

PRESS KIT
September 2019

L'ÉCONOME

BY
STARCK®

DEGRENE x STARCK set the table



DEGRENE
PARIS

DEGRENE is boldly and resolutely committed to contemporary design, and cultivates its innate spirit of innovation in ways that embody the resurgence of French Art of living. In its quest to reinvent tableware, DEGRENE is working in partnership with internationally renowned visionary creator PHILIPPE STARCK.

The brand bringing fine cutlery universally affordable finally meets the pioneer of democratic design. Having reinvented the iconic Econome peeler with L'ECONOME BY STARCK range in 2017, they continue to maintain this creative collaboration.

After cutlery, the brand and the creator have set the table by developing an innovative and practical range of tableware and glassware, whose clean design embraces the essential spirit of the L'ECONOME BY STARCK collection.



« My grandmother was a formidable cook. For a reason we never quite understood, she never served the dishes she prepared on the same day.

When it was time to sit down at the table, she would appear from the pantry with various beautiful bowls, always covered with a plate, to keep the bees and the onlookers away she would say.

In front of us, she would remove the improvised lid to reveal the most irresistible colors and scents. At the end of the meal, she would place the plate carefully on top of the bowl and put everything back into the treasure trove pantry.

*My grandmother was always a step ahead.
With Degrenne, I'm bringing it back up to date. »*

Philippe Starck



L'ECONOME BY STARCK - THE CROCKERY

THE DYNAMIC DUO

L'ECONOME BY STARCK crockery successfully combines today's increasing appetite for healthy eating and conscious awareness of what to eat with our memories of a time when waste was not an option and long-simmered dishes revealed their full flavour the following day.

L'Econome by Starck Crockery was designed to make everyday meals easier. Stackable and versatile, this bowl and plate-cover set is like a "dynamic duo" that goes from fridge to oven, from oven to table and from table to fridge. These pieces are both convenient and elegant in soft colours with silky finishes, and their innovative concept truly saves work, time and space.

With its sober lines and tactile combination of enamel and satin finishes, this range of porcelain carries the instantly recognisable peel logo of L'ECONOME and is distinctive for its clean and consciously practical design interpreted in white and a range of pastel colours evocative of the plant world: White Turnip, Pink Radish, Yellow Ginger, Grey Swede and Green Artichoke.



Straight bowl and its
round dinner plate
14 cm

Ø 14 cm : 25 €
in white : 22 €



Straight bowl and its
round dinner plate
18 cm

Ø 18 cm : 32 €
in white : 29 €



Straight bowl and its
round dinner plate
24 cm

Ø 24 cm : 46 €
in white : 43 €



Round bowl and its
round dinner plate
14 cm

Ø 14 cm : 25 €
in white : 22 €



Round bowl and its
round dinner plate
18 cm

Ø 18 cm : 32 €
in white : 29 €



Serving bowl and its
round dinner plate
24 cm

Ø 24 cm : 39 €
in white : 36 €



Set of 4 round
dinner plates 14 cm

Ø 14 cm : 40 €
in white : 36 €



Set of 4 round
dinner plates 18 cm

Ø 18 cm : 48 €
in white : 44 €



Set of 4 round
dinner plates 24 cm

Ø 24 cm : 56 €
in white : 52 €

Exists in:

- Green Artichoke
- Pink Radish
- White Turnip
- Yellow Ginger
- Grey Swede



L'ECONOME BY STARCK - THE GLASSWARE

THE INVARIABLE IN LEVITATION

To complete the table look, DEGRENNE and STARCK have extended L'ECONOME experience by envisioning a collection of glasses whose simple lines reveal a deep insight of practicality.

With its timeless minimalist design, L'Econome by Starck Glassware reveals elegance through its every expression. Standing tumbler, wineglass and champagne flute display pure and essential lines to the archetype.

Liquid remains "invariable" within the glass: the insulating double layer keeps it at the ideal temperature.



The Invariable
Tumbler

24 cl



The Invariable
Wine glass

19 cl



The Invariable
Champagne flute

18 cl

Sold by 4 : 79,90 €



L'ECONOME BY STARCK - THE CUTLERY

THE TOOLS OF THE KITCHEN & THE TOOLS OF THE TABLE

In 2017, DEGRENNE and Philippe Starck are offering an elegant and modern answer to this iconic utensil, whose design has remained unchanged for almost a century. When redesigning its shape, Philippe Starck took inspiration from the utensil's essence. The sculpted, highly ergonomic handle is the result of his efforts to strip down to the object's square origins, thus combining shape and function.

Having reinvented the Econome, Starck used it as the inspiration for a full range of cutting utensils recognisable by their sculpted handles - the Tools of the Kitchen were born.



Opaque plastic
finish

Accessories

Sold in a pack of 4
37 €

- Green Artichoke
- Pink Radish
- White Turnip



Stainless steel
finish

Accessories

Sold in a pack of 4
89 €



Stainless steel
finish

**The mighty kitchen
knife**

49 €



Stainless steel
finish

**The bold bread
knife**

49 €



Opaque plastic
finish

Cutlery

Sold in a box of
24 pieces

110 €



Composite
finish

Cutlery

Sold in a box of
24 pieces

125 €



Stainless steel
finish

Cutlery

Sold in a box of
24 pieces

140 €

- Green artichoke
- Pink radish
- White Turnip



Stainless steel finish

Hollow handle knife

Sold in a pack of 6

159 €



Opaque plastic finish

**The clever folding
knife**

35 €

- White Turnip
- Poppy seed



ABOUT

DEGRENNE

Founded in 1948, DEGRENNE is the result of a remarkable story of entrepreneurship driven by the dreams of a passionate silversmith. Its visionary founder, Guy Degrenne, quickly grasped the potential of stainless steel and embarked on a quest to revolutionise table art by democratising silversmithery.

The company's trademark pursuit of excellence and love of good work has left its mark on tables both past and present.

DEGRENNE has always reinvented itself, with its expertise combining tradition and innovation. From steel cutlery made in Vire to Limoges porcelain, and household linen, DEGRENNE is an expert innovator catering for all tastes and occasions.

DEGRENNE is proud to be recognised by the French government as a 'Living Heritage Company'. It now personifies the French Art of Living and promotes all those joyous moments in life.

www.degrenne.fr

Facebook - @DEGRENNOfficial

Instagram - @DEGRENN_Paris

STARCK

Philippe Starck, world famous creator with multifaceted inventiveness, is always focused on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This philosophy has made him one of the pioneers and central figures of the concept of "democratic design".

By employing his prolific work across all domains, from everyday products (furniture, a citrus-squeezer, electric bikes, an individual wind turbine), to architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering (mega yachts, habitation module for private space tourism), he continually pushes the boundaries and requirements of design, becoming one of the most visionary and renowned creators of the international contemporary scene.

Philippe Starck and his wife, Jasmine, spend most of their time on airplanes or in «middles of nowhere».

www.starck.com

Facebook - @StarckOfficial

Instagram - @Starck



DEGRENE

P A R I S

PRESS CONTACT

AGENCE LFO

38 bis rue Vivienne 75002 Paris
www.agencelfo.com
@agencelfo

Liza Fitoussi
lfit@agencelfo.com | +33 1 48 78 15 28

Judith Layani
judith@agencelfo.com | +33 6 17 48 76 10