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The Joy of Living – Fermob

AUSTRALIA

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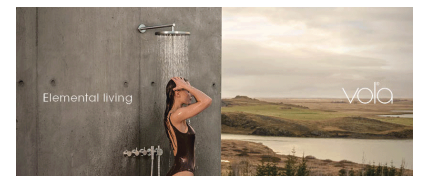
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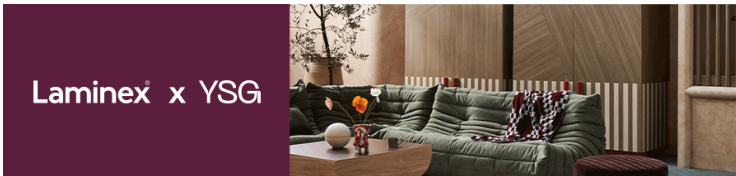




Outdoor furniture manufacturer [Fermob](#) expresses an inherently French attitude and unmistakable joie de vivre. From its manufacturing history in France to the unbridled personality imbued in Fermob pieces, the company is ingrained in the fabric of French design.

Launching more than 40 products every year, Fermob ensures each collection is filled with the same sense of playfulness and style that the team themselves so wholly embrace. The diverse stable of products spans furniture and lighting, with a multitude of aesthetics expressed through Fermob's well honed eye. There are tables, chairs, lounges, bench seats, stools and much more – ranging from classic to highly contemporary designs.

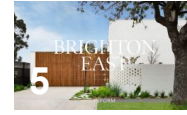
The company's foray into outdoor lighting comprises table lamps, floor lamps, portable pieces and more. Balad combines metalwork with cutting edge lighting technology within a compact, portable design. The form encapsulates Fermob's convivial and spirited approach to design and is intended to be placed along a garden path, on its stand or hanging from its handle to bring warmth to the outdoors. Similarly, Aplô is a wireless, battery-operated lamp with charm and versatility in equal measure; it can be used as a torch, a table or floor lamp, a hanging lamp or a wall light. Moon!, inspired by stylish 19th-century street lamps, features a luminous globe atop a sleek base in a range of Fermob colours. Equally at home on the terrace or in the lounge, Moon! is available in three different heights and brings a feeling of contemporary cool to long summer evenings. The Hoop string of lights is perfect for garden parties, evoking a magical aesthetic hanging across an open terrace, while Inouï can be used as a stool, occasional table or sculptural lamp to bring moments of utility and joy.



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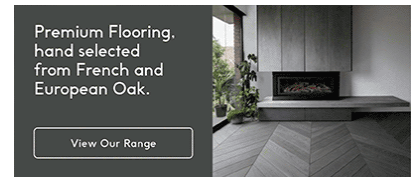
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Launching more than 40 products every year, Fermob ensures each collection is filled with the same sense of playfulness and style that the team themselves so wholly embrace.

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As well as releasing new products, colour plays a significant role in Fermob's evolution. The Fermob colour chart currently spans 23 colours ranging from Red Ochre and Cedar Green to Nutmeg, Honey and Frosted Lemon, and every year it grows in size and offering. Bright shades allow for bold choices while subdued tones welcome neutral, calming outdoor settings. Each colour is selected by Fermob's team for its individuality and relevance and then mixed in-house. The construction and stability of these colours is crucial; they are hardwearing, and resistant to UV light, abrasion and water, ensuring a long and vivid life.

While forward thinking in its approach, Fermob proudly manufactures three iconic French ranges – Bistro, Luxembourg and 1900 – alongside contemporary designs. These pieces are definitively Parisian; pause for a moment in the Jardin des Tuileries or stop for a drink at one of the city's many 'terrasses' and you will undoubtedly find yourself perched on one of these iconic chairs. The Bistro chair was first created in 1889 – the same year as the opening of the Eiffel Tower – and is a timeless piece of French design with a silhouette rooted in history. The Luxembourg was initially designed in the 1920s for the Parisian gardens of the same name and today can be found in abundance in Paris's many great parks and green spaces. Slightly more ornate in its design and traditionally used in quaint garden settings, the 1900 range features decorative metal scrolls inspired by Haussmannian balconies, evoking a romantic French nostalgia and artisanship.

Manufactured to this day in the French countryside, Fermob's furniture can be found in over 60 countries. Through a growing collection defined by comfort, colour and durability, the company captures France's incomparable charm and enviable attitude to life and design.

Australian stockists of Fermob can be found [here](#).

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PUBLISHED 25 NOVEMBER, 2021

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