



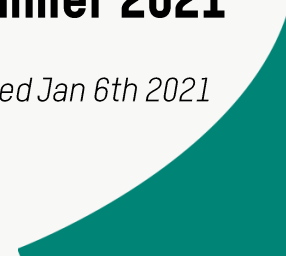
Petite Friture

Week-End outdoor collection

Pre-season offer

for Spring Summer 2021

Updated Jan 6th 2021



PRINCIPLES

- Preseason commercial offer:

✓ 1 order between September and December 2020 (extended to end of **january 2021**)

✓ Delivery between February and April 2021 , including 2 possible deliveries (display & stock)

✓ Additionnal discounts:

+5% from a total of 15 pieces

+10% from a total of 30 pièces

+15% from a total of 50 piècscs

+ 20% from a total of 80 pièces

✓ Cushions are excluded from the total but are beneficiating from the additionnal discount



WEEK-END RANGE

Key selling points in a nutshell

- **French Design** : Brichet-Ziegler Studio
- **Elegance and strength** :
 - ✓ organic line that gives the impression that the seat is in fact held in suspension.
 - ✓ Pi – π – profile giving the slats additional sturdiness.
 - ✓ Single aluminium sheets laser-cut into the desired shape : no screws or weld joints, no rough edges.
- **Comfort:**
 - ✓ An inviting seating approved by the most peculiar interior designers.
 - ✓ Seat cushions now available in 2 colours and 2 sizes.
- **Distinctive colour palette:**
 - ✓ Beautiful mix of bold colours and muted hues.
 - ✓ Extended choice for contract projects (17 colours in total)

WEEK-END RANGE

Key selling points in a nutshell

- **Longevity even in highly corrosive environment:**
 - ✓ Made out of aluminium : no risk of rust contrary to powder coated steel.
 - ✓ Grain-finish anti-UV epoxy powder paints, ensuring colourfast furniture.
- **Ideal for heavy contract use:**
 - ✓ Light-weight and easy to move.
 - ✓ Seats stackable (up to 7).

- **Competitive price-point**

- **Last but not least, quicker delivery leadtimes during the season:**

1 week to ship for 2 best-selling colours (black and jade green) on following functions:

- Chairs, Bridges, Lounge chair, stools
- Low tables and medium + square table
- Benches (with and without back)
- Trolley

1 to 3 weeks to ship for other retail colours on following functions:

- Chairs, Bridges, Lounge
- Low table, square table
- Bench with back
- Trolley

Max 3 weeks to ship on other combination of colour and function (except if we have stock obviously)

Every contract deal (seats > 20 pcs and/or other function > 5 pcs) will need to be addressed specifically for delivery leadtime

WEEK - END

WEEK-END, PF rising collection, will have new lifestyle visuals for Spring 2021

- Week end collection has become a pillar of Petite Friture. The collection is recognized on the contract market and asserts itself like a rising star on the retail market both online and in brick-and-mortar design showrooms.
- It will benefit from the 10 year anniversary dynamism created by many novelties and partnerships in the world about PF in 2020/2021
- For Spring Summer 2021, Week end will enjoy **new impactful lifestyle visuals** (see p22 to 30) to be used from march 6th 2021



NEW IMPACTFUL LIFESTYLE VISUALS

Confidential – to be used from March 6th 2021



W E E K - E N D

Confidential – to be used from March 6th 2021



WEEK - END

[Confidential – to be used from March 6th 2021](#)



WEEK - E N D

Confidential – to be used from March 6th 2021



W E E K - E N D

Confidential – to be used from March 6th 2021



WEEK - E N D

Confidential – to be used from March 6th 2021



WEEK - E N D

Confidential – to be used from March 6th 2021



W E E K - E N D

Confidential – to be used from March 6th 2021



WEEK - END

Confidential – to be used from March 6th 2021



WEEK - E N D

Confidential – to be used from March 6th 2021



WEEK - E N D

Confidential – to be used from March 6th 2021











STANDARD COLOURS WEEK-END

8 colours

3 new since September
2019



Blanc
White



Noir
Black



Bordeaux
Burgundy



Jaune
Yellow



Bleu
Blue



Blush
Blush



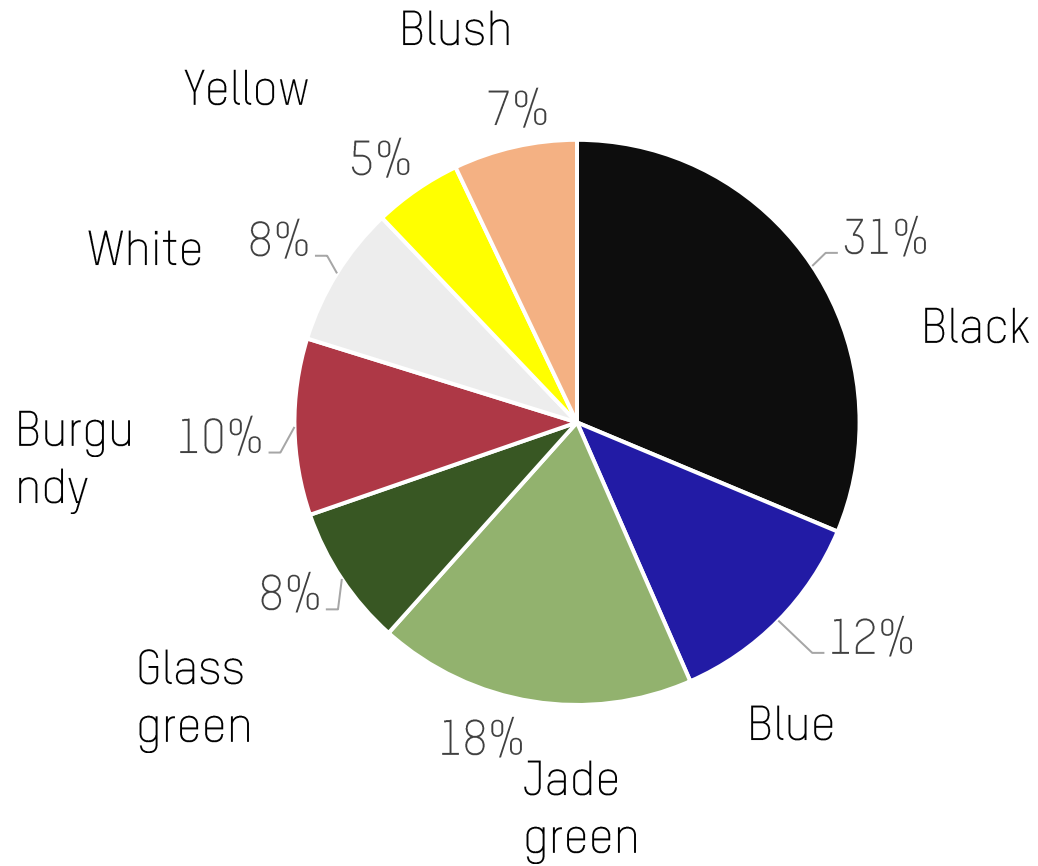
Vert bouteille
Glass green



Vert jade
Jade green

STANDARD COLOURS WEEK-END

*Colour split of last 12
months sales*



CONTRACT OPTIONS

- ✓ Customisable with 9 contract colours
- ✓ Min quantity : 20 pces (mix of items/not per SKU)
- ✓ Mark-up : +10% up to 49 pces (no additional cost from 50 pces)
- ✓ Lead time : 6 weeks incl. delivery



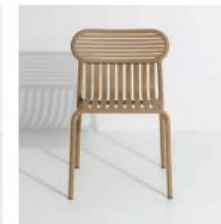
Gris perle
Pearl grey



Gris anthracite
Anthracite grey



Vert pastel
Pastel green



Or
Gold



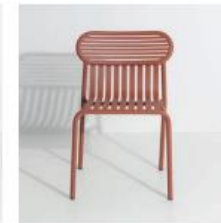
Bleu azur
Azur blue



Ivoire
Ivory



Safran
Saffron



Terracotta
Terracotta



Corail
Corail



WEEK-END CUSHION

- **Design in perfect harmony with the slats**
- **Highly resistant and comfortable:**
 - ✓ 100% Polyester fabric
 - ✓ Thermoformed and made with 3 types of rot-proof foams PU / PE & PEVA for an optimal comfort
 - ✓ Indoor and outdoor use (UV-resistant)
 - ✓ Smart attach system underneath
 - ✓ Professional dry or wet cleaning washable (TBC)
- **2 sizes:**
 - ✓ Small (chair, bridge, stools, benches)
 - ✓ Large (armchair and double sofa)
- **2 colours:**
 - ✓ Pearl
 - ✓ Anthracite



WEEK-END AT A GLANCE

*A full range for both
contract and retail*

*A high-end
aluminium collection
with beautiful
finishes at
competitive costs*

ASSISES SEATS



CHAISE CHAIR
W: 52 cm ; 20.5 inch
L: 50 cm ; 19.7 inch
H: 77 cm ; 30.3 inch (BACK)
H: 45 cm ; 17.7 inch (SEAT)
WEIGHT : 5 kg ; 6.6 lb



BRIDGE BRIDGE
W: 57 cm ; 22.4 inch ; L: 50 cm ; 19.7 inch
H: 77 cm ; 30.3 inch (BACK)
H: 45 cm ; 17.7 inch (SEAT)
WEIGHT : 5 kg ; 6.6 lb



FAUTEUIL ARMCHAIR
W: 66 cm ; 26 inch ; L: 62 cm ; 24.4 inch
H: 80 cm ; 31.5 inch (SEAT)
H: 82 cm ; 24.4 inch (ARMRESTS)
WEIGHT : 5 kg ; 11 lb



TABOURET HAUT HIGH STOOL
W: 46 cm ; 18.3 inch
L: 55 cm ; 21.7 inch
H: 77 cm ; 30.3 inch (BACK)
H: 80 cm ; 31.5 inch (SEAT)
WEIGHT : 6 kg ; 13.2 lb



TABOURET STOOL
W: 55.5 cm ; 21.9 inch
L: 48 cm ; 18.9 inch
WEIGHT : 5 kg ; 6.6 lb



BANC (SANS DOSSIER) BENCH (WITHOUT BACK)
W: 156 cm ; 61.4 inch
L: 48 cm ; 18.9 inch
H: 53 cm ; 20.9 inch
WEIGHT : 8 kg ; 17.6 lb



BANC BENCH
W: 49 cm ; 19.3 inch ; L: 123 cm ; 47.6 inch
H: 77 cm ; 30.3 inch (BACK)
H: 40 cm ; 15.7 inch (SEAT)
WEIGHT : 6.5 kg ; 14.3 lb



SOFA DOUBLE DOUBLE SOFA
W: 113.5 cm ; 44.5 inch
L: 64 cm ; 25.2 inch
H: 78.5 cm ; 31 inch
WEIGHT : 9 kg ; 19.8 lb

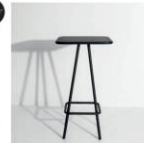
TABLES TABLES



TABLE BISTROT DINING TABLE
W: 70 cm ; 27.5 inch ; W: 60 cm ; 23.6 inch
L: 70 cm ; 27.5 inch ; L: 60 cm ; 23.6 inch
H: 75 cm ; 29.5 inch ; H: 75 cm ; 29.5 inch
WEIGHT : 11 kg ; 24 lb
WEIGHT : 10 kg ; 22 lb



TABLE HAUTE HIGH TABLE
W: 70 cm ; 27.5 inch ; W: 60 cm ; 23.6 inch
L: 70 cm ; 27.5 inch ; L: 60 cm ; 23.6 inch
H: 105 cm ; 41.3 inch ; H: 105 cm ; 41.3 inch
WEIGHT : 13 kg ; 28.6 lb
WEIGHT : 12 kg ; 26.4 lb



MANGE-DEBOUT HIGH BAR TABLE
W: 68 cm ; 26.8 inch ; L: 111 cm ; 43.7 inch
H: 111 cm ; 43.7 inch
WEIGHT : 7.9 kg ; 17.4 lb



DESSERTS TROLLEY
W: 85 cm ; 33.5 inch
L: 48 cm ; 18.9 inch
H: 73 cm ; 28.7 inch
WEIGHT : 5 kg ; 11 lb



TABLE BASSE COFFEE TABLE
W: 60 cm ; 23.6 inch
L: 69 cm ; 27.2 inch
H: 52 cm ; 20.5 inch
WEIGHT : 4 kg ; 8.8 lb



TABLE CARRE SQUARE TABLE
W: 85 cm ; 33.5 inch
L: 85 cm ; 33.5 inch
H: 75 cm ; 29.5 inch
WEIGHT : 12 kg ; 26.5 lb



TABLE RECTANGLE - MOYEN MEDIUM RECTANGLE TABLE
W: 85 cm ; 33.5 inch
L: 180 cm ; 70.9 inch
H: 75 cm ; 29.5 inch
WEIGHT : 22.3 kg ; 49.2 lb



TABLE RECTANGLE - GRAND LARGE RECTANGLE TABLE
W: 85 cm ; 33.5 inch
L: 200 cm ; 78.7 inch
H: 75 cm ; 29.5 inch
WEIGHT : 27 kg ; 59.5 lb



TABLE BASSE LONGUE LONG COFFEE TABLE
W: 127 cm ; 50 inch
L: 51 cm ; 20 inch
H: 41 cm ; 16.1 inch
WEIGHT : 5 kg ; 11 lb

COUSSINS CUSHIONS



PETIT COUSSIN SMALL CUSHION
Gris anthracite et Gris perle
anthracite grey and Pearl grey
W: 50 cm ; 19.7 inch
L: 37 cm ; 14.6 inch
H: 4.5 cm ; 1.8 inch
WEIGHT : 0.2 kg ; 0.1 lb



GRAND COUSSIN LARGE CUSHION
Gris anthracite et Gris perle
anthracite grey and Pearl grey
W: 58.5 cm ; 23 inch
L: 40.5 cm ; 16.5 inch
H: 2.5 cm ; 0.8 inch
WEIGHT : 0.3 kg ; 0.1 lb

COULEURS RETAIL RETAIL COLORS



Blanc
White



Noir
Black



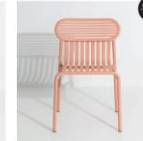
Bordeaux
Burgundy



Jaune
Yellow



Bleu
Blue



Blush
Blush



Vert bouteille
Glass green



Vert jade
Jade green

COULEURS CONTRACT CONTRACT COLORS

(soumis à conditions tarifaires et un minimum de quantité par coloris)

CONTRACT COLORS

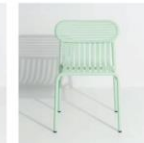
(submitted to pricing conditions & minimum quantity by colors)



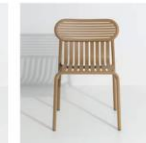
Gris perle
Pearl grey



Gris anthracite
Anthracite grey



Vert pastel
Pastel green



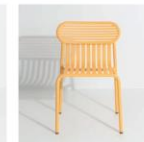
Or
Gold



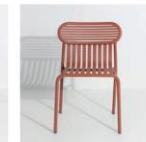
Bleu azur
Azur blue



Ivoire
Ivory



Safran
Saffron



Terracotta
Terracotta



Corail
Coral

Petite
Friture

**A SHARP COLLECTION WHICH IS
GAINING DESIRABILITY IN RETAIL
(PHYSICAL STORE & ONLINE)**

RETAIL: CREATE DESIRABILITY

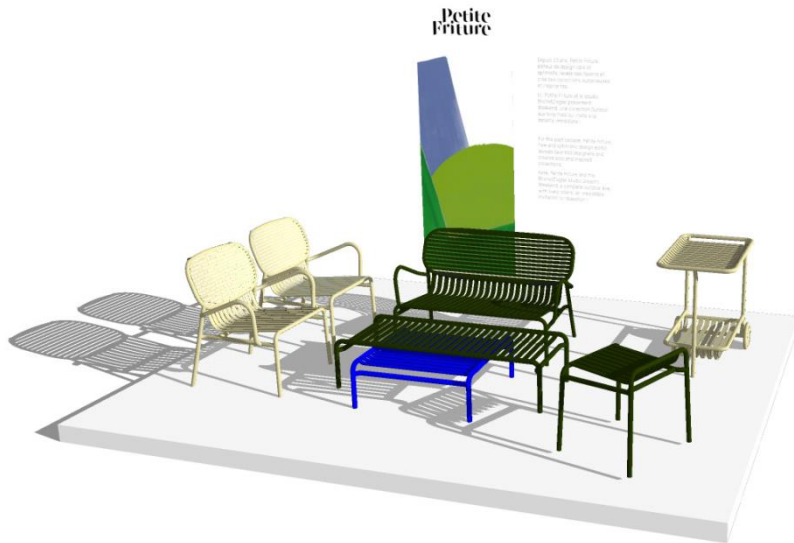
*Possible
configurations*

*Example of last
season 'kakemonos'*

Objective: to inspire final clients !

Tool: merchandizing 3D configurations and support

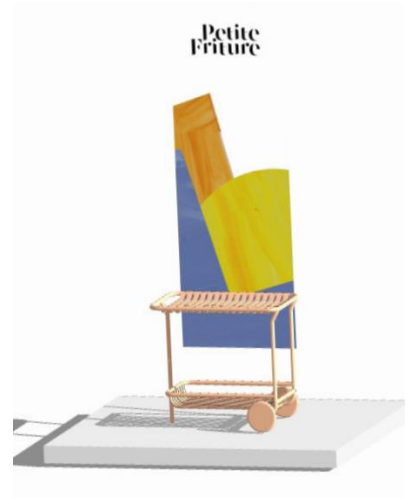
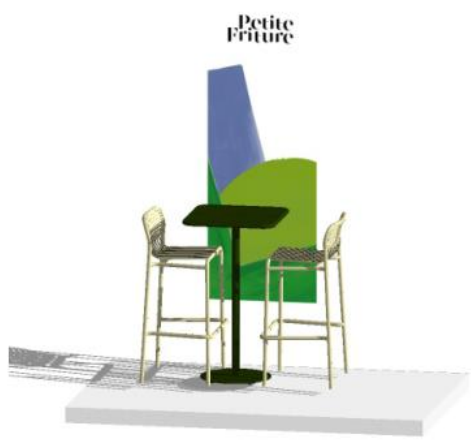
We are here to help you set up beautiful Week End presentations in store





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Pf



EXAMPLE OF A POP-UP STORE AT BON MARCHE (PARIS) IN MAY-JUNE 2019

Depuis 10 ans, Petite Friture révèle des talents et crée des collections audacieuses, inspirantes et décalées.

Plus qu'un éditeur, Petite Friture exprime un état d'esprit libre et optimiste.

Ici, Petite Friture et le Studio BrichetZiegler présentent Weekend, une ligne complète de mobilier Outdoor aux tons frais et acidulés. Ultra légères et empilables, les chaises invitent à la détente immédiate !

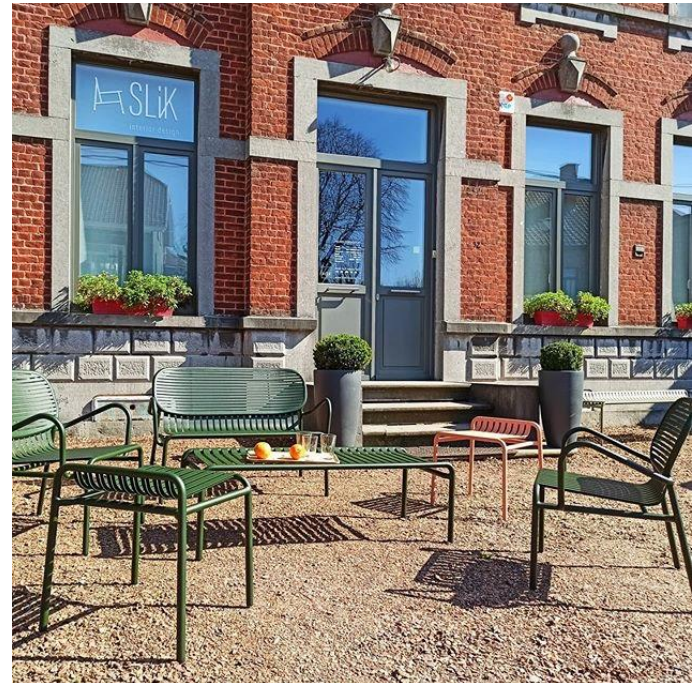
For the past decade, Petite Friture reveals talented designers and creates bold, inspired and singular collections.

Not just a design editor, Petite Friture is a free and optimistic state of mind.

Here, Petite Friture and the studio BrichetZiegler present Weekend, a complete outdoor line, with lively colors and light stackable chairs, an irresistible invitation to relaxation.



DISPLAY AT SLIK INTERIEUR DESIGN Tournai, Belgique



GOOD DESIGN STORE Marseille, France



DE LOTUS, Seoul, SOUTH KOREA

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DE



-
**A COLLECTION ALREADY
RECOGNIZED AND APPRECIATED
BY ARCHITECTS AND DECORATORS**
-

**MAISON CERONNE, Perche
(France)
Restaurant and
'countryside' hotel ,
welcoming art exhibition**



**PARIS PHOTO
OCTOBRE 2019
SALON VIP**



**PARIS PHOTO
OCTOBRE 2019
SALON VIP**



RESIDENTIAL - Paris

Lagom architectes



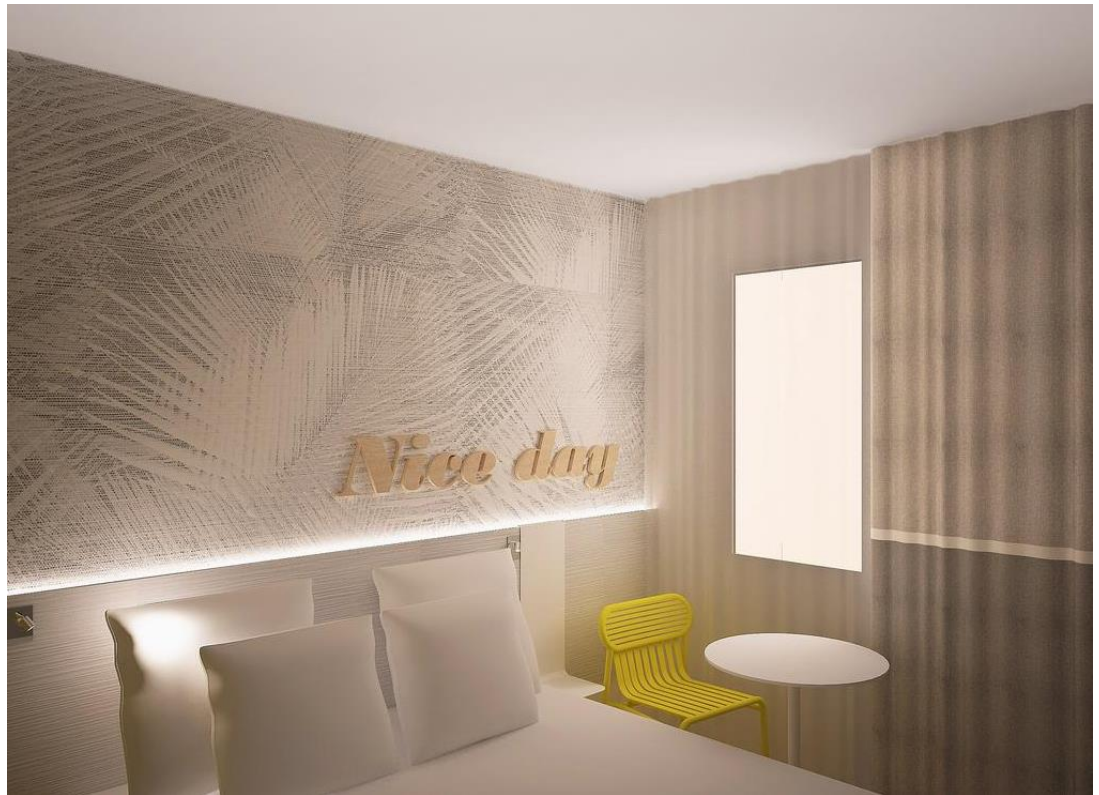
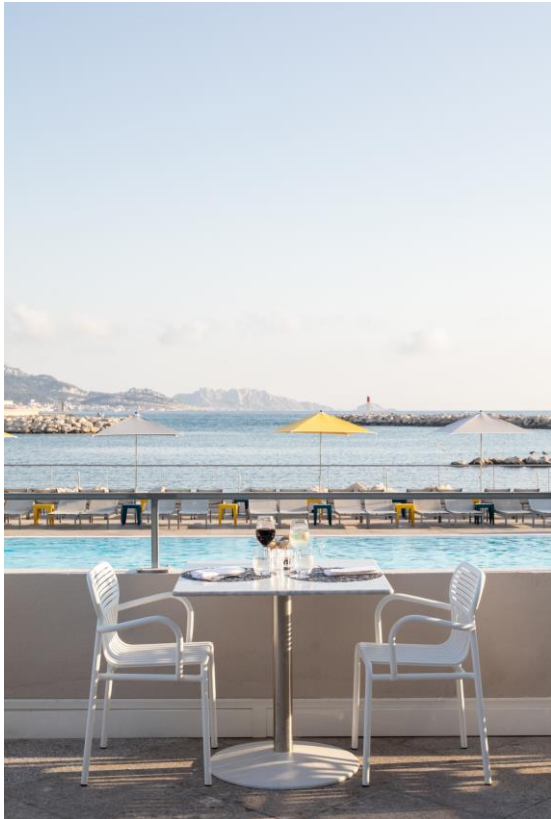
MARTINEZ PALACE HOTEL, Cannes

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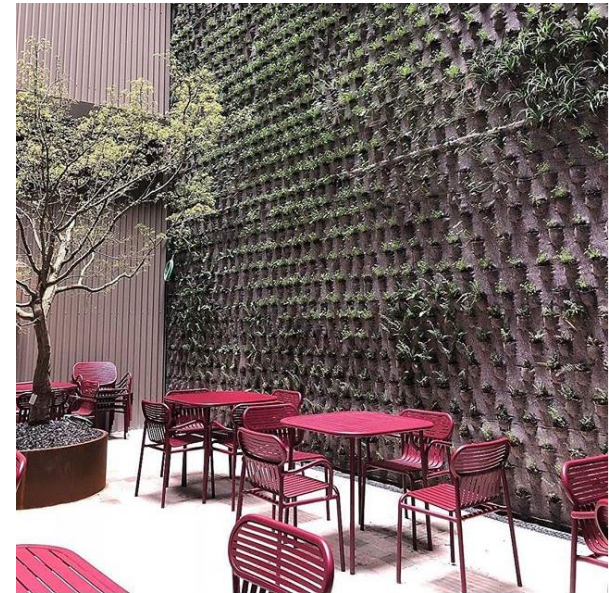
HOTEL NHOW 4*, Marseille et HOTEL MERCURE 4*, Nice

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RF

YUST HOTEL, Antwerp



Z HOTEL COVENT GARDEN, UK



RESTAURANT ANNE-SOPHIE PIC (CHEFFE 3* MICHELIN), Paris



RESTAURANT LES DUNES, Corsica



RESTAURANT SUPER LOBSTER, Nice

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R

RESTAURANT AND ART GALLERY LE BAL, Paris



GOLF FAGELBRO, Sweden

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KWERK ESPACE DE CO-WORKING, Paris



KWERK SPACE DE CO-WORKING, London

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RF

**PERNOD-RICARD,
Parisian headoffice
done by Saguez &
Partners**

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POMLE NAKKE RESTAURANT, Denmark



CAFÉ JOYEUX, Bordeaux



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Friture**