

With 300 years of history, French brand Lefranc Bourgeois launches new identity

Our historic French brand has been relaunched with a new visual identity, new identity and a new range of oil colours.

"The main problem of the artist is to be able to transmit his emotions through his creation. The easier the medium is to use, the easier it is to communicate. That's why the Lefranc Bourgeois range is constantly looking for development and renewal. Modernization of products must be continuous for greater ease of use and longevity of the products." - Marcel Lehmann Lefranc - 87 years old, great-grandson of Alexandre Lefranc

For the last three centuries Lefranc bourgeois has defined the standards of quality for producing colours of artists, and through the combination of traditional production methods and bold thinking, the brand has given birth to some of the most iconic colours.

COMMUNICATIONS CAMPAIGN - LIBEREZ VOS EMOTIONS

To coincide with the launch of Lefranc Bourgeois' new identity the brand showcased their first ever integrated communication campaign 'liberate your emotions'. Driven by the insight that painting is sharing emotions the brand created a film focused on the journey of a man triggered by colours and substances in his mind and body with an emotive message to connect to passionate painters.

The aim is to recruit new and young users to the brand. This campaign demonstrates the Lefranc Bourgeois is committed to attracting new consumers to this historic brand, and by participating in the campaign Colart's customers will be able to attract new consumers.

NEW BRAND IDENTITY

The brand has completely renewed its graphic identity with a deeper blue and a logo that claims its origin. Revised, restyled, modernized ... the identity of Lefranc Bourgeois comes to draw in its DNA and retains its famous trademark: the anchor and the caduceus, present in historical logos. "Since 1720 Paris" recalls its historical character and its prestigious history with the painters who have made history using their colours.



FLASHE: ACRYLIC RELAUNCH

2018 brings the re-launch of our largest category, acrylic and with it the opportunity to elevate our unsung hero: Flashe - the most loved product by users for its pure inalterable colours on multi-media and ultra-mat, velvety finish.

Flashe Wall Art – Created by Laurent Blandin will showcase the ultra-pigmented colour spectrum and highlight the uniqueness of the product; oriental red is applied to multiple substrates clearly illustrating how artists can achieve the same ultra-opaque, velvety finish on multiple surfaces!

NEW LOOK AND IDENTITY

The Acrylic category will launch in June 2018 with a new look and identity:

- New Fine (previous Louvre and Fine) is made in France and available in 3 formats with revamped formulation, the improved new texture is more homogeneous and fluid making it easier to apply
- A new full range of additives completely re-worked with an educational approach based on the Oil re-launch best practice
- Flashe re-launch includes a new format, new colours and new merchandising. To be used on its own or with all the LB acrylic category products. It offers an extraordinary creative potential with its unique properties and amazing colours.

Visit www.lefrancbourgeois.com to find out more about the campaign

LEFRANC BOURGEOIS ENFANT: CHILDRENS RELAUNCH

Creativeworld 2018 will see the introduction of Elbe 'Le petite artists' in his studio. The new range is aimed at the 'Back to school' promotional period, whilst also offering great cross sell opportunities, with a mix of popular products across a mix of ages. The range will have a soft launch phased throughout 2018.

NEW LOOK AND IDENTITY

New contemporary identity builds on the 'education/learning' heritage of the brand:

- Guiding Mums with creative play
- Providing the very best materials for children at every age

The new packaging is fun and provides clarity of information – the unique colour code provides stand out whilst the interactive character 'Elbe' changes according to the products and the age of use. The addition of age ranges and icons to the front of pack aids parents selection process and the product benefits and BOP translations provide the clarity and reassurance parents need.

ABOUT COLART:

The Colart Group is the global parent company of the world's most popular art material brands. Taking inspiration from artists to create innovative products, Colart fuels creativity not just for professional artists but for all creative industries and individuals.

From supporting emerging artists through its residency programme to developing cadmium-free paint, Colart's mission is to provide sustainable, creative tools and services to release pure expression. The Colart group employs around 1,500 people in 16 countries and its products are sold in over 120 countries worldwide.

Colart, whose Head Office is in London, is owned by Lindéngruppen, a family business focusing on long-term development of industrial companies.

Visit www.colart.com for more information