 



Editor's foreword

**Fermobpeople:
putting real people front
and centre**

Each year, Fermob showcases its furniture in an album. But this is no ordinary catalogue. It's packed full of photos of real people – of happy families and groups of friends in **unique and inspiring scenes** surrounded by Fermob products.

And they all have one thing in common: they love the brand and they've agreed to give us a glimpse into their lives and their homes, indoors and outdoors.

They aren't models or actors. They're ordinary – albeit quirky – people playing themselves on their **own stage**. People we've chosen for their authenticity and sincerity.

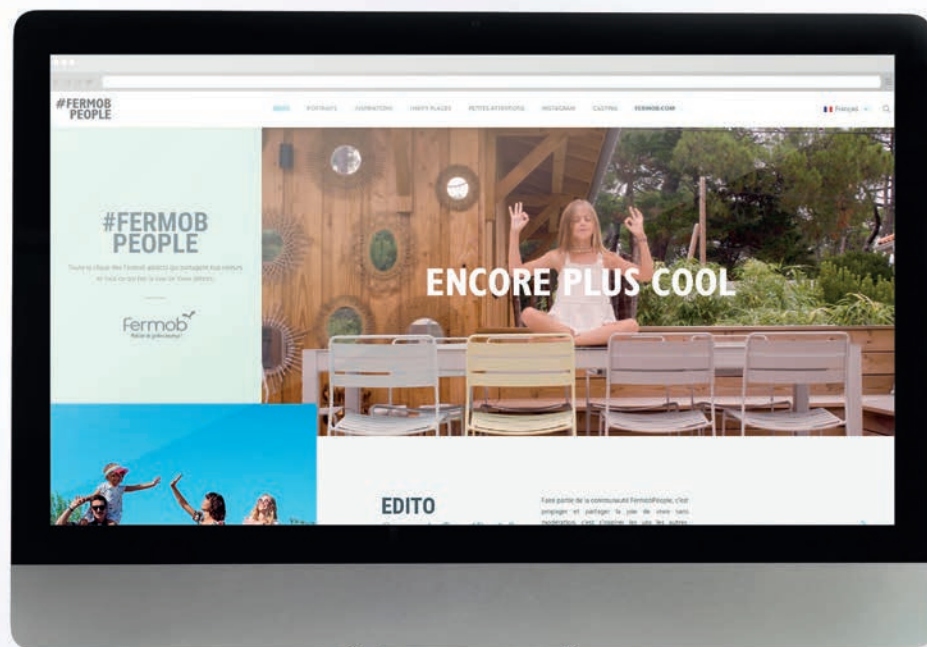
What unites them? Their devotion to the brand – a devotion that means they're willing to open up **their homes** and **their lives** to our photo shoot team.



#FERMOBPEOPLE

Such is the brand's pulling power that it has its own community of devoted fans. And as a token of our gratitude, we've given these ambassadors a name. We call them the **Fermobpeople**: a **community** of fans and friends, in France and beyond, who share a passion for our products.

The **Fermobpeople community** is a broad church, embracing members from all walks of life: from ultra-trendy interior design fans to people who appreciate a good seat when they see one and can recognise our products when they spot them in a park, on TV or in a café. In 2019, we launched a **dedicated website** (fermobpeople.com) featuring portraits, recipe and DIY tips, playlists and more. And members can identify themselves using the **#fermobpeople hashtag in their social media posts**.



COMMUNITY





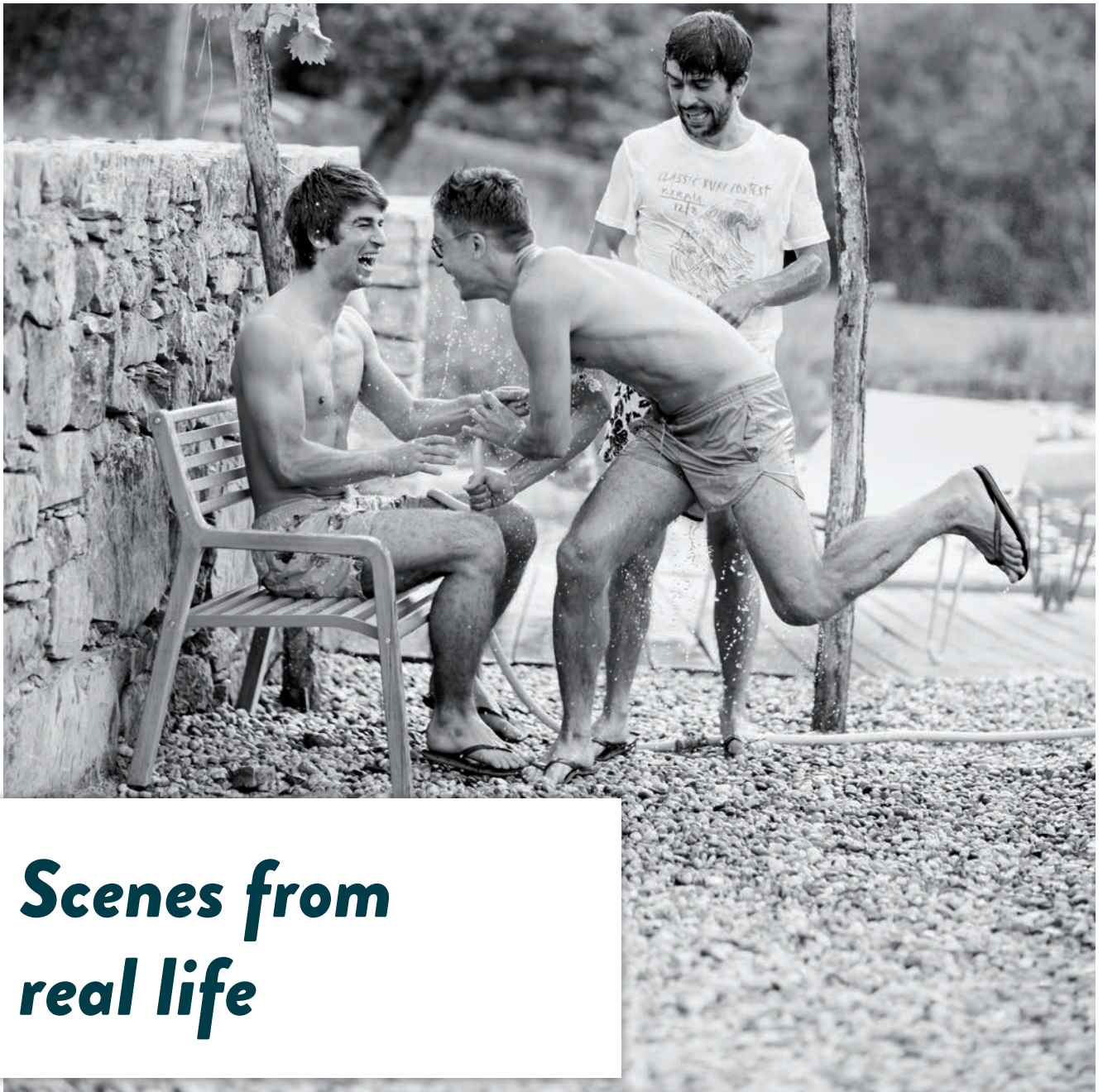
**In every corner of France,
In the depths of the Danish forests,
Inside and outside in Berlin,
Chilling in Ibiza,
Buzzing in New-York,
And beyond...**



The **brand's style** is spreading far and wide – **universal, unmistakably French**, and embodying a strong identity that spans cultures and eras. **Culturally diverse and easy-going**, Fermob's products are travelling the world, making their mark on every continent.

A 1970s house with ocean views. A French château housing fairy-tale princesses. A barge where the pace of life is slow. A hut in the middle of an olive grove. And a terrace overlooking the rooftops of Berlin.

These are just some of the **authentic snapshots of people living their lives**, surrounded by their **own brand of happiness**.



***Scenes from
real life***



The community is all about real people, **real settings** and **scenes from real lives**: from the everyday to celebratory occasions. And our furniture is there, of course – sometimes in the background, sometimes centre stage for a concert, a wedding or a family reunion at home.



And on occasion, the magic happens without people in the frame: think a solitary chair in a busy street in Paris or New York. It's all about capturing a fleeting moment in time.

On so many levels, Fermob furniture captures the essence of what it means to be part of a community and to experience the **brand's trademark joie de vivre.**





***A casting call
that's open to all***

In 2012, Fermob launched its first **casting call**. Despite a lack of media coverage, the brand received more than 250 applications – proof, if it were needed, that the invitation was long overdue!

Every application is carefully considered, since the brand is keen to foster **diversity and variety**. The casting call is open to people of all ages and locations, no matter what their home and outdoor space looks like.



For successful applicants, we set a date for our photo shoot team to turn up on site, complete with Fermob furniture. Then it's lights, camera, action!



Every shoot is a **memorable occasion**, lasting a day or sometimes longer. It's **serious business**, although nobody takes themselves too seriously!

The shoots are staged, but there's plenty of room for **spontaneity**. And once the work is done, the abiding memory is of **fun times and comradeship** – which is what the brand is all about.



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