



**Petite  
Friture**

**BRUSH  
PRODUCT  
NEWS**



BRUSH

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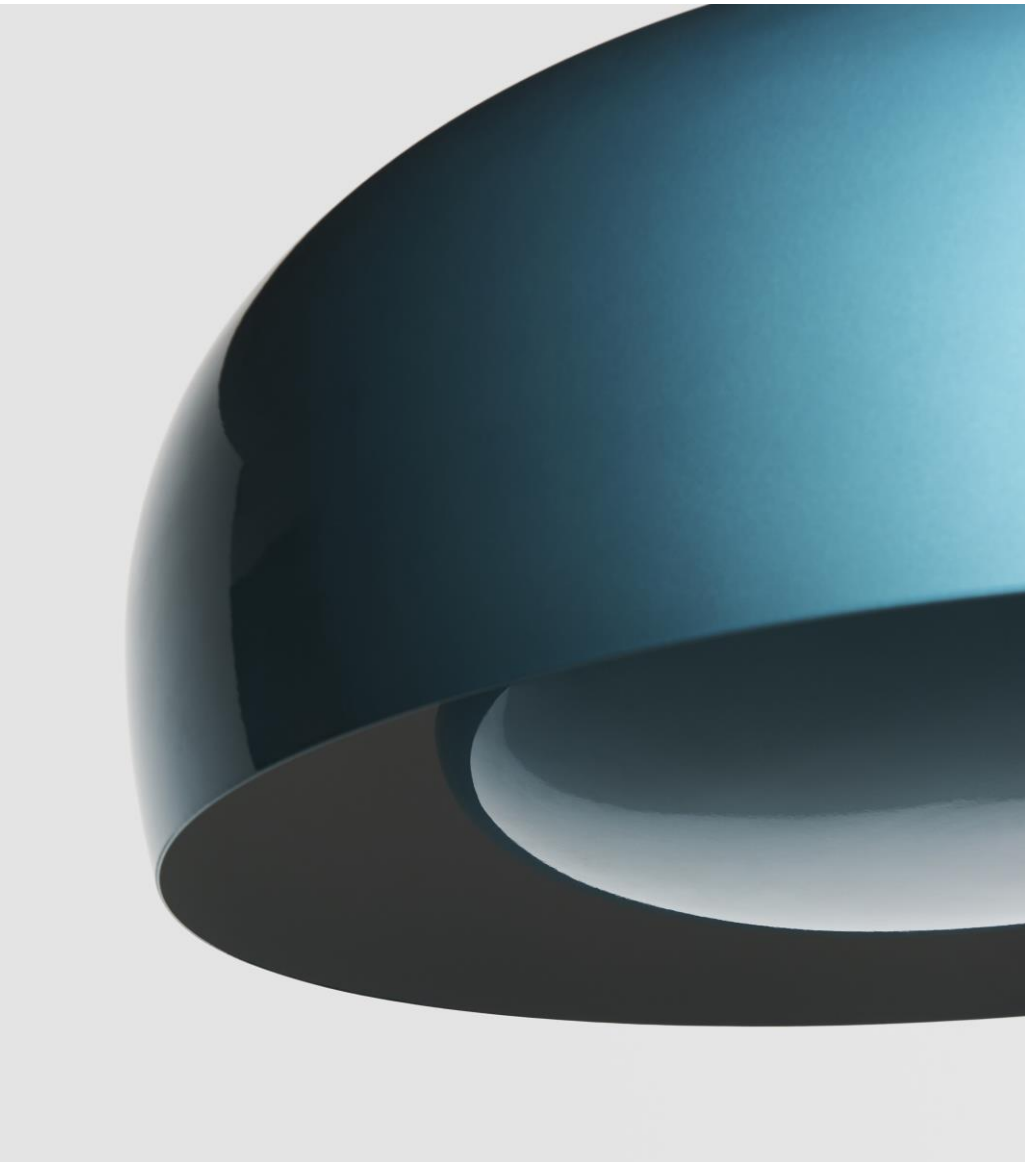
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# BRUSH ABOUT THE COLLECTION

# INSPIRATIONS



Designer-explorer, Pierre Charrié provides a contemporary on materials and artisanal manufacturing processes. He collaborates with weavers and drum makers, has an interest in Washi paper and Kumihimo silk as materials to create modern day artifacts.

The Brush collection was born during a workshop in Vietnam with the company Hanoia when Pierre Charrié explored the world of lacquer objects. A craft that requires using colour as an essential element of an object, finding its relationship with space and volume. A level of sophistication through which colours take shape in three dimensions as they run from the top to the bottom of the lamp.

The final shape comes from using an artisanal technique known as repoussage, for absolute mastery over the rounded oblong form that combines the geometric and the organic.

## ABOUT THE DESIGNER



Graduate of ENSCI-Les Ateliers and School of Fine Arts, Pierre Charrié has built a solid product design experience working with creative agencies for various brands. He is now working as an independent designer and focuses on the sensory dimension of everyday objects. He is interested in how materials, sounds or movements can trigger new interactions and question habits. These forward-looking projects are awarded and exhibited worldwide, fueling his collaborations with clients he accompanies in the design, development and industrialization of innovative products.

# SELLING KEY POINTS



**A splash of vibrant colours on a timeless pendant light with a UNIQUE lacquered finish.**

**A collection that will elevate any space with a touch of originality.**

- The subtlety of the aluminum spinning process

A dome and disk, delicately worked by the technique of aluminum spinning , including manual spinning, that elevates and enhances colour.

- Incandescent and vibrant colours

Specific baking techniques are required to achieve the Brush range of deep, metallic colours. Paint used for the blue and violet is made using pigments that react to the baking process.

Mixing the paint with crushed mother-of-pearl gives to the beetle version an iridescent effect where colours appear to change depending on how light hits the surface.

- Luminosity

The inner disk helps delicately diffuse the light. The soft, indirect glow comes from light reflected off the inside of the dome.



# THE SUBTLETY OF ALUMINUM SPINNING PROCESS



The dome's partially oblong shape is obtained by an initial mechanical spinning process

It is then put through a manual spinning process using a second cast to curve the dome inwards

The first spinning process is all that is required for the inner disk. It is then perforated using a laser so it can be housed inside the dome without needing to be welded in place.



# PRECIOUS POWDER-BASE PAINTING



The Brush collection features two types of very precious, highly technical powder-based painting techniques:

- Beetle colour

The paint used for the iridescent finish is made using ground nacre (mother of pearl), imbuing the paint with a glow whereby the colour changes appearance with the light.

- Violet and light blue

The violet and light blue finishes are made using pigments whose magnetic characteristics are altered when fired in the oven, giving the final hue a deep metallic quality.

The exquisite colours require multiple bakes to achieve the final result:

- a pre-bake for the violet and light blues
- a powder-coat bake for the first coat of powder-based paint
- a second firing with varnish for extra shine
- a final powder-coat bake for the white powder-based coat on the inside of the dome, ensuring a bright finish that reflects as much light as possible

# ASSEMBLY AT APF France HANDICAP

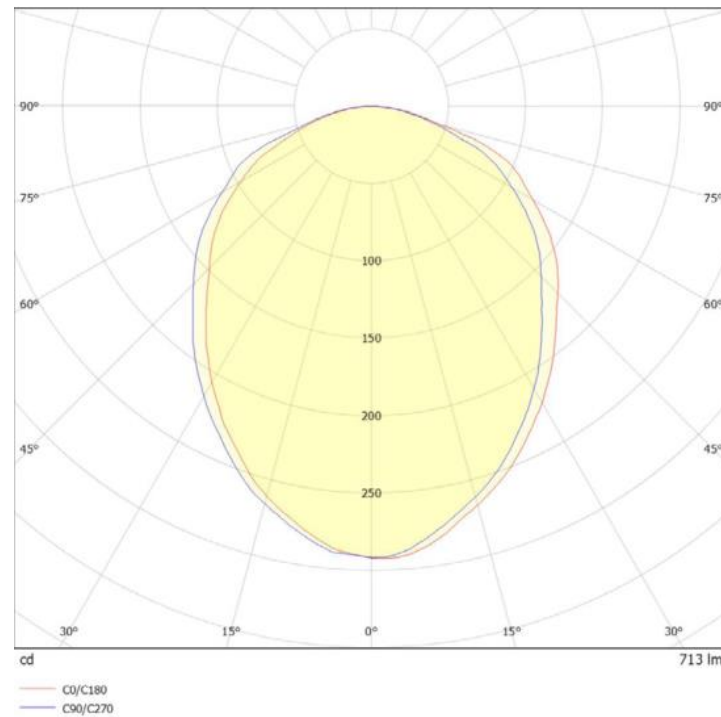


Inserting the socket with a cable tie  
Positioning of the ring to maintain the disk-dome structure in place  
Wiring the socket in place

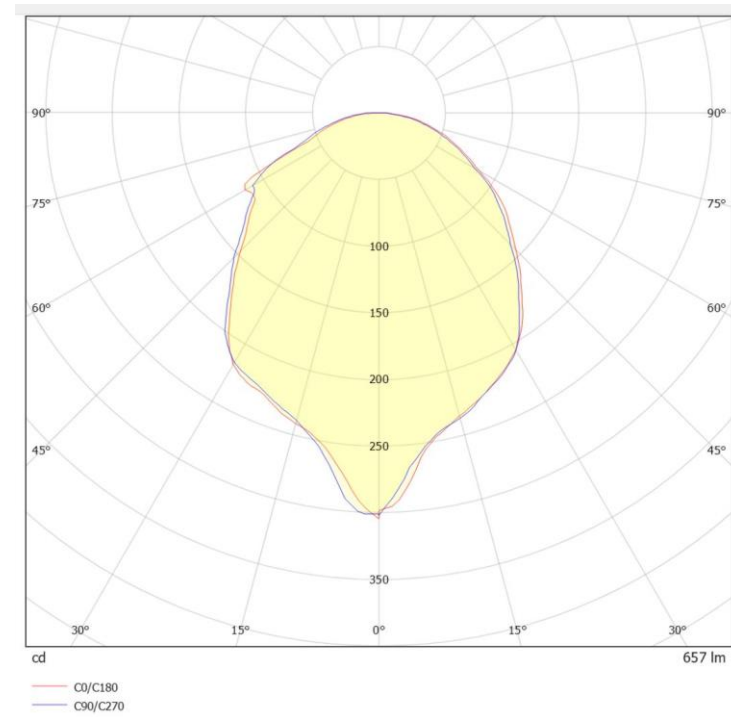
# LUMINOSITY



BRUSH 35



BRUSH 60



- Bulb non included: we recommend E27 6cm high for brush small version and 20cm high for brush large version
- We recommend 2700k LED bulb - 1500 to 3000 lm

# SUSTAINABILITY ENGAGEMENTS



- Assembled without glue
- Dismountable product for better recyclability
- The packaging cardboard is at least 80% recycled
- Interchangeable light bulb

# BRUSH THE COLLECTION

# COLLECTION AND PRICES

## SMALL

CE ET UKCA - ø canopée: 9cm | 3,5 inch

UL - ø canopy: 12cm | 4,7 inch (from Feb 2024)

### CABLE LENGTH

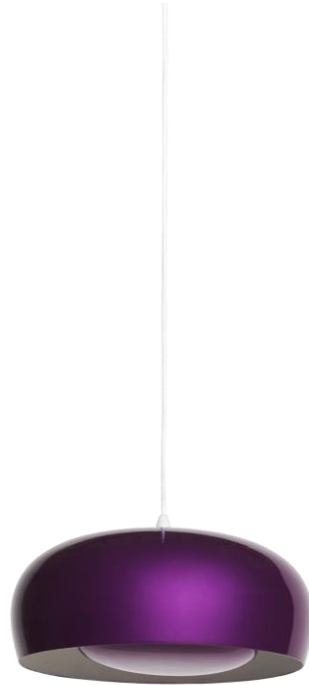
Electric cable: 300m | 118 inch  
Wire: 320 cm | 126 inch

L: 35 cm | 13,7 inch  
l: 35 cm | 13,7 inch  
H: 15 cm | 6 inch  
W: 1,9kg | 4,2 lbs

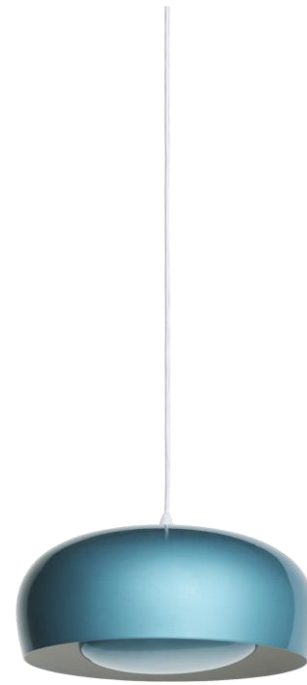
PACKAGING  
36,5x36,5x22,5cm | 14,97x14,97x8,85 inch  
W: 2,8 kg | 6,17 lbs

### RETAIL PRICE PER PIECE

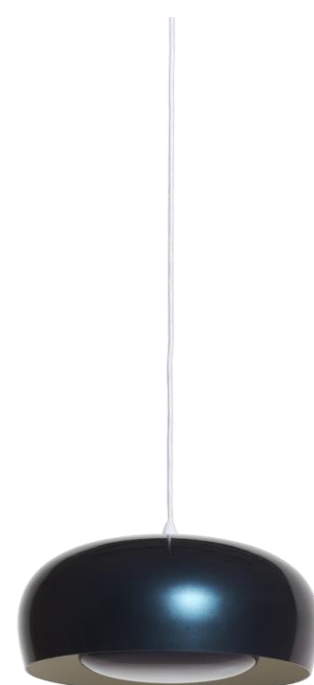
590 €  
620 CHF  
555 £  
4675 DKK  
7255 NOK  
7375 SEK  
890 \$



PURPLE



LIGHT BLUE



BEETLE

BRUSH

# COLLECTION AND PRICES

## LARGE

CE - UKCA - UL - ø canopée: 12cm | 4,7 inch

### CABLE LENGHT

Electric cable : 300m | 118 inch  
Wire : 320 cm | 126 inch

L: 60 cm | 23,6 inch  
l: 60 cm | 23,6 inch  
H: 25 cm | 9,9 inch  
W: 4,9kg | 10,8 lbs

### PACKAGING

61,5x61,5x35,5cm | 24,2x24,2x13,97 inch  
Poids: 8,8 kg | 19,4 lbs

### RETAIL PRICE PER PIECE

1 100€  
1155 CHF  
1030 €  
8 710 DKK  
13 525 NOK  
13 750 SEK  
1 655 \$



PURPLE



LIGHT BLUE



BEETLE

BRUSH



# TECHNICAL SPECIFICITIES

- Shade in two parts: Aluminium cupola and pellet
- Structure made of steel
- Replaceable bulb not included: E27, Petite Friture recommends 6cm high maximum in diameter for the small size and from 20cm for the large size.
- 2700 Kelvins, from 1500 to 3000 lumens
- Product assembled without glue and removable for better recyclability
- Manufacturing technique: Aluminum spinning
- Painting technique: Powder coating
- Certifications : CE, UKCA et UL

# BRUSH **MARKETING COLLATERALS**

# VISUALS



**PACKSHOT**



**CUT OUT**

BRUSH

# DIGITAL ACTIVATION KIT

Tailored communication packages can be created to suit your technical specificities:

- Home page banner
- Category page banner
- Brand content
- Dedicated or multi brand newsletter
- Post or instagram stories

Please reach out to your sales representative to build up an action plan.

# VISUALS



# VISUALS



# VISUALS





# VISUALS





BRUSH





BRUSH

# LAUNCH



The Brush collection is a brand-new, comprehensive line of pendant lamps by Petite Friture; made in Italy and France, they suit both residential and contract clients.

This is a strategic launch for Petite Friture, driven by a 360° communications plan.

With publicity starting on October 16<sup>th</sup> (2023), first European deliveries will take place in late October.

We recommend stores display the 35cm and 60cm models as they serve different purposes.

Please contact your sales representative for special launch offers and for assistance devising a launch plan.

Tailor-made communications packages can be made according to the technical specifications of what you use for communications (website...):

Homepage banner/Category banner/brand content/dedicated or multi-brand newsletter/Instagram story or post

All the best for future sales!

**BRUSH**

**Petite  
Friture**