

CERSAIE '21 MAGAZINE

|Revoir |Paris THE MAGAZINE - Discover the new collection 2021-2022

09 ■ 2021



REVOIR PARIS



BELGIAN BRAND | MADE IN EU

Bel-Histoire

| New collection
| Authentic tiles
| 15x15 cm

Provence

| New collection
| Authentic wall tiles
| 6.2x25 cm



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Atelier 10x10 mat

The last member of the |Revoir |Paris Atelier family. Discover the soft tones and the high cuddliness factor of this unique collection.

Provence

6.2x25

Beautiful floor tiles require aesthetic wall tiles. Perfectly balanced colors complement your dream interior.

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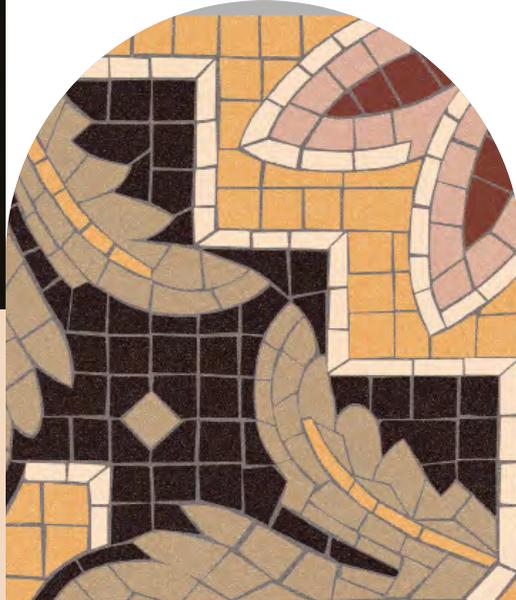


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Entrepreneurship is our common passion.

Together Everyone Achieves More.



Bel-Histoire

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Great things in business are never done by one person: they are done by a team of people – Steve Jobs

We could not have said it better ourselves. Every day our ambition is to better market **|Revoir |Paris** as a brand, both nationally and internationally.

Investing in people is certainly one of our priorities. People who are moving in the same direction, with the same goal in mind. When you encourage and motivate people to interact, magical things happen.

You don't build a brand on your own.

Our sales team is constantly 'in the field' and thus feels the evolution within the international and national market. As a brand, we try to anticipate this as best we can. Long-term cooperation with our customers is the ultimate goal. For this, we can count on a rock-solid back-office team in Belgium, as well as our well-oiled logistics department in Spain.

|Revoir |Paris is like a family, sometimes you spend more time together than with your friends. Our last team-building event in Spain was literally the icing on the cake.

Together **E**veryone **A**chieves **M**ore

REVOIR |PARIS

Atelier 10x10 mat

Great comeback of the decorative tile

The real decorative tile for wall is back after years of absence. All this, thanks to the eternal return of this vintage trend that dominates several fashions. Patterned tiles are now on the market mainly in softer tones and lines. Thick hand-molded enameled tiles are also appreciated by manufacturers of technical products and have in recent years secured a place within their range. The old name Zellige of Morocco is again completely out of oblivion.

Source: Tegeltotaal

This tile is also experiencing a real revival at Revoir Paris. After the ultra-popular 6.2x25 series, the square series has expanded its range with the matte finish.

In short, the Atelier 10x10 is a must in your tile collection.



| Atelier 10x10
Emeraude mat |

| Atelier 10x10
Vet d'eau - mat |



Inspired by an almost forgotten technology

It is not so much the famous cement tiles of yesteryear that inspire the Bel-Histoire collection, but a less well-known and more exclusive process. Often, people do not realize that some of the "cement tiles" they see in old houses and cafes are not cement tiles at all, but ceramic tiles. Patterned cement tile was extremely popular in the Belle Epoque, but problems quickly arose in its use. Such a tile is very porous.

That is why the technique of baked clay was developed to produce patterned ceramic tiles. These tiles were at least 5 times more expensive. This immediately made this type of tile very chic and only the wealthiest bourgeois could afford a floor laid with it.

For this reason, you can always find these authentic tiles in the entrance hall or in the reception rooms of old houses, restaurants, and cafes.

Bel-Histoire is within the continuity of history. Given the enormous development of technology in the world of ceramics, it is now possible to make a very beautiful imitation, with the best technical qualities of ceramics, and for a better price than with the old technique.

We reinvent the traditional style!

With the new Bel-Histoire collection, we are going even further than before. An elegant format in 15x15 was chosen. In addition, we add an additional asset, namely all the tiles are rectified. This means that they have tight and custom-cut corners and edges.

After the firing process, the tile is sawn again. This gives them very stable calibration and you can place them with a minimal joint, while highlighting the tile

- | 15x15 cm
- | Rectified
- | 35 authentic patterns
- | 7 plain tiles
- | 6 corners & borders



| Bel-Histoire 15x15 Mathilde |

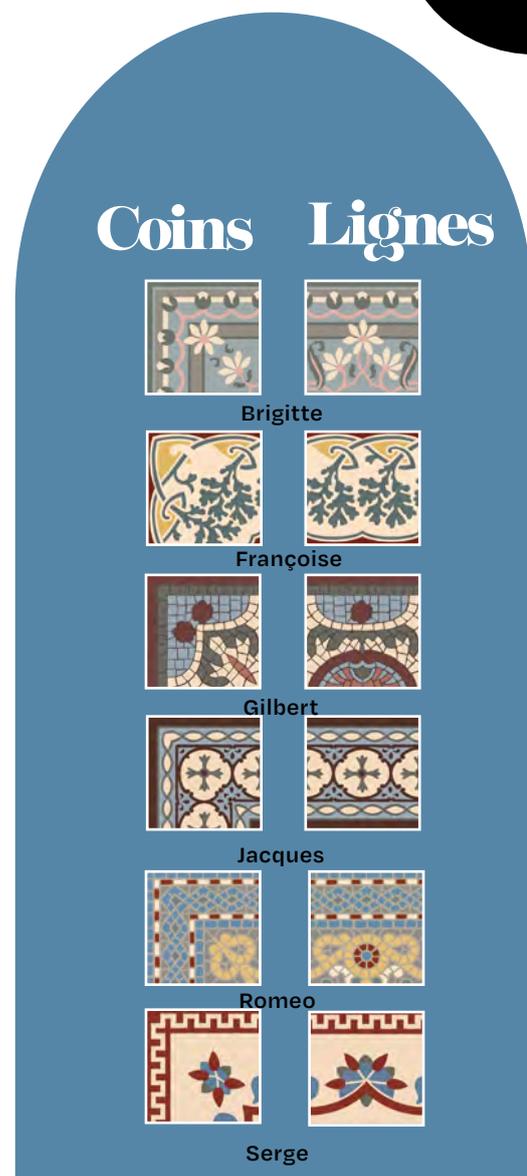
Within the continuity of history.

| Bel-Histoire 15x15 Octavie |





Bel-Histoire



Uni



| Bel-Histoire 15x15 Hervé |

Provence

When we think of Provence, we think of summer days, the scent of lavender, beautiful walks in the presence of relatives and a bottle of rosé.

Imagine yourself with a southern sunset, Michel Fugain in the background singing his monster hit 'a beautiful story', it is with this state of mind that comes our inspiration for our new Bel-Histoire & Provence collections.

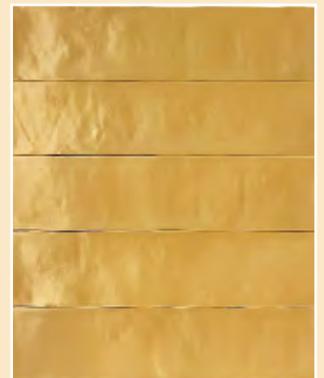
Provence collection is synonymous with an elegant format of 6.2x25 cm that has already proven itself with the Atelier series. The smooth and conical edges and corners allow side-by-side installation with a minimal joint.

11 warm and monotonous hues refreshed with a touch of pearl. Perfectly balanced to combine with the Bel-Histoire collection

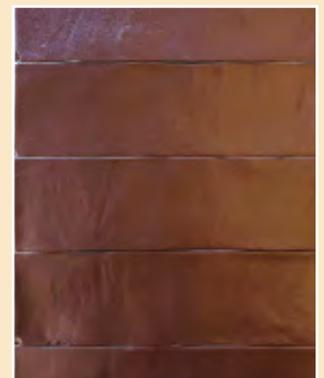
Elegant format
6.2x25cm



| Vert Botanique



| Caramel



| Chocolat





| Antracite



| Parme



| Petrol



| Gris Taupe



| Coquille



| Rouge Toscane



| Taupe uni



| Gris beton





| Luchilla home
| www.luchilla.be

The Luchilla home style combines perfectly with Jardin des Tuileries: the outdoor ceramic collection in 2 cm thick from Revoir Paris.



Covid forces you to be creative and stimulates entrepreneurship!

Luchilla was born from two friends who, during the pandemic decided to move away from their full-time work and daily routine and followed their passion for interior design, starting their own indoor collection.

Luchilla represents the light, they chose this name because they wanted both theirs and your inner light and passion to shine through their product. "We hope to bring warmth, atmosphere and style into interiors with our decoration," they say enthusiastically. We complete our collection with fragrant pillows, poufs and candles with carefully selected items, inspired by different cultures and countries.

Our cushions, plaids, small furniture, light fixtures, carpets, and decoration combine to enhance your terrace in the warm weather.

Enjoy the little things every day, a beautiful basket to store your magazines or plaids, a nice vase, a mega cup of coffee or tea.

We do not live from one holiday to another but we make our house a holiday place.

Happiness lies in the little things, the little treats like a scented ambience candle, a beautiful ottoman, a unique bracelet...

When our customers buy online and struggle to combine the different elements, we go to them to revive their own interior with our items.

| Luchilla home
| www.luchilla.be



| Luchilla home
| www.luchilla.be

Our brand represents **ethical business all in supporting others** **Belgian entrepreneurs design and manufacture the collection.**

Belgian entrepreneurs design and manufacture the collection. We also regularly highlight on our blog the achievements of local entrepreneurs who have an eye for craftsmanship and creation.

Luchilla has been working for several months now and we are soon launching our 3rd collection, cushions, and ottomans. Our collection also continues to grow with new interior objects. We are continually inspired by new ideas for our brand, and this is just the beginning!



| Jardin de Tuileries
| Adele 60x60x 2 rect.



Colorful and playful touch in an original way



**Count on quality,
reliability and excellent
service.**

Before & after
Restoration Castle Neufcour - Lennik



Catherine van Rossum - civil engineer and manager of **R.M.K** :

Renoveren Met Kwaliteit Renovate with Quality

As a general contractor, RMK carries out projects from a to z in authentic renovations. We take care of our projects by ensuring that we compliment the client's style and respect the architecture of the property.

The tiles of Revoir Paris have helped us to create the atmosphere we envision.

They bring a colorful and playful touch to our achievements in an original way.

We can count on the quality, reliability and excellent service that satisfies customers.

www.rmkb.be



| Collection La Madeleine 20x20
| Pattern Antonet



| Exterior renovated farm

CERSAIE '21



| Collection La Madeleine 20x20 - Pattern Victor
| Collection Atelier 14x14 - Noir mat



Revoir Paris versus football



In 2016, the OH Leuven football stadium expanded its capacity and built the most exclusive spaces. The King Power at Den Dreef stadium includes several 'skyboxes' in which spectators can immerse themselves in a modern and luxurious atmosphere, enjoying the renowned hospitality of the OH Leuven.

From this season and with great pride, Revoir Paris has its own private skybox.

In addition to a delicious dinner, the organization has a personalized service that ensures our guests want for nothing.

In short, we offer our guests a luxurious and unforgettable experience.

For its VIP kitchens, OHL has chosen the authentic Victor 20x20 cm pattern tile in combination with the Atelier 14x14 wall tiles.



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About Saar, Not Just Saar

I started my blog about 6 years ago. I remember it well. It was after our holiday that I fell into the water on Lake Garda in Italy.

At the time, I loved reading blogs and was inspired by other women, but I wanted to share my own story. The story of a life that is far too serious and the idea that at you have to enjoy it every day!

In the beginning, I mainly wrote beauty articles, entirely from my personal point of view. A search for the right care regime to improve my fight against hormonal acne that I developed after the birth of Ivonne. I always fight this battle honestly, there are ups and downs, but the story quickly became a little more diverse, a little more Saar, more about interior decoration and how I manage to maintain a balance as an entrepreneur, mom, conjugal partner, and proprietor of an online shop, but especially as an interior decorator.

It's also the story you see every day on instagram (nietzomaarsaar), a glimpse of our lives. Inspire people with various interior projects such as our recent renovation of the "smallest room" of the house.

By sharing this process, I can often give more advice on interiors, and that's the best thing I do every day - both online and off the web!

Where the rest of the house looks more like a white sheet with color accents, we went all the way for this room. I based it on the boudoir style.

I quickly realized that I needed pink tiles with golden accents. For the top walls, I was inspired by a painting made by Katleen, my partner for Luchilla and good friend. I have a soft spot for birds, and she managed to represent it perfectly. We used the same colour on the walls and then it was a matter of working with the right accessories that fully extend the style.

Golden handles, rattan carpet from Luchilla and a toilet cabinet from Taes Keukens & Interieur. The perfect mix!

This is the advice I always share with both followers and customers:

Invest in customization and quality. And alternate with trendy accessories.



| Instagram : nietzomaarsaar
| Instagram : taeskeukenseninterieur

| Saar Vandegaer :
entrepreneur - blogger -
interiorstylist - partner
form Tim en mom from
Ivonne and Gijs



| Atelier 6.2x25 Vieux Rose in mat & glossy

Top of mind Awareness @ |Revoir |Paris

TOMA, or rather **Top of Mind Awareness**, is a marketing strategy that aims to make the consumer think of the brand first when asked about a particular industry or category.

It's not about recognition, but about memory.

|Revoir |Paris scores excellent in this!

|Revoir |Paris has reached such a high TOMA in a very short period of time that they are the first result mentioned by consumers.

Mission Accomplished!

It's all about the automatic link in the mind of the consumer, which comes after many repetitions of the brand and a certain product or service.

Measuring TOMA is very important for a company, it often coincides with other KPIs such as: sales, consumer confidence, market share, ..

The use of digital marketing will be indispensable in 2021, but offline marketing will also remain just as important. Extending the branding line to both online and offline communication and marketing is necessary.

One brand, one message.

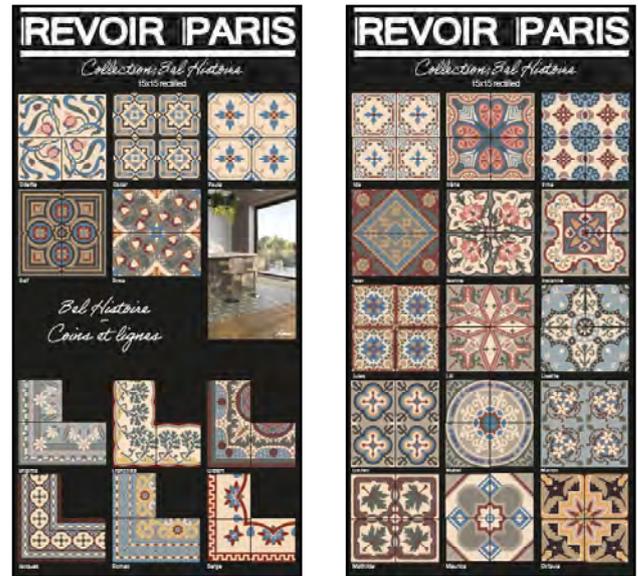
Mika Van Nuffelen
Marketing Internship @ Revoir Paris



Displays



Cuna 023
New ! Display Bel - Histoire



Panels Bel Histoire & Provence
Nieuw ! Afmeting : 191 x 100 + 201 x 100



Cartelli 006
Provence

Extending the branding line to both **online and offline communication is necessary. One brand, one message**



Display - Cuna 024
Provence



Cuna 005
Ambassador display



www.revoirparisceramic.be
Leuvensesteenweg 288 - 1932 Zaventem