Caran d’Ache + Paul Smith Edition 3: two products combining design and expertise resulting in an original collection

**PRODUCT PRESENTATION**

Known for his chic, vibrant stripes, the English designer Sir Paul Smith is back, working in collaboration with Caran d’Ache for the third time. There is a clear link between them, reflecting the same boundless creativity and a common passion for colours. Sir Paul Smith’s creative genius brings them to life in the form of stripes which would brighten up any item of clothing, piece of furniture or fashion accessory.

Together, Caran d’Ache and Sir Paul Smith have created not one but two limited edition products carrying the designer’s famous signature.

The iconic 849 ballpoint pen, Sir Paul Smith’s daily companion, is transformed into an ultra-trendy object and the designer’s signature covers its hexagonal shape. As comfortable as ever to hold, it displays incomparable elegance and style. The packaging of the 849 Paul Smith Edition 3 is available in the 8 vibrant colours of the stripes decorating this legendary ballpoint pen. There is a colour to match everyone’s mood!

For this third collaboration, however, their creativity did not stop there. Sir Paul Smith took pleasure in revisiting the Supracolor® Soft water-soluble colour pencils from Caran d’Ache. Ideal for drawing and watercolours, this creative instrument is greatly appreciated for the brightness and excellent covering power of its colours. For this new and original assortment, Sir Paul Smith has selected eight colours reflecting both his own world and Caran d’Ache one. Presented in a portable metal pencil case dressed with the designer’s iconic stripes, these colour pencils stimulate the imagination with their cheerful and infinitely desirable colours.

**Keywords to remember:**
- Paul Smith collection
- Limited edition
- Colourful and elegant
- Design and artistic creation
- Original gifts

**Target:**
- Millennials, men and women aged 25-39
- Sensitive to fashion, design and colour
- Fans of previous Caran d’Ache + Paul Smith editions
CARAN D’ACHE + PAUL SMITH EDITION 3
LIMITED EDITION
Capsule collection / WRITING - COLOUR

TECHNICAL PRODUCT DESCRIPTION

849 CARAN D’ACHE + PAUL SMITH EDITION 3

Type of writing instrument:
• Ballpoint pen

Body:
• Hexagonal body in resistant, lightweight aluminium decorated with the famous designer’s emblematic stripes

Clip / button:
• Metal button
• Metal clip

Ink cartridges and refills:
• Comes with a Caran d’Ache Goliath medium blue ink cartridge

Product advantages:
• Decorated with the iconic Paul Smith’s “Artist Stripes”
• Paul Smith’s gilt signature on the pen and the slimpack
• Technical challenge to create 8 coloured stripes on the body (precision of the joins on a hexagonal body)
• 1 pen, 8 different colour’s packaging for each style
• A stylish gift / impulse buy
• Swiss Made

The 8 colours inspired by Paul Smith’s signature stripe motif:

849 Peacock Blue  849 Orange
849 Petrol Blue  849 Rose Pink
849 Damson  849 Pistachio Green
849 Coral Pink  849 Racing Green
PACKAGING

Description:
- Available in 8 slimpacks colours corresponding to each of the 8 coloured stripes on the pen
- Gilt marking of the Caran d’Ache and Paul Smith logos on both the outside and inside

Dimensions: 19.9 x 5.9 x 1.7 cm

Weight: 0.088 kg
WRITING DISPLAY

Description:
- Cardboard display decorated with the visual identity on the back
- Stripes highlighted by means of the slimpacks

Delivery contents:
- 16 pens with their slimpacks
- One tester pen (NFS)
- Display supplied ready for use

Installation specifications:
- 16 holes to present the 8 slimpack colours

Dimensions:
- H 280 x W 300 x D 100 mm
CAPACOLOR® SOFT PAUL SMITH SET

Assortment:
- 8 Supracolor® Soft pencils in 8 different colours
- Packaging: metal pencil case measurement 183 x 54 x 28 mm
- Information leaflet

Product specifications:
- Supracolor® Soft water-soluble pencils
- Pencils made from cedar wood; soft, resistant lead with a diameter of 3.8 mm
- Water-based ecological varnish

Product advantages:
- 8 colours selected by Paul Smith out of the 120 Supracolor® Soft colour range (except n°212)
- A portable, reusable metal pencil case decorated with the iconic Paul Smith’s “Artist Stripes”
- Designer’s signature in gilt on the pencils and the pencil case

Legal standards:
- Swiss Made
- FSC
COLOUR DISPLAY

Description:
- Cardboard display decorated with the visual identity on the back

Delivery contents:
- 10 sets including 8 pencils
- 8 NFS tester pencils
- Display supplied ready for use

Installation specifications:
- 1 area to present 6 sets
- 8 holes to present the pencils

Dimensions:
- H 280 x W 216 x D 220 mm
**MERCHANDISING TOOLS**

**ROLLER BANNER**

*Description:* Fabric roller banner

*Dimensions:* 60 x 117 cm

*Recommendation:* To be placed in shop windows.

**SET OF 3 SHOP WINDOW PODIUMS**

*Description:* 3 podiums to be assembled, supplied flat

*Dimensions:*
- 1 square box: 150 x 150 x 150 mm
- 1 square box: 220 x 220 x 220 mm
- 1 square box: 300 x 300 x 300 mm

*Recommendation:* To be presented together with the roller banner in shop windows.
# REFERENCES AND AVAILABILITY

## PRODUCTS

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## MERCHANDISING

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