

Christofle

NEW INTRODUCTIONS

2024

GRAPHIK

Launch April 2024

A proven success since its launch in 2015, the GRAPHIK collection is now expanding its holloware range with 4 trays.

The modern, elegant design is inspired by the traditional motifs created by master glassmakers and features the collection's clean lines and perfect geometry.

The contemporary style of this collection will blend in with any interior, whether modern or classic.



THE BAR COLLECTION



B04240442

\$1,380

Champagne bucket

UPC: 3570660338319



B04240441

\$1,320

Insulated ice bucket

UPC: 3570660338302



B04240443

\$1,260

Wine cooler

UPC: 3570660338326



B04242032

\$720

Shaker

UPC: 3570660338289



B04222078

\$330

Bottle coaster

UPC: 3570660328891



B04222077

\$270

Carafe coaster

UPC: 3570660328914



B04222035

\$350

Jigger

UPC: 3570660338296



B04244150

\$1,000

Wine bottle holder

UPC: 3570660329973

TRAYS



B04200409

\$250

Silver plated

L x l : 10x15 cm

L x W : 3.9 x 5.9"

UPC: 3570660484573



B04200427

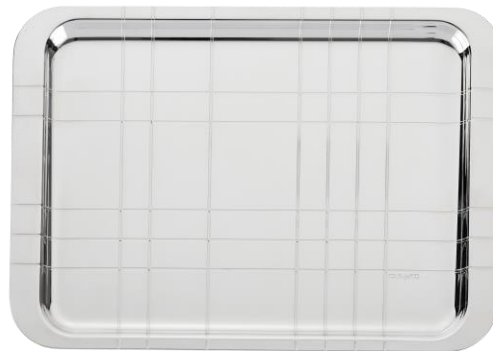
\$385

Silver plated

L x l : 20 x 16 cm

L x W : 7,9 x 6,3"

UPC: 3570660484597



B04200433

\$615

Silver plated

L x l : 20 x 30 cm

L x W : 7,9 x 11, 8"

UPC: 3570660484610



B04200434

\$1,540

With handles

Silver plated

L x l : 42 x 32 cm

L x W : 16,5 x 12,6"

UPC: 3570660484634

Tray 10 x 15 cm



Features

- Silver-plated metal (brass base)
- Chemical etching of the lines
- Made in France
- Dimensions: 10 x 15 cm - 3.9 x 5.9"
- Sold by 1
- Packaging: box with anti-tarnish pouch

Selling points

- Ideal for credit and business cards
- Desk accessory or trinket tray
- Gift price positioning <300€
- \$250

Tray 20 x 16 cm



Features

- Silver-plated metal (brass base)
- Chemical etching of the lines
- Made in France
- Dimensions: 20 x 16 cm – 7,9 x 6,3"
- Sold by 1
- Packaging: box with anti-tarnish pouch

Selling points

- Best-selling format
- Ideal for serving coffee
- Contemporary decorative accessory
- \$385

Tray 20 x 30 cm



Features

- Silver-plated metal (brass base)
- Chemical etching of the lines
- Made in France
- Dimensions: 20 x 30 cm – 7,9 x 11, 8"
- Sold by 1
- Packaging: box with anti-tarnish pouch

Selling points

- Best-selling format (like 20x16)
- Holds C5, DL and A5 envelopes
- Contemporary decorative accessory
- \$615

Tray 42 x 32 cm



Features

- Silver-plated metal (brass base)
- Chemical etching of the lines
- Made in France
- Dimensions: 42 x 32 cm – 16,5 x 12,6"
- Sold by 1
- Packaging: box with anti-tarnish pouch

Selling points

- Large size with handles
- Ideal for aperitifs or snacks
- \$1,540

MOOD ASIA PRECIOUS

Prelaunch November 2023 // Novelty January 2024

Christofle unveils the MOOD Asia Precious, an exclusive version combining rose gold and silver metal.

Christofle has always had a special relationship with the Asian continent and was a key player in the spread of Japanism in Europe.

MOOD ASIA PRECIOUS is a set of cutlery for six, offering a new perspective on the art of the table.

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MOOD COFFEE

13cm



MOOD PARTY

24cm



MOOD ASIA
MOOD EASY

27cm



MOOD by Christofle

30 cm





MOOD ASIA

Stainless steel with a copper colour
Interior disc in walnut wood

Ø 18,6 cm - H 27 cm
Ø 7 ¼" - H 10 5/8"

B00365999

\$2,230

3570660503946



**PAIR OF CHOPSTICKS
X6**

Silver plated

H 23,5 cm – On end 3,2 mm
H 9 ½" – On end 1/8"

B04225763



**CHOPSTICKS REST
X6**

Silver plated

L 4 cm
L 1 ½"

B04222585



**SOUP SPOON
X6**

18 carats pink gold

H 17 cm
H 6 ¾"

B00365016



**DESSERT FORK
X6**

Silver plated

H 17 cm
H 6 ¾"

B04222585

MOOD ASIA PRECIOUS

Prelaunch November 2023 // Novelty January 2024

- Copper steel shell with walnut wood disc.
- Set for 6 with 6 spoons in 18-carat pink gold
- Packed by 1
- Unique combinaison of silver-plated and pink gold (18ct)

Timeless
Unique
Concept
Convivial

- Care : Christofle has developed a range of effective, easy-to-use products for the care of your cutlery.
- Price : \$2,230
- UPC: 3570660503946

Christofle



MOOD ASIA PRECIOUS

Prelaunch November 2023 // Novelty January 2024



Soup Spoon

18 carats pink gold

H 17 cm

H 6 $\frac{3}{4}$ "

B00365016

The shape of the spoon handle is slightly curved to easily matches to any type of bowl, from the most modern to the most traditional.

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MOOD ASIA TRAY

Christofle

The MOOD ASIA tray completes the proposal for creating convivial moments with Asian dishes.



MOOD ASIA TRAY

Stainless steel / Porcelain / reversible
food varnished wealnut wood

Ø 48 cm – 52cm avec anses
Ø 18 7/8" - 20 15/32" with handles

B05900100

SET OF 2 BOWLS

Porcelain

Ø 10,5 cm - H 7 cm – 30 cl
Ø 4 1/8" - H 2 3/4" - 1 cup 1/4

B07600100





KEY WORDS

Timeless

Unique

Concept

Convivial

THE PERFECT MATCH

The MOOD ASIA tray completes the proposal for creating convivial moments with Asian dishes.

THE STORY CORNER

Christofle has always had a special relationship with the Asian continent and was a key player in the spread of Japonism in Europe.

MOOD ASIA PRECIOUS is a set of cutlery for six, offering a new perspective on the art of the table

CARE

Christofle has developed a range of effective, easy-to-use products for the care of your cutlery (associated leaflet).

STYLE & INSPIRATION

Copper steel shell with walnut wood disc.

6 spoons in 18-carat pink gold



HOLIDAY SEASON 2024

Creation

For the 2024 vintage of festive ornaments, Studio Christofle has chosen to play with the accumulation and superimposition of traditional festive elements.

This collection takes up both the essential codes of Christmas (tree, gift, star...) and the House's iconic products (teapot...). It transports you into the enchantment of the festive season.

The collection includes 6 references.

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OVERVIEW



Christmas ball 2024
Silver plated



Christmas ball 2024
Gilded



« Teapot » ornament
Palladium



« MOOD » ornament
Palladium

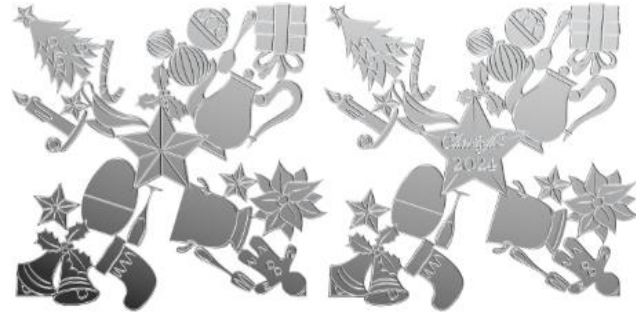


« Champagne Bucket » ornament
Palladium



Set of 3 ornaments
Palladium

CHRISTMAS BALL



Face 2

Face 1

Christmas ball 2024

Silver plated

Ø 7,5 cm

B04254704

\$170

Christmas ball 2024

Gilded

Ø 7,5 cm

B04254705

\$240

Features

- Varnished Silver-Plated (no care required)
- Dimension : 7,5 cm
- Made in Italy
- Sold with ivory ribbon and steel/gold bead
- Packed per 1
- Packaging: box

Key selling points

- 2024 vintage

ORNAMENT



Ornament n°1 – Teapot

Palladium

H : 8,3 cm

B04254700

\$75



Ornament n°3 - Champagne bucket

Palladium

H : 8,1 cm

B04254702

\$75



Ornament n°2 - MOOD By Christofle

Palladium

H : 9 cm

B04254701

\$75

Features :

- Palladium (no care required)
- Made in Italy
- Sold with ivory ribbon and steel/gold bead
- Packed per 1
- Packaging: box

Key selling points :

Iconic Christofle products become Santa's Hotte

SET OF 3 ORNAMENTS



Set of 3 ornaments

Palladium

B04254703

\$215

Features :

- Palladium (no care required)
- Made in Italy
- Sold with 3 ivory ribbons and 3 steel beads
- Packed per 3
- Packaging: box

Key selling points :

- Perfect as a gift box!
- Iconic Christofle products become Santa's Hotte

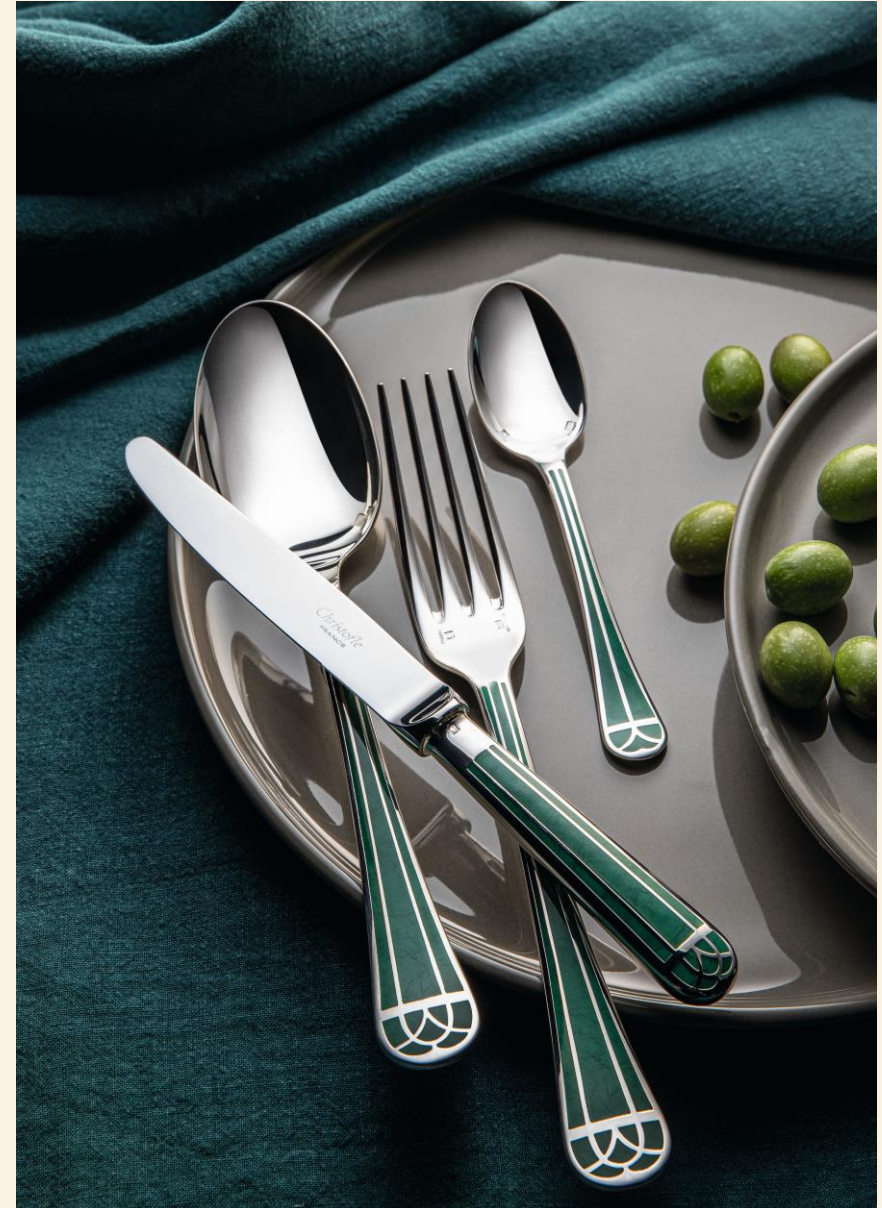
TALISMAN

Re Launch April 2024

TALISMAN is an exceptional collection of high-end flatware combining silver and lacquer.

It showcases Christofle's exceptional expertise: after several successive coats, the lacquer becomes almost as inalterable as the metal. This process makes the cutlery extremely resistant to shocks, making it perfect for everyday use.

For almost 40 years (launch 1986), Christofle has been offering the possibility of personalising your table with infinite possibilities, made-to-measure colours and special orders.

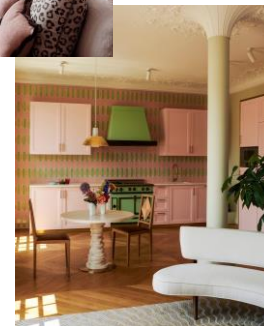
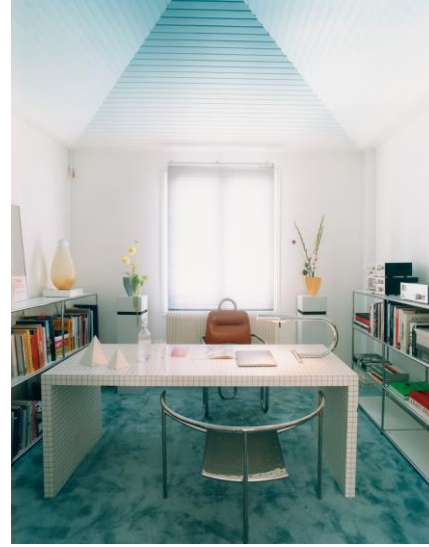
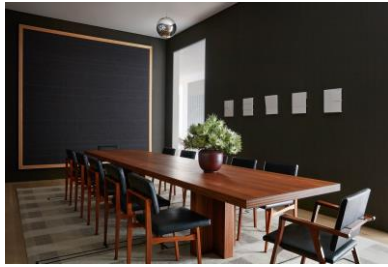


Maintain the infinite choice of colors for an extreme customization experience... but offer a selection of trendy colors with a reduced lead time!

- Setting up an intermediate stock of semi-finished products for the 54pcs and 5pcs set references at the manufacture,
- Elimination of the sample validation stage for in-store color references,
- A dedicated visual merchandising to attract attention in-store thanks to colorama 2024,
- 3 to 5pcs of the range in store for each color,
- Reduced lead time to 3 months.

NEW TALISMAN OFFER
April 2024

SEEN IN AD MAGAZINE



Christofle is committed to continuing to offer a customizable option.

Christofle unveils a selection of 10 trendy colors to inspire and help customers who need advice (available for consultation in a select number of stores).

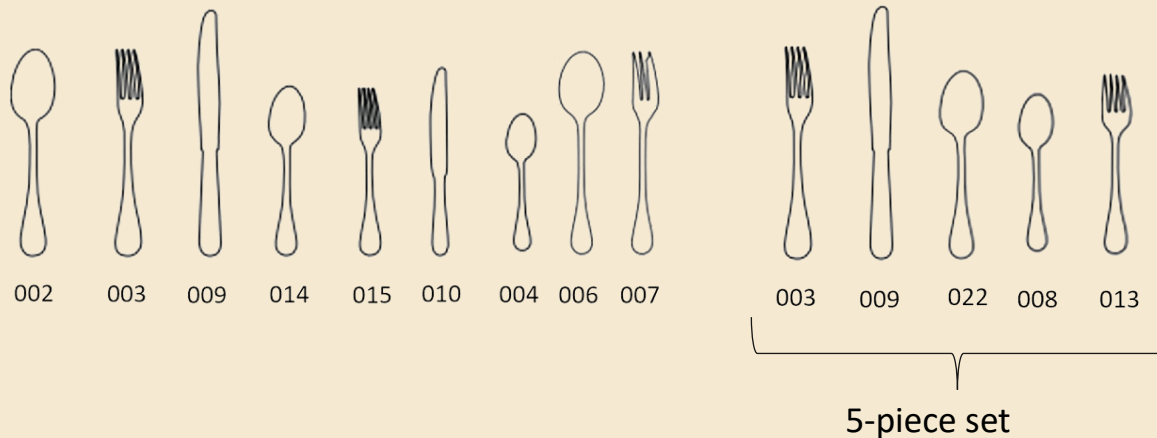
Suggestion of 1 to 3 substitute colors every year.



Christofle identity



WITH SEMI-FINISHED STOCK (before silvering and color application)...



...IN A SELECTION OF STORES

- **France** : Paris Royale; Saint Honoré; Web France
- **EMEAR** : Harrods; Dubai Mall
- **Americas** : New York 57th Str.; Beverly Hills ; Web US
- **China** : Plaza 66; Prince Building, China World (Beijing)
- **Japan** : Aoyama

STORAGE INCLUDED

For a 24-piece set => Storage box SS

For a 36-piece set => Storage box LS

For a 48-piece set => Storage chest 2 drawers



Storage box SS B07213105



Storage box LS B07213106



Storage chest 2 drawers
B07214725



Talisman Black Flatware set (5PPS)
B00134185
\$1510



Talisman Ruby Flatware set (5PPS)
B00126185
\$1510



Talisman Ice Blue Flatware set
(5PPS)
B00122185
\$1510



Talisman Rose Quartz Flatware set (5PPS)
B00127185 \$1510



Talisman Royal Blue Flatware set (5PPS)
B00123185 \$1510



Talisman Sahara Flatware set (5PPS)
B00124185
\$1510



Talisman Imperial Green Flatware set
(5PPS)
B00120185
\$1510



Talisman Tangerine Flatware set (5PPS)
B00125185
\$1510



Talisman Cocoa Flatware set (5PPS)
B00128185 \$1510



Talisman Cocoa Flatware set (5PPS)
B00121185 \$1510

TALISMAN BABY

TALISMAN BABY

Launch April 2024

To accompany the new Talisman 2024 offer, Christofle has developed a new children's cutlery: Talisman.

This new cutlery will bring a premium offer to the 'Children' universe.

The cutlery can be engraved on the back.

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THE COLLECTION



Boo101228

\$215

Baby spoon

Ice Blue



Boo101218

\$215

Baby spoon

Rose Quartz



Boo101238

\$215

Baby spoon

Ivory



Boo101324

\$430

Baby fork and spoon set

Ice Blue



Boo101314

\$430

Baby fork and spoon set

Rose Quartz



Boo101334

\$430

Baby fork and spoon set

Ivory

ICE BLUE



Bo0101228

\$215

Baby spoon

Ice Blue

UPC: 3570660499720



Bo0101324

\$430

Flatware set for baby

Ice Blue

UPC: 3570660499843

Key features

- Silver-plated and laquer on the face
- Made in Yainville, France
- 8 coats of lacquer
- Avoid the dishwasher
- Sold with a birth box
- Engravable on the back of the cutlery (TBC)



ROSE QUARTZ



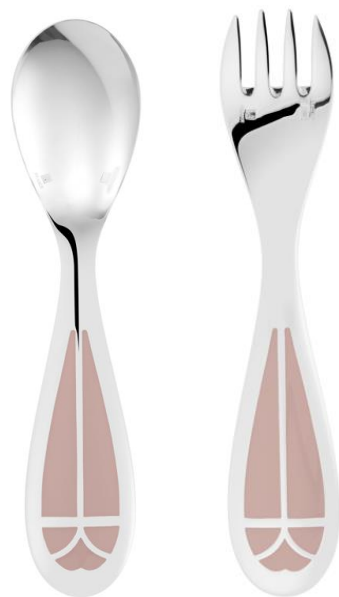
Bo0101218

\$215

Baby spoon

Rose Quartz

UPC: 3570660499706



Bo0101314

\$430

Flatware set for baby

Rose Quartz

UPC: 3570660499829

Key features

- Silver-plated and laquer on the face
- Made in Yainville, France
- 8 coats of lacquer
- Avoid the dishwasher
- Sold with a birth box
- Engravable on the back of the cutlery (TBC)



IVORY



Bo0101238

\$215

Baby spoon

Ivory

UPC: 3570660499744



Bo0101334

\$430

Flatware set for baby (2 pieces)

Ivory

UPC: 3570660499867

Key features

- Silver-plated and laquer on the face
- Made in Yainville, France
- 8 coats of lacquer
- Avoid the dishwasher
- Sold with a birth box
- Engravable on the back of the cutlery (TBC)



Complementary box for any purchase of a child's flatware



B09131451

Birth box for 1 piece

Sold alone



B09131452

Birth box for 2 pieces

Sold alone



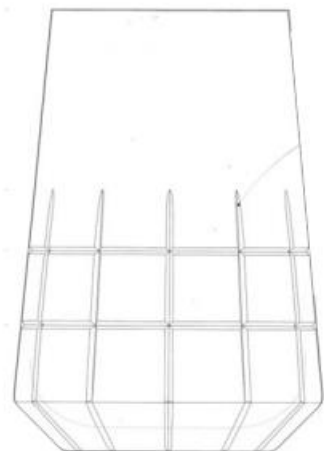
B09131453

Birth box for 3 pieces

Sold alone

GRAPHIK VASES

May Introduction



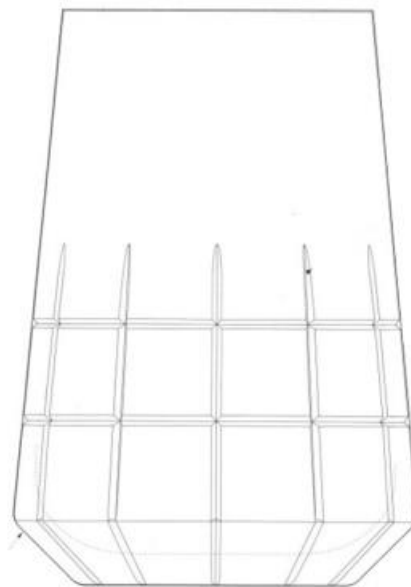
B07965300

Small

H : 19 cm

Diam 13 cm

TRE 590



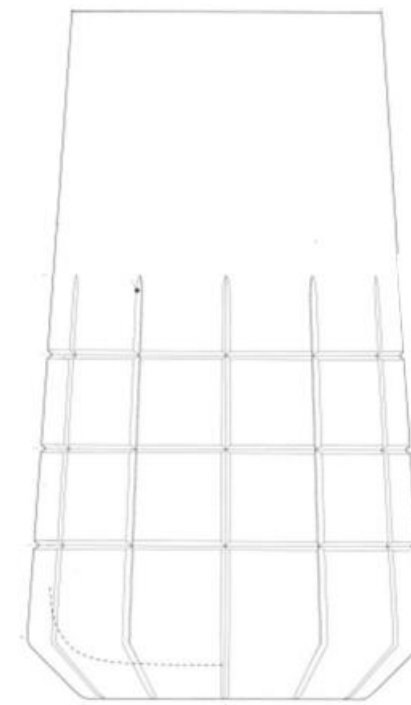
B07965301

Medium

H : 27 cm

Diam 19 cm

TRE 1500



B07965302

Large

H : 38 cm

Diam 22 cm

TRE 3900

MOOD COFFEE TRAY

Launch September

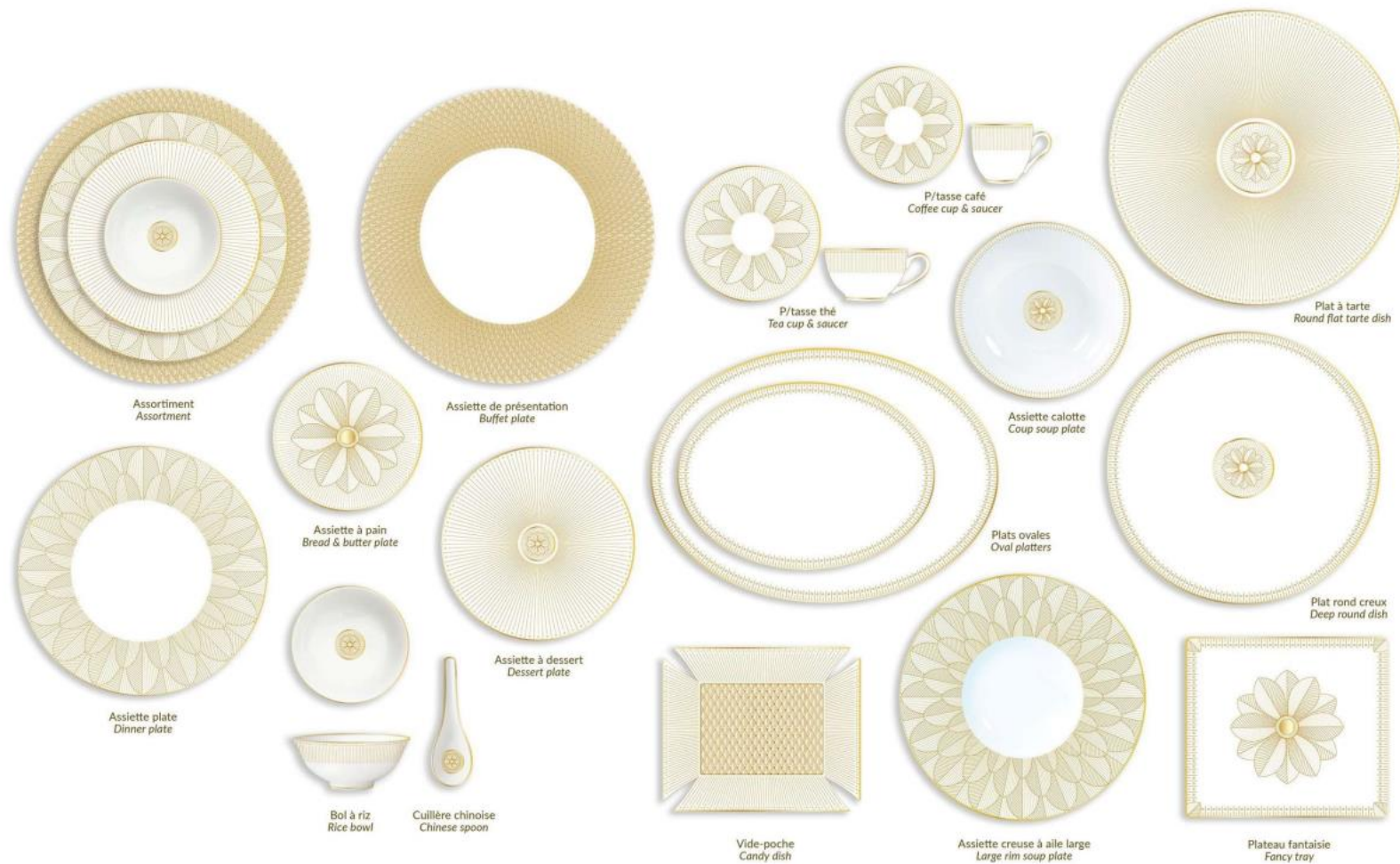


Features

- Dedicated to MOOD coffee
- Diameter: 28 cm
- Sold by 1
- Packaging : Christofle box
- Materials: Stainless steel, walnut wood, porcelain
- Wooden part : varnished for safe food contact
- Set of 2 coffee cups sold separatly

MALMAISON IMPERIALE

CURRENT COLLECTION OVERVIEW



September Launch

PART 3

Comes in Gold and Platinum versions
Limoges porcelain



Tea pot
1,5 l - 34 fl. oz.
TRE: 750 €



Sugar bowl
H. 10 cm - 3 15/16"
TRE: 420 €



Creamer
H. 10 cm - 3 15/16"
TRE: 320€



Coffee/tea cup with lid
H. 8 cm - 3 5/32"
TRE: 290 €



Mug
30 cl - 10,14 fl. oz.
TRE: 245 €



Mug
30 cl - 10,14 fl. oz.
TRE: 245 €



Set of 2 tea/coffee cup
5 cl - 1,66 fl. oz.
TRE: 190 €



Salad plate
ø 25 cm - 9 27/32"
TRE: 495 €



Cake plate
L 38 cm - 14 61/64"
TRE: 360 €



Platter
L x l : 22 x 19,5 cm
L x W: 8 21/32 x 7 43/64"
TRE: 390 €



Platter
L x l : 17 x 15 cm
L x W: 6 11/16 x 5 29/32"
TRE: 350 €



Set of 2 sauce cups
H. 2,5 cm - 63/64"
TRE: 210 €

BABAYLONE

Porcelain Launch October

Assiette à pain



Assiette à pâtes



Assiette à
consommé



Plat rond creux

Objectives

- Expand the Babylone collection following the success of the launch
- Offer a complete Babylone table

Offer

- Bread plate 16 cm
- Pasta plate 21 cm
- Consommé plate 17 cm
- Round deep dish 25 cm

Hurricane Launch October



Option 1
Photophore GM et PM



Option 2
Bijou de bougie GM et
PM

Objectives

- Add a light offer to the Babylone collection following its successful launch
- Revitalize the Christofle photophores range

Offer

- Photophore PM et GM TBC
- Bijou de bougie PM et GM TBC
- Silver plated

Picture frame



Objectifs

- Expand the Babylone collection following its successful launch
- Develop the executive category, which hasn't had new products in several years

Offre

- 2 sizes: 10x15 and 13x18
- Material: Silver-plated metal
- Same positioning as Malmaison and Perles
- Design : TBC → it depends on feasibility

