



fermob 

**The incredible adventure of a small ironworks  
that became an international mid-size outdoor furniture company**



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## Editor's foreword

"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.

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.

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

- **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.
- **DESIGN**  
reflecting **use, comfort, ergonomics** and **aesthetics** and to which we try to add a sense of poetry, harmony and **social ties**.

For **30 years**, we have enjoyed **continuous growth**. We are proud of our international development, we have worked with all kinds of designers, from renowned figures to up-and-coming stars, we are guided by **strong values**, we have created a characteristic "Fermob style" that is recognisable to the brand's fans, we offer a sense of **joie de vivre around the world**: from intimate gardens to trendy rooftops and some of the world's most iconic public spaces."

**Bernard Reybier**  
Chairman and CEO





Over  
**100 YEARS**  
OF HISTORY

**1989**, Fermob is acquired by **Bernard Reybier**, the current CEO of Fermob

**30 years** of continuous growth

**2020** Turnover of **€78 million**, of which

50% from the export market



25% of turnover from the professional market



75% of turnover from the consumer market

**1 GROUP**  
3 ADVANCED  
PRODUCTION  
FACILITIES  
IN FRANCE 

**THOISSEY (01 - Ain)**

Production facility and painting line on a 15,000 m<sup>2</sup> site  
*Fermob site*

**Mâcon (71 - Saône-et-Loire)**

14,000 m<sup>2</sup> fabric manufacture workshop  
*Vlaemynck site*

**ANNEYRON (26 - Drôme)**

24,000 m<sup>2</sup> production facility and painting line  
*Rodet site*





**MORE THAN 5,000**

**TONNES OF METAL**

(steel/aluminium) transformed every year

**650,000**  
**PIECES**

produced every year

**24 - SHADE COLOUR CHART**  
**FOR METAL**

**59** colours created by Fermob since the zero-waste painting line was created

**150,000**

**BISTRO CHAIRS**

leave the Thoissey factory every season



**1,800 FERMOb PARTNERS**  
**AROUND THE WORLD**

**15 FERMOb STORES**

5 stores in France and 10 worldwide: Paris, Marseille and Mâcon (France), Cologne (Germany), Lisbon (Portugal), Moscow and Sochi (Russia), Chengdu, Zhengzhou and Nanjing (China), Daegu (South Korea), Bangkok (Thailand) and Grand Baie (Mauritius).



**83 COLLECTIONS**

made up of more than **300 SEPARATE PRODUCTS**

and more than **40 NEW PRODUCTS EVERY YEAR**

**270**  
**EMPLOYEES**



# The history

## OF A FRENCH SUCCESS STORY

1890 - 1900

..... From humble beginnings in a farrier's workshop specialising in ironwork and gates, **Fermob is born in Thoissey** (Ain).

1989

..... The company is acquired by Bernard Reybier with an ambitious strategy: **Fermob will work with talented designers, driving its development with innovation and focusing on the international market.**

Sale of 200 chairs to the Bryant Park Foundation in **New York** as part of a project to renovate the park.

*Now featuring some 3,000 Bistro chairs, this elegant garden in the heart of the city has become a must-see. Over the years, the brand has provided furniture for other iconic sites in New York: Times Square, Wall Street, the High Line and more. In total, there are more than 12,000 chairs that embody the French art de vivre in the city that never sleeps.*

1991



1996



The **zero-waste painting line** is born. A quarter of the company's ..... turnover at the time was invested in this high-performance tool that is both environmentally friendly and able to produce the brand's catalogue in a wide range of original colours.

Launch of the **Dune chair, designed by Pascal Mourgue**; . . . . .  
*its rounded seat creates a very natural fold and reflects the brand's ambition to offer creative pieces by renowned designers.*

**Acquisition of Vlaemynck**, a French company founded in 1965, specialising in professional outdoor furniture and recognised for its expertise in working with teak and manufacturing fabrics. *Bringing the Fermob and Vlaemynck brands together creates wider and complementary ranges for both consumer and professional markets.*

**The Bistro chair is 125 years old!**

*To celebrate the birthday of its iconic model, Fermob sets itself a challenge: creating and installing a replica of the Eiffel Tower on the Champs de Mars, made up of 324 red Poppy Bistro chairs (in homage to the tower's height of 324 metres and its original colour). An unprecedented sight that went global.*

1996



2013

2014



2015 - 2018



. . . . . **Fermob opens stores to showcase the brand around the world.**



2016

- • • • • **Acquisition of Rodet** in Anneyron, a French furniture manufacturer for local authorities and a specialist in steel tubes. *Fermob establishes a second painting line to strengthen the brand's production capacity and to respond to demand even more efficiently.*

**Inauguration of Fermob's showroom in New York.** • • • • •

2017



Opening of the **first Fermob Light store** • • • • • in **Marseille**, dedicated to lighting.

2019



In 30 years, the company's turnover has grown from 1 to 78 million euros, 50% of which comes from exporting to some sixty countries.

Fermob is the ultimate outdoor furniture brand: inspired and inspiring, fiercely proud of its independence, its sense of freedom and its joie de vivre.





Fermob has grown by acquiring historic companies with **complementary know-how**, such as Vlaemynck and Rodet, and by working with **specialist smart LED lamp start-up Smart & Green**.

### VLAEMYNCK

Located in the heart of the Burgundy region, Vlaemynck boasts unique expertise in the development of **teak collections** and in the **traditional manufacture of fabrics**. Renowned by professionals, the brand evokes elegance and is synonymous with the French Riviera, French art de vivre, amplitude and comfort. Today, retail customers can also benefit from this **culture of excellence** and enjoy all the sophistication of a luxury hotel from the comfort of their own homes.

### RODET

As a specialist in **furniture for local authorities** made with **metallic tubes**, Rodet (based in Anneyron in the Drôme) joined the group in 2016. This provided a significant increase in **manufacturing potential**, notably with the creation of a second painting line to provide a more efficient response to ever-increasing demand.



VLAEMYNCK



## SMART & GREEN

Smart & Green develops **smart LED lamps** that are **design-inspired**, **wireless** and **rechargeable** for **outdoor use**.

The synergies with Fermob were obvious and a firm commitment was made with the acquisition of a 50% stake in this Grenoble-based start-up in 2015; this year also marked the launch of Balad, designed by Tristan Lohner, the first range of portable lighting.

The partnership with Smart & Green promises **further innovative developments**: Fermob has an ambitious strategy to expand within the **smart lighting** market.





### ... SYMBOLS OF FRENCH ART DE VIVRE

The brand has also **redesigned iconic furniture pieces** such as the traditional folding chair of Parisian **bistros**, the famous chairs in the **Luxembourg** gardens and the scrolled garden furniture from the end of the **19th** century. Like an exercise in style, these pieces of furniture have been modernised and developed to become collections in their own right.



LE JARDIN DU LUXEMBOURG, Paris



BUVETTE PONT WILSON, Lyon





## LUXEMBOURG COLLECTION

The **Luxembourg** range, initially produced for the eponymous gardens in Paris, has become a **legend** in its own right. Its style is an icon of **French design**. In 2004 Fermob asked the **designer Frédéric Sofia** to reinterpret the iconic Luxembourg garden armchairs and chairs, created in 1923 in Paris' municipal workshops, and which Fermob still manufactures today.



## BISTRO COLLECTION

Created in the late nineteenth century, the **Bistro folding chair** quickly became a hit with lemonade sellers: quick and easy to pack away, it meant that they could avoid paying the licence for a permanent street cafe.

Fermob developed the Bistro range from the original model described in the "Simplex" patent registered in 1889 of which the brand is now the trustee and produced an **ingenious, simple collection** that is bursting with **joy** and which has lost none of its **charm** and **authenticity**!



## 1900 COLLECTION

The **1900 collection** is one steeped **in history**, with spiral lines inspired by the wrought iron **balconies** found in 17th and 18th century **Parisian** buildings, features transposed into this outdoor furniture that draws on a very French tradition of **romantic gardens**. Today, Fermob is the last remaining company still able to hot forge by hand the scrolls and rings that feature in this collection. This **craftsmanship** makes each piece in the collection **unique**.



# Never-ending CREATIVITY

In addition to reinterpretations of classic designs, the Fermob catalogue continues to expand to include **new models**.

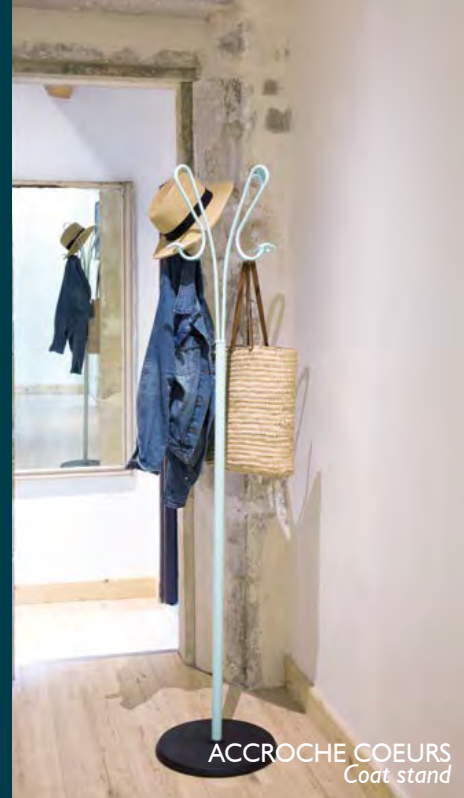
This has led to the development of Bellevie, Sixties, Surprising, Balad and more, collections that have made an impression and which have quickly become some of the **brand's best-selling products**.

With an average of **40 new products every year**, the brand approaches product development with :

- **manufacturer's attention** to detail
- a focus on a **job well done**
- a strong desire to **optimise** the use of **raw materials** and reduce waste

It's keen to **explore new ideas** (log-holders, writing desks, coat racks, illuminated stools and more) and **new materials** (teak, fabric, scoubidou strands).

Over time, its **furniture has also come indoors** with pieces for mixed use and dedicated products...



# *of high-performance*

## INDUSTRIAL TOOL



By capitalising on **traditional know-how**, transformed into an **industrial tool** after significant investment, Bernard Reybier has **combined quality manufacturing** with **major production capacity**.

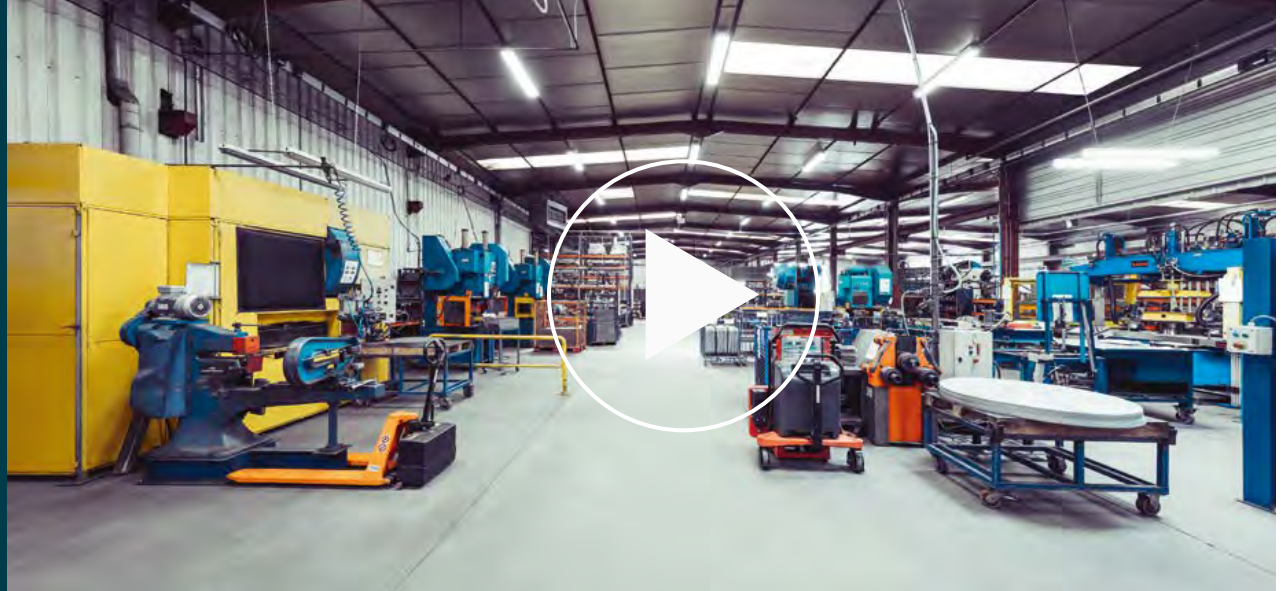
Over the years, this incredible **complementarity** between **traditional know-how** and **industrial production** has encouraged the development of rare skills and shaped a **strong corporate culture of excellence**.





## The factory tells the story of metalworking.

- Machines are used to cut, bend, curve and shape steel sheets and coils. This metal is worked gradually, either in the forge (for the 1900 and Airloop collections) or by **exclusively developed mechanical tools** to carry out specific tasks
- Once assembled, **finishing treatments** ensure that the steel will withstand outdoor conditions.
- The **painting line** then brings the metal to life.
- The last stage of the process: the finished product is checked and packaged before being delivered to a customer in France or on the other side of the world.



The **four key areas** of manufacturing:

- **Cutting/Shaping**,  
cutting steel or sheet metal and giving it a shape.
- **Assembly**,  
this is primarily done by automated or semi-automated electric welding.
- **Finishing**,  
applying an anti-corrosion treatment followed by paintwork.
- **Assembly**  
for products requiring post-painting operations (e.g. installation of technical fabrics).



## AN INDUSTRIAL SOLUTION FOR CUSTOMISED PROJECTS

From mass production to customised orders, Fermob is also able to produce **unique pieces**:

- **Customised** colours and sizes
- **Markings** (printing, laser cutting and silkscreen printing)
- **Finishes**

The **Special Contracts department** handles all private and public requests, providing **expert consultancy** services and undertaking these projects on an **industrial scale**.



FERMOB X KORALIE





**Fermob**

A CARING COMPANY



**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**.

### SENSE OF RESPONSIBILITY...

Machines are adjusted **ergonomically** to improve **employees' posture**. The firm has redesigned their working environment with new, **high-tech machines that relieve workers from the burden of many repetitive tasks**, helping to prevent chronic health conditions.

Based in the Ain department, Fermob is strongly connected to its region and believes in the importance of protecting the **quality of its production line** and the **well-being of its employees**, all while **creating local jobs**. Fermob has created over 50 new jobs in the past two years, in roles spanning manufacturing (painting, welding, etc.), sales, product development, design and more.



**Metal**: an **environmentally responsible choice**

**Solvent-free powder paint**



**Recyclable** OTF fabric made in **France**

Teak from **sustainably managed forests**



**Eco-designed**

Limited packaging



A production site awarded Sustainable Furnishing Council (SFC) Gold Recognition

## ...AND RESPECT FOR THE ENVIRONMENT

The company is also committed to **protecting its natural surroundings**. Fermob is well aware of its incredible luck in working with steel and aluminium, **materials** that are **98% recycled** and **100% reusable**, and has long been committed to **limiting its environmental impact**: one of the best examples of this is its zero-waste painting line, which celebrates its 25th birthday this year.

The company's **respect for the environment** and **sense of responsibility** are reflected in its **corporate strategy** (an obvious decision for a manufacturer of garden furniture).

Product development and design teams strive to remove all superfluous elements and to make optimum use of raw materials. **Eco-design** plays a role in everything from creation to packaging.

This **environmentally friendly approach** aims to combat waste and to encourage the reuse of furniture. It inspires the company to take specific action: Fermob supports organisations that **reuse products** and recycle used furniture and offers professionals the opportunity to lease furniture.

**Love, protect, embrace and respect nature**  
Fermob's mantra!



In 2020, a campaign for Le Molitor in Paris led to more than 300 pieces being recovered and reused.



*of pure expression*  
OF DESIGN



Patrick Jouin



Antoine Lesur



Jean-Charles de Castelbajac



Terence Conran



Andrée & Olivia Putman



Frédéric Sofia



Pagnon & Pelhâtre



Tristan Lohner

## "Art is a question, design must be an answer "...

...according to Bernard Reybier: at Fermob, design finds its ultimate expression to create **stylish furniture that works with every lifestyle.**

To ensure that this strategy became a reality, the company made two choices :

- creating an **integrated design** and development **studio**
- working with **renowned** and **up-and-coming international designers.**

Terence Conran, Patrick Jouin, Frédéric Sofia, Tristan Lohner, Antoine Lesur and Jean-Charles de Castelbajac have all created exclusive collections for the brand

### ... Detail-oriented,

the company has received multiple awards (the Cartier Foundation, VIA Label, Observateur du Design Label, International Business Award (2013), Red Dot Award and more) .



reddot design award

# The colour

EXPERT



**Fermob has been famous for colour** since 1996. Bernard Reybier quickly understood that colour is what makes a garden distinctive, creates atmosphere on a terrace, adds **personality** to an item of **furniture and establishes a sense of boldness...**

In a market that was limited to two shades (English green and white) at the time, the brand revolutionised the sector by offering an **original colour chart of bright, intense and contrasting colours**. Today, Fermob has further developed its **colour expertise** with more **subtle shades**, making it possible to **play with different hues** and compose your own palette.



The company has ensured that it has the means to achieve its ambitions and now owns the **most advanced painting line anywhere in the world!**

It takes just **6 minutes** to **change paint colours** and the line can handle every shade of the colour chart in just 3 days, proving this impressive industrial tool's **flexibility and reactivity**.



- **The zero-waste painting line turns 25**
- **20,000 items painted each week**
- **1 to 3 new colours developed every year**



# Overall outdoor space planning

## FURNITURE, LIGHTING AND ACCESSORIES

Originally focused on garden chairs and tables, the catalogue has expanded and now offers a wide range of furniture, lighting and accessories.

This colourful and creative **decorative touch** provides the **perfect finish** to any item of furniture.

In just a few years, outdoor areas have become **a separate “room” in their own right**, with different spaces, different uses and demanding needs in terms of design.

Whether it's an area for reading or a mid-afternoon nap, an intimate lounge space or a large dining table with a sociable feel, a poolside area or a play area for children, **every lifestyle** has its own requirements in terms of **lighting, accessories and furniture**.





# Creating an *ambiance*

WITH LIGHTING

## 2015

It was in 2015 that Fermob branched out into the world of **battery-powered lighting**.

The first Balad lamp was truly innovative and disruptive, paving the way for a new way to design outdoor lighting. Inspired by travel (storm lanterns for Balad) and history (19th century lamps for Moon!, Thomas Edison's light bulb for Aplô), the range showcases the brand's fundamentals: **simple shapes**, easy to use, **elegant** and **functional**.

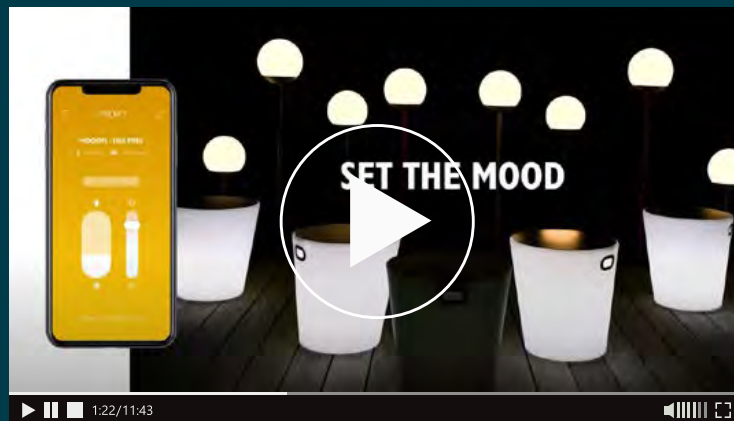






Innovative and resolutely contemporary, Fermob's lighting is also smart, thanks to **Bluetooth technology** and the **Fermob Lighting application**. Some lamps featuring this technology can be **controlled remotely** using a smartphone. The application makes it possible to control one or several lamps remotely, **adjust the colour temperature and brightness, configure and share** favourite ambiances with friends and family, **monitor battery life** in real time and more.

Using the app, Fermob lighting solutions can be used in gardens and on terraces, as well as indoors, to **create bright, warm settings**, that are perfect for cosy and casual socialising.



Scan-me  
and test the Fermob lighting app!





## INTERNATIONAL DEVELOPMENT: A LIFELONG AMBITION



**1,800** PARTNERS  
AROUND THE WORLD

With almost **50% of its turnover coming from exports**, the company has lived up to its CEO's international dreams over the last 30 years. Fermob furniture can be found on every continent, in **60 countries**, available to retail and professional customers.

# GERMANY

THE LARGEST EXPORT MARKET



## A 30-year commercial partnership with Germany

With a diverse and dynamic network of retailers, Fermob enjoys continued growth and an ever-growing reputation. The German market is extremely **demanding** and **attentive to product quality**: a sign that the collections have won over consumers with their style and weatherproof designs.

To strengthen its ties to the **professional** market, Fermob opened its **first branch in Cologne** in November 2020.

# SCANDINAVIA

SWEDEN IS THE LEADING TRADING PARTNER IN THE REGION

## “Outdoor Hygge” in Scandinavia

Given the very short summer period, this market is particularly focused on bringing the Hygge culture of **comfort** and **cosiness** outdoors. From small urban balconies to large lakeside family houses: the emphasis is on accessorising, gathering around large tables and playing with lighting.

# USA

STRONG LINKS TO FERMOB USA,  
OUR PARTNER SINCE 1999

AS MANY FERMOB CHAIRS IN  
NEW YORK AS THERE ARE YELLOW CABS

A VERY SIGNIFICANT  
PROFESSIONAL MARKET

OPENING OF A NEW SHOWROOM  
IN NEW YORK IN 2017



## A Franco-American love story

From Florida to Alaska, from Oregon to Texas, climates and lifestyles differ but they all have one thing in common: with Fermob, furniture fans can enjoy the **French art de vivre**. And in return, the brand likes to take an active role in American society, including furniture donation campaigns (Boys and Girls Club, Placemaking Week and more) and its commitment to being **environmentally friendly**, which has been recognised by the Sustainable Furnishings Council.

# FERMOB IN THE USA

Fermob USA is the **U.S distributor for Fermob** brand products. Fermob USA's corporate headquarters are located in **Atlanta, GA**. Fermob also has a **showroom at New York Design Center**, 200 Lexington Avenue, New York, NY in Suite 414. Find Fermob products in the US through its network of retailers or online. [Fermobusa.com](http://Fermobusa.com)

## ACHIEVEMENTS

- + 22 years in the US as FermobUSA • 43,000 SF warehouse • located in Atlanta, GA
- + 4,000 chairs in Bryant Park, NY
- + 120 containers of Fermob furniture imported • 50,000 pieces of furniture sold in the US, in 2020

Fermob's furniture and accessories can be found in hundreds of installations across the US!



CitizenM – New York

### PARKS/PUBLIC SPACES

Bryant Park, New York  
Beacon Park, Detroit  
Levy Park, Houston  
Klyde Warren Park, Dallas  
Campus Martius Park, Detroit, Michigan  
Governors Island, New York  
Ponce City Market, Atlanta, Georgia  
Coca Cola Headquarters, Atlanta, Georgia  
Jack London Square, San Francisco  
University City, Pennsylvania  
Brooklyn Bridge Park  
Times Square

### UNIVERSITIES

Wake Forest University, Winston-Salem, North Carolina  
Harvard University, Cambridge, Massachusetts  
Culinary Institute of America-Greystone, California  
Duke University, Durham, North Carolina  
Drexel University, Philadelphia, Pennsylvania  
Stanford University, Palo Alto, California  
Wellesley College, Wellesley, Massachusetts  
University of Oregon, Eugene, Oregon  
Baruch College, New York  
University of Denver

### HOTELS/RESTAURANTS

Standard Hotel-High Line, New York & Miami  
21c Museum Hotel, Bentonville, Arkansas  
Culinary Institute, Napa (school & restaurant)  
Almond Tree Inn, Key West, Florida  
Hyatt Regency, Greenville, South Carolina  
Charmant Hotel, Lacrosse, Wisconsin  
Morgan's on Fulton, Chicago, Illinois  
Hog Island Oyster Bar, San Francisco, CA  
Shake Shack, New York  
Fresh Flours, Seattle, Washington  
Tide House Restaurant, FL

### MUSEUMS

High Museum, Atlanta, Georgia  
Brooklyn Children's Museum, Brooklyn, NY  
Children's Museum of Pittsburgh, Pittsburgh, PA  
Dallas Museum of Art, Dallas, TX  
Oakland Museum of California, Oakland, CA  
Virginia Museum of Fine Arts, Richmond, VA

### CORPORATE

Google  
Facebook Corporate  
Chase Manhattan Bank





Harvard University, Cambridge - USA

Its furniture is used in public spaces (Munich, Mexico, Zurich, Tokyo, New York, Singapore and more) and embodies the **French art de vivre** and an age-old tradition.

By installing its items of furniture in iconic settings, the brand also wants to inspire the idea that they are more than just objects and can develop social ties and a sense of community



Marunouchi Street, Tokyo - Japan

More than mere furniture, the company exports a **MINDSET** that is welcomed by **OTHER CULTURES** and hailed by fans of the *French Touch!*



Stavros Niarchos Foundation, Athens, Greece



New York - USA



Molitor, Paris - France



# Fermob People

AN INSPIRING AND APPEALING BRAND

**Fermob** is such an **inspiring** and **appealing brand** that ambassadors are only too keen to join in!

Real people, families and friends who love the brand choose to open the doors to their homes to show off their lives and their décor during photo shoots for new products.

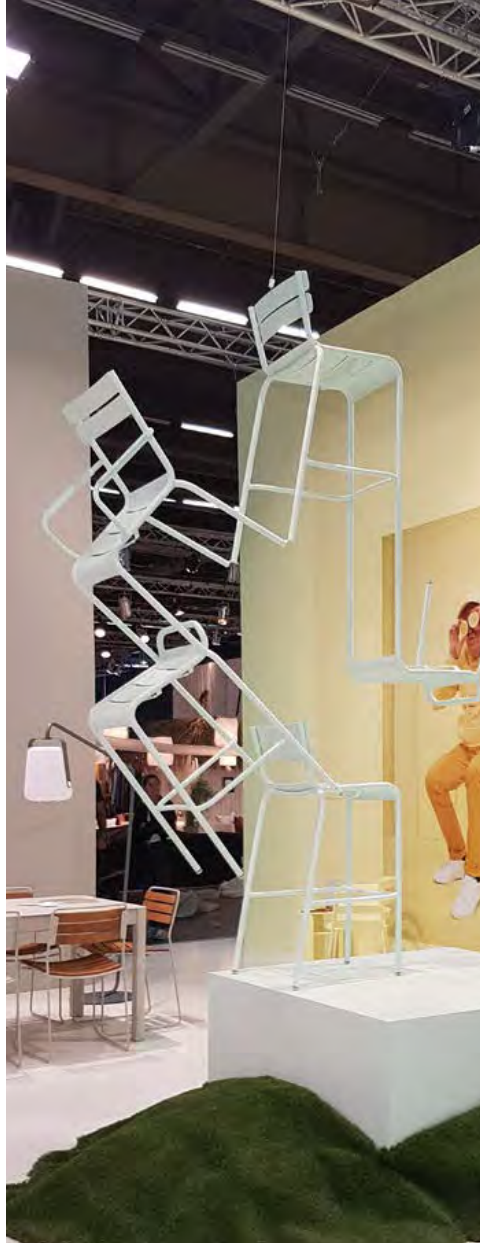
The result: a presentation of the brand's collections that looks more like a **family photo album** than a catalogue and that embodies the **brand's free-spirited, sociable** and **accessible feel**.

To pay tribute to this ever-growing community of ambassadors, the brand has given it a name: "**FermobPeople**". Since 2018, there is even a **dedicated website** ([fermobpeople.com](https://fermobpeople.com)) featuring portraits, recipes and DIY tips, experiences, playlists and more.

And members can tag themselves using the **#fermobpeople** hashtag in their **social media posts**!



*of bold*  
TOUCH



**Innovation** is a constant focus, creating a sense of **boldness** and **irreverence** that suffuses every project, every concept, every product development.

Encouraged by Bernard Reybier since his arrival at the head of the company in 1989, this mindset leads to **continual creativity**: no **technical challenge** is too much, nothing is off limits. This is what makes Fermob unique, this is what makes the brand so **inspiring** and **surprising**.

Fermob 





The **Colorarium** project is proof of this, created in 2020, a year in which it was more important than ever to **reinvent, amaze** and **bring people together**. This **realistic digital showroom** was unveiled, based on the idea of “making reality virtual”.

A **200 square metre set** was created for this Colorarium. **Fermob’s 2020-2021 collections** were showcased and filmed on this set. To turn this **interactive experience** into an **opportunity to communicate**, personalised digital meetings were organised to enable customers, partners and journalists to discover and discuss new products.

A **vibrant, inspiring** and **creative experience** that left a **lasting impression**.



# fermob

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