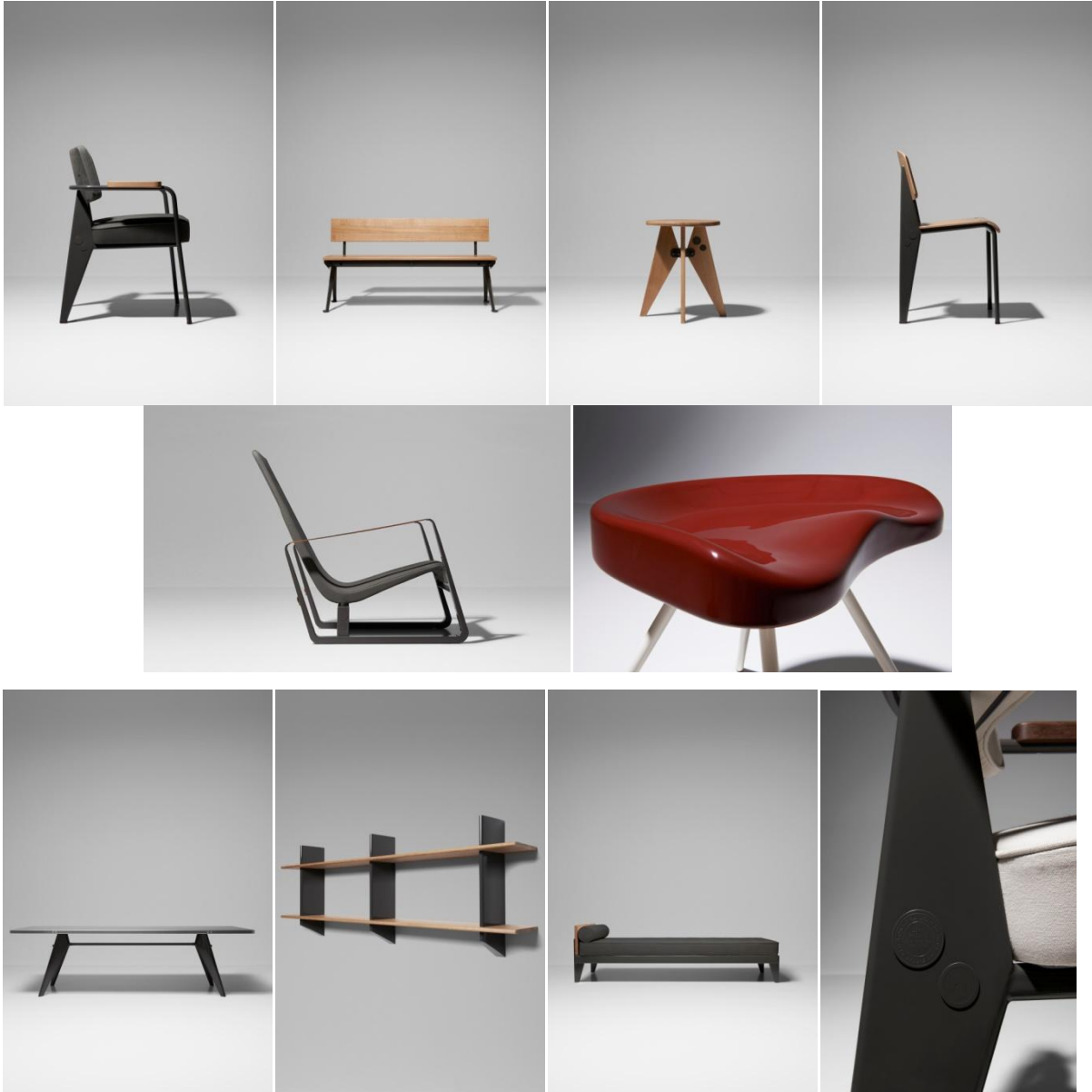


# THE CONRAN SHOP

**EXCLUSIVE: Jean Prouvé by G-Star RAW for Vitra**

*- A range of nine reinterpreted furniture classics available for 12 months -*



**From top:** Fauteuil Direction; Banc Maarcoule; Tabouret Solvay; Standard; Cité; Tabouret; Table S.A.M. Tropicque; Rayonnage Murale; Lit Flavigny; Close up of G-Star Raw stamp on Fauteuil Direction in white.

**25 August 2011:** New and exclusive\* to The Conran Shop is Prouvé RAW, Special Edition, a collection of 9 Jean Prouvé furniture classics reinterpreted by international denim brand, G-Star available to buy for a limited 12 month period from October 2011-2012. Set to be

future collectors items, each product is distinctly stamped with a G-Star Raw emblem and has a fresh finish that injects new energy into Prouvé's best known designs creating a crisp new look. The Conran Shop will be showcasing the 9 exclusive designs (that can be ordered for October delivery) during The London Design Festival (17-25 September 2011).

Three years ago, the G-Star creative team - long time enthusiastic Prouvé fans - approached Vitra (which holds the manufacturing rights to Jean Prouvé's designs) about a collaboration to celebrate his work. The result is a collection that took two years to complete involving the Prouvé family, G-Star and Vitra. Each product has a finish reminiscent of the G-Star aesthetic with a focus on balance, logic and the use of pure, raw materials.

Jean Prouvé's daughter, Catherine said, "My father would have liked the fresh new energy that this co-operation injects into his designs. The RAW edition gives a new feeling to the collection – keeping its integrity while making it look new again."

The 9 key pieces available at The Conran Shop are: - Fauteuil Direction, 1951; Cité 1930, Standard 1934/50; Table S.A.M. Tropique, 1950; Lit Flavigny, 1945; Tabouret Solvay, 1941 in with fittings in rustic red and basalt ; Tabouret No. 307, 1951 with a seat in off white and Tabouret No. 307 in rustic red ; Rayonnage Murale, 1936 and Banc Marcoule, 1955.

Jean Prouvé's works have always been a strong focus in the Vitra Design Museum's collection. Vitra's chairman, Rolf Fehlbaum said 'I was blown away when I discovered Prouvé in the Seventies. The first object I bought for my collection was one of his chairs."

The Conran Shop celebrates 25 years of trading in November 2012.

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**Ends**

How to buy: Visit the Conran Shop website: [www.conranshop.co.uk](http://www.conranshop.co.uk).

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### **Background to Jean Prouvé**

**Jean Prouvé** (8 April 1901– 23 March 1984) was born in France and trained as a metal-smith and engineer before turning his attention to crafting furniture and starting his own industrial manufacturing business. His designs stand for a language of necessity and function – he never designed for the sake of form alone, instead following functionality and the essence of materials, construction and production.

**What is Prouvé RAW?** Jean Prouvé's iconic designs have always been an inspiration to the G-Star creative team. His focus on balance, logic and use of pure and raw materials, mirrors G-Star's own product approach. Prouvé Raw is a collection of reinterpreted furniture classics. It extends G-Star's crossover series of RAW Defender, RAW Ferry and RAW Cannondale: unique design experiments that fuse G-Star's core DNA with that of other product manufacturer's committed to innovation, technology and craftsmanship.