

Ligne Roset celebrates its 150th anniversary



If Ligne Roset is joyfully blowing out its 150 candles in 2010, its success owes nothing to chance : it springs instead from the careful nurturing of a family business, today led by the fourth generation of Rosets, the brothers Pierre and Michel Roset, recently joined by their sons Antoine and Olivier. The only French 'éditeur-fabricant-distributeur' (creator-manufacturer-distributor) of high-end furniture, Ligne Roset is today one of the world leaders in the field of contemporary furniture, with a presence in 70 countries.

Its business plan hinges on quality of manufacture and innovation at every level: traditional savoir-faire coupled with the very latest industrial techniques, creative research and enduring aesthetics, control of marketing through a combination of wholly-owned stores and a carefully-selected distribution network, early international development (beginning in the 1960's), environmental practices initiated during the 1970's, constant communication with the general public via advertising campaigns often noted for their innovative nature (Grand Prix APPM in 2004).

To celebrate its 150th anniversary, Ligne Roset hopes to share the festivities with a worldwide promotional campaign.

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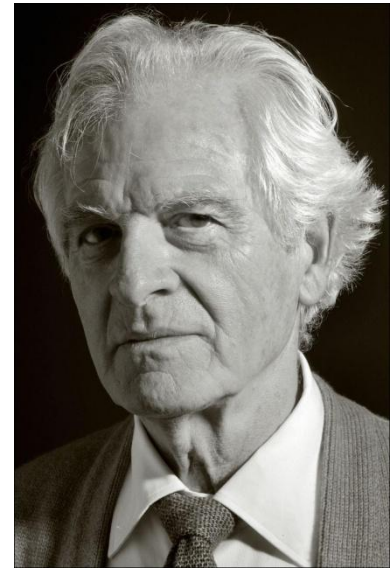
Limited edition of only 150 pieces of a multicolour Pumpkin armchair

Ligne Roset offers 2 limited editions of 150 numbered pieces of Pierre Paulin's Pumpkin armchair.

This armchair, directly inspired by the one designed by the late Pierre Paulin for Claude and Georges Pompidou in 1971 for the private apartments of the Elysée Palace, put into production and made available to the general public for the very first time by Ligne Roset in 2008.

As its name suggests, this armchair seems to consist of 8 assembled slices, normally in a single colour.

To mark the occasion, 150 pieces are to be produced in a unique palette of 8 shades of red wool, and 150 in a palette of 8 shades of blue wool.



Each piece will have the signature of Pierre Paulin and a special label numbered from 1 to 150, as well as the logo, '150 ans Ligne Roset' (150 years of Ligne Roset).

A total of only 300 pieces in total – for the entire world - will be made available from June 2010.



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ligne roset®

150 ANS
D'AVANCE



TOGO -25% OFF !

TO CELEBRATE OUR 150TH ANNIVERSARY, -25% OFF TOGO IN ALCANTARA® FOR 150 DAYS.
MAY-SEPT. 2010

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(Note that Monticello is offering an exclusive discount for customers. Kindly contact the Ligne Roset showroom in Singapore to find out about the extra special offer)

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Togo in Alcantara at a reduced 25% for 150 days

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To celebrate its 150th anniversary, Ligne Roset is joining forces with two leading suppliers (Recticel for the structure and Alcantara for the covering), and also its distribution network, to offer the public the opportunity, for 150 days (from May to September 2010), to purchase this cult piece, Michel Ducaroy's Togo (1973), at an exceptional discount of 25 %.

Since its conception, Togo has become a veritable design icon, selling more than 1,200,000 pieces worldwide and enjoying uninterrupted success. Emblematic of the Seventies, a sign of times which were changing 'pour trouver la plage sous les pavés' (literally, 'finding the beach beneath the cobbles'), adopted by the hippie generation who adored it for its aspiration to being different and its invitation to laziness, Togo seems to come straight out of a Claire Brétecher drawing. Its compact dimensions and buttoned silhouette have been spotted everywhere, from the lobbies of the Standard Hotel in Hollywood, Los Angeles to the studio of Patrick Eudeline...

The 25 % discount is offered on all items in the Togo collection (small and large settees, armchair, corner seat and footstool) when upholstered in a choice of 74 colours of plain Alcantara and 27 of Alcantara gaufré (dots, pebbles, or striped motif).

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A party outfit for Togo :

pixellated fabric by Cristian Zuzunaga.

A Kvadrat fabric with an enlarged pixellated motif designed by Catalan designer Cristian Zuzunaga, Togo is dressed in a highly original suit of clothes, multicoloured and radiant, available during the whole of 2010, the 150th anniversary year of Ligne Roset. Each piece will bear a special label: '150 ans Ligne Roset' (150 years of Ligne Roset).



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Celebrate 150 years of Ligne Roset.

Enjoy special reductions off Togo, Contours
and Everywhere collections*.

MAY - SEPTEMBER 2010

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EVERYWHERE: A collection of furniture, perfect for any room in the house, comprising pieces for the living or dining room, bedroom or hallway, even TV/hi-fi units. Chests are finished in pure white or anthracite lacquer, gloss white or gloss anthracite lacquer, or dark brown or ebony-stained oak veneer. Tops are matched to chests. Doors of certain items in milk, bordeaux or anthracite glass. Chests are mounted on castors, underframes or jacks. Wall shelves are in aluminum, finished in white, aluminum or anthracite lacquer.



LINES – Available in a special Grey & White lacquer with Black Metal legs for this anniversary

Sideboards : structure in panels of particleboard. Each drawer is mounted on runners equipped with a 'push-catch' mechanism and incorporates an internal drawer (' tiroir à l'anglaise'). DVD's may be arranged in the main drawer. Base in 2" thick agglomerated panels, with adjustable jacks or underframe in brilliant-chromed steel. Sideboards in gloss white lacquer have interiors finished in satin white lacquer; sideboards in gloss red or gloss anthracite lacquer have interiors finished in satin anthracite lacquer.

An unstructured shelving unit with sloping shelves and interior panels, offering storage space of unequal volumes. Optional indirect lighting may be located behind the frame. Frame in panels of MDF; 1" thick shelves and interior panels.



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A FAMILY SAGA SPANNING A CENTURY AND A HALF : 1860-2010

Artisans in wood

A choice dictated by passion : 1860-1950

In the manner of the greatest legendary businesses on the international luxury market, the history of Ligne Roset is rooted in artisanal French heritage. Antoine Roset, great grandfather of current directors Pierre and Michel Roset, was the first in the line. A forester from the Haute-Savoie region attracted by the magnificent beech forests of the Bugey, he established himself in Montagnieu (Ain) in 1860, installing paddle wheels on the La Brivaz river to process his wood. From 1860, he and his son Emile diversified into the manufacture of umbrellas, parasols and walking sticks. But soon, sensing that such accessories were beginning to fall out of fashion, they converted their wood turning lathes to produce chair legs and rungs: the hand of fate was visible even then!

Until the 1930's, the company 'Etablissements Veuve A. Roset' also manufactured 'chaises à colonnades', cane seating and reproduction seating. In 1936, Roset produced their very first upholstered chairs, principally in leather.

Contract furniture

A period of intense growth : 1950-1970

Jean Roset, the grandson of Antoine, quickly adapted, and in the context of postwar reconstruction the business, now employing around fifty staff, quickly took an industrial turn, branching out into contract furniture. This was the golden age of competitive tendering: the house of Roset produced modern Scandinavian-inspired furniture for large social organizations, schools and colleges, civil hospitals, universities and retirement homes. Beds, chairs, tables...already designed in collaboration with architects. The 'contract business' market continued to expand up until the 1960's. Having become a 'société anonyme' in 1956, the Roset business really broke into the world of contemporary design from 1965 onwards.



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Design and innovation

An avant-garde business : 1970-1990

Alongside Jean Roset, his sons Pierre and Michel saw in the explosion of creativity of the 1960's and 1970's the opportunity to give the business real durability by redirecting its activities towards the domestic market. Impassioned by design, they began to work with interior architects such as Michel Ducaroy, a young graduate of the Ecole des Beaux-Arts de Lyon, who in 1973 designed the Togo seat-cushion, a genuine design icon which has sold 1.2 million pieces and is still enjoying considerable success today. 1973 was a decisive year, for it was also that of the official founding of the Ligne Roset brand. Investment in design was to be the first insight which was to set the business on the path to success. Today, Ligne Roset collaborates with more than 70 designers from all countries and all backgrounds, emerging recently-graduated designers or internationally-renowned stars. And the second? The ambition to make Ligne Roset a true brand, supported by a branded distribution network: a real innovation in the furniture market at the time! The first Ligne Roset-branded stores opened from 1973 onwards. The decision to export was the third founding, pioneering intuition, with the first display in Germany unveiled in 1967. Today the international market accounts for 70 % of the Roset Group's activity and Ligne Roset stores are present in the greatest cities in the world.

An international way of living

Trends from the four corners of the world : 1990-2010

In 150 years, the Ligne Roset brand has become the symbol of an elegant way of life, a mark of luxury underpinned by the greatest talents of contemporary design all over the world. The first 'éditeur-fabricant-distributeur' of French contemporary furniture today offers up a readymade lifestyle with a complete collection of seating, storage, decorative accessories, lighting, rugs, fabrics...a universe apart, where certain products, such as Togo, have now become part of the design legend of the 20th century; where each product has been specially devised by its designer to benefit the eye just as much as it does the soul.

At Ligne Roset, openness of spirit is a business strategy, creativity a philosophy, non-conformism a policy, intellectual curiosity a character trait. For Michel Roset, industry and culture can be compatible: "A piece of Ligne Roset seating or furniture will always be much more than just wood and foam." The stars of contemporary design understand this perfectly, from the Bouroullec brothers (Facett seating) to Pierre Paulin, who chose the French firm to produce his final creations (Anneau armchair...), reissue his CM 141 desk and T.V. chair, and produce for the very first time his Pumpkin seating, directly inspired by the pieces he designed for Georges Pompidou for the Elysée Palace in 1971, with a view to making them available to the general public.

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Of the ten talented designers selected by famed Philippe Starck at the request of the Maison & Objet fair (which celebrated '10 ans de Now' this year with an exhibition entitled, '10 créateurs génération 2020'), Ligne Roset works regularly with four of them: Philippe Nigro (Confluences, T.U...), Marie-Aurore Stiker Metral (La Pliée, Entrelacs), Sam Baron (Sashimi), and Dingjian et Chafaï (Patch, Paysages...)

Ligne Roset is also one of the only worldwide brands in any field to have been awarded the highly coveted 'red Dot Award: Best of the Best' not once, but several times: for Facett (Ronan & Erwan Bouroullec) in 2005, for Moël (Inga Sempé) in 2007, for Confluences (Philippe Nigro) in 2009. The avalanche of distinctions accorded to Confluences is, incidentally, exceptional: four prizes in Germany, one in France, one in Italy and one in the USA, when the prestigious Chicago Athenaeum Museum of Architecture & Design awarded Confluences its 'Good Design' prize.

Likewise, the British international trend magazine Wallpaper, having bestowed its Design Award on Facett in 2005, has just awarded this prize to Ligne Roset once again, this time for Pierre Charpin's Stump table.

Finally, thanks to its specialist 'Ligne Roset Contracts' department, many of the world's most prestigious hotels, restaurants, cruise ships and museums have been furnished by Ligne Roset.



MOËL
▶ *Armchair, small & large settee*
By Inga Sempé



Confluence by Philippe Nigro

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LIGNE ROSET IN 2010 : FACTS AND FIGURES

DATE THE BUSINESS WAS FOUNDED	1860
NUMBER OF FAMILY GENERATIONS	5 (Antoine, Emile, Jean, Pierre and Michel, the current directors. Their sons Antoine and Olivier have recently entered the business)
NUMBER OF EMPLOYEES	1100
NUMBER OF INDUSTRIAL SITES	5 (all located in the Rhône-Alpes region : 3 are dedicated to upholstery production, and 2 to cabinet furniture)
AREA OF INDUSTRIAL SITES	132,000 m ² (twice the exhibition space of the Grand Louvre)
EXPORT RANKING	1 st in the field
PRORTION OF SALES FROM INTERNATIONAL MARKET	70 %
INTERNATIONAL PRESENCE	70 countries
NUMBER OF OUTLETS	800 (worldwide), of which 105 in France
NUMBER OF WHOLLY-OWNED STORES	36 (worldwide), of which 14 in France
FRENCH FLAGSHIP STORE	85 rue du Bac Paris 7è
NUMBER OF RENOWNED DESIGNERS IN THE CATALOGUE	70
NUMBER OF TOGO PIECES SOLD SINCE 1973	1,200,000
RECENT PROJECTS BY LIGNE ROSET CONTRACTS	Jiva Hill Park Hôtel 4**** Luxe (Geneva) Marquès de Riscal Hotel (Spain), Le Saut du Loup, Pierre Gagnaire, Coupole du Printemps (Paris) restaurants, Le Meridien (Barcelona, Paris, Hamburg, Monaco), MUDAM (Musée d'Art Moderne, Luxemburg)
WEBSITE	www.lignerose.com
REPRESENTED ON FACEBOOK	http://www.facebook.com/LigneRoset
REPRESENTED ON TWITTER	http://twitter.com/lignerose

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