

centdegres

**CREATIVE ACTIVISTS** SINCE  
1988

**DESIGN.**

We are an international creative firm powered by more than 100 talented people around the world.

Everyday, we concentrate all our efforts on helping our clients win their battles, maximize their impact and challenge the status quo through creativity.

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WHEN WE'VE FOUNDED CENTDEGRES, OUR CHASE FOR BOLD CREATIVITY WAS CENTRAL, SINCE THEN, OUR PHILOSOPHY STANDS ON THREE PRINCIPLES:

our discipline is  
**EXCELLENCE.**

our drive is to make  
**AN IMPACT.**

our belief is to  
**NEVER SETTLE FOR LESS.**

**DAVID NITLICH AND ELIE PAPIERNIK,**  
FOUNDERS AND CREATIVE ACTIVISTS SINCE 1988

**WE ARE A NETWORK  
SPANNING 11 COUNTRIES  
AND 19 STRATEGICALLY  
LOCATED OFFICES.  
INNOVATIVE HUBS WHERE  
OUR DAZZLING TEAMS  
WORK TOGETHER TO  
REACH FOR THE STARS.**

PARIS, GENEVA, MADRID, CASABLANCA, DUBAI, BANGKOK,

HO CHI MINH CITY, HONG KONG, TAIPEI, SHENZHEN,

GUANGZHOU, SHANGHAI, CHENGDU, SINGAPORE,

BEIJING, SEOUL, SÃO PAULO, NEW DELHI, MUMBAI

**WE PROVIDE DEEP  
INSIGHT INTO YOUR  
EVERY BUSINESS NEEDS,  
FROM BRAND DEFINITION  
TO CREATIVE DEPLOYMENT,  
WE SHAPE YOUR BRAND'S  
ENTIRE ECOSYSTEMS.**

We have a **deep expertise** across numerous industries and business sectors:

**BEAUTY & FRAGRANCES**

**WATCHES & JEWELRY**

**FASHION & ACCESSORIES**

**HOUSING & REAL ESTATE**

**CORPORATE & SERVICES**

**CULTURE & EVENTS**

**FOOD & BEVERAGES**

**HOTELS & RESTAURANTS**

**HEALTH & CARE**

**WE ALWAYS QUESTION  
OURSELVES AS A GROUP  
AND TRY TO GO BEYOND  
THE ORDINARY TO SHAPE  
A CREATIVE ENVIRONMENT  
THAT CANNOT BE  
EXPERIENCED ELSEWHERE.**



**WE BELIEVE**

**IN BOLD**

**CREATIVITY**

We hunt down the best conditions for your projects in order to create unique personalised design and make a new kind of impact. Anything that will only achieve a partial result is a waste of time.

We live by the certainty that there is no such thing as “hype”, freedom and creativity are crucial aspects of our approach.

We have continuously created exceptional experiences, brands, products and places reinforced by their company ecosystem, not constrained by it.



**WE BREAK DOWN**

**GEOGRAPHIC**

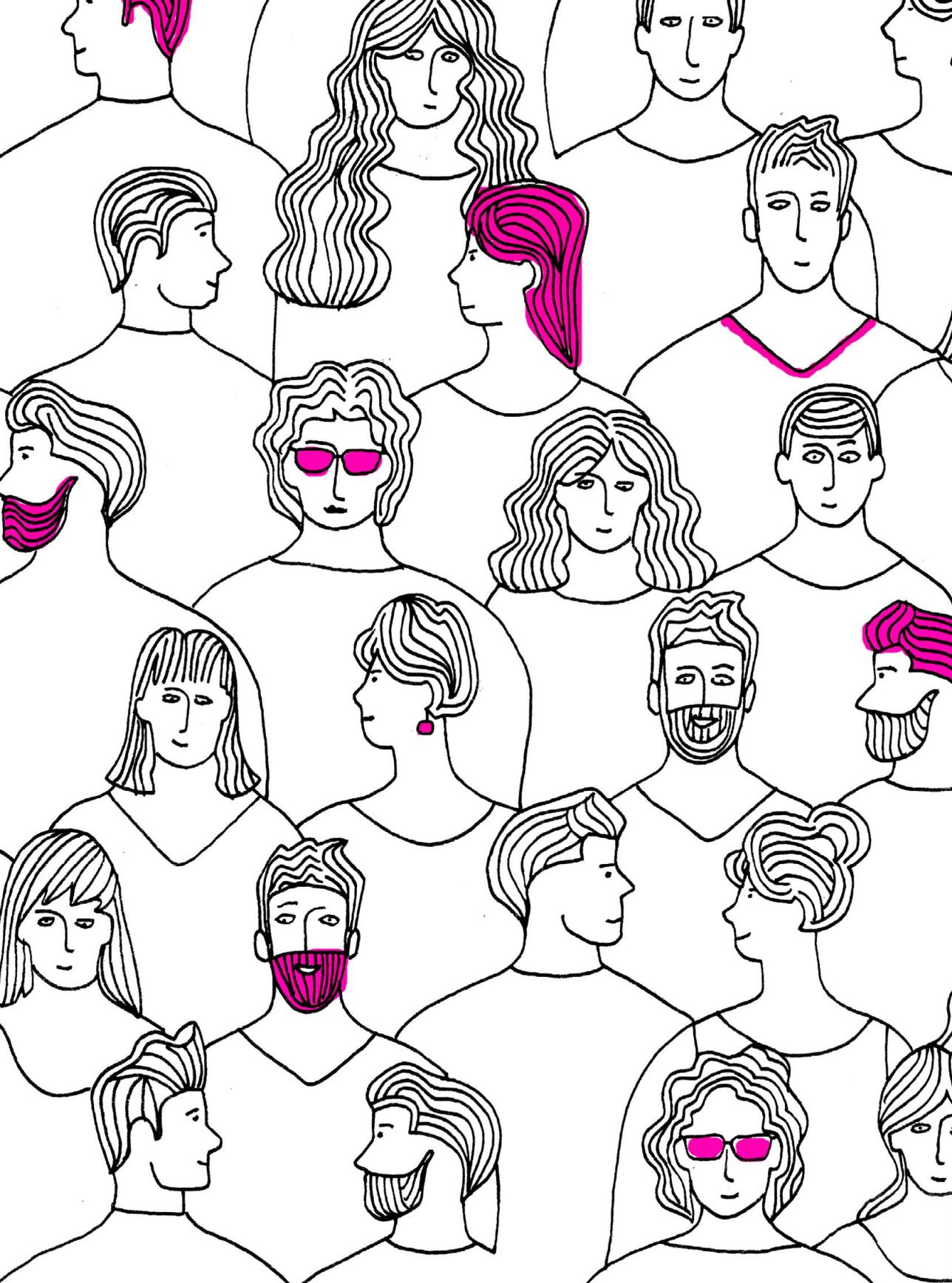
**BORDERS**

Our strong international ecosystem gives us a first-hand expertise of local and foreign markets. We collectively demonstrate a deep knowledge of the global nature of a project. We provide all our clients with a decentralized approach, where we take the best of each country to efficiently cater to their needs. Our approach relies on our diverse roots and broad expertise, along with our ability to discuss, learn, upskill, influence, facilitate, empower, unite and connect.

**I N T E R**

**N A T I O N A L**

**S Q U A D S**



**WE ARE**

**HUMAN**

**POWERED**

Because we simply care, we collectively share the ambition to do better every day. Behind the appellation centdegrés stands more than one hundred talented and hardworking people. Our success as a group is anchored in common values, qualities, and work ethic. Together, they have created a warm and grounded environment with collaboration, inclusivity and creativity at its heart.

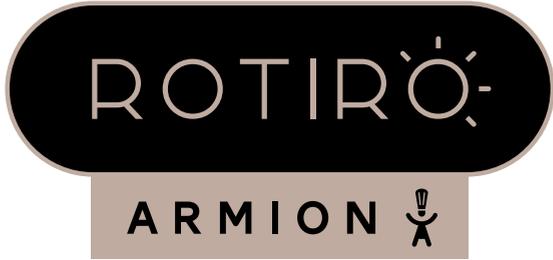
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# HOME CARE



## BÉABA

Redesigning the mythical Béaba Babycook Cloud Steam Cooker & Blender. Transforming the design guidelines of the brand, giving higher perceived quality and more proximity to the world of furniture design.  
Design guidelines. Product design.



## ROTIRO

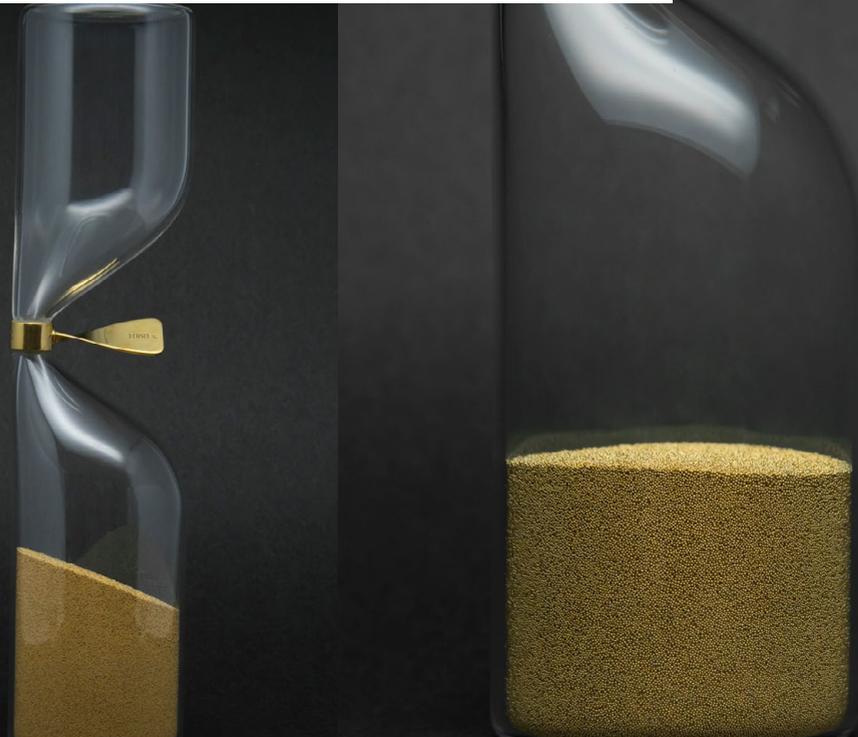
Lifestyle and teleshopping. Designing a creative rotisserie for a Korean leader in tv home shopping, distributing worldwide. Brand platform, naming, graphic and product design.





## DYMANT

Dymant, wanted an object about obsession. Centdegrés, therefore created this exceptional hourglass made of very thin handblown glass with an asymmetrical shape and unique gold colored beads. Its specificity? This small knob that allows you to stop time.



## LAFUMA

Relax by Lafuma.

Light, timeless, as easy to fabricate as it is to fold and unfold... By making over Relax, its iconic chair, centdegrés has stamped its design seal on Lafuma's ingenious invention which has become one of the classics of its legacy and of the outdoors universe.





## PEUGEOT

Five or six years ago the Peugeot family bought back Peugeot Saveur and decided to completely rebuild and that is when we meet them. We rewrote a brand and style platform. We completely redesigned the logo, kept its history but made it more delicate and linked it to the art craftsmanship. We gave new product guidelines to improve the usage of the pepper mill. We have worked on building a smart diversification.

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**BEAUTY**



## KIKO

KIKO, the make-up category innovator, revolutionizes its product design.  
Style platform, graphic guidelines and product design.





## YVES ROCHER

Less is more. A minimalistic philosophy to redesign the skincare line of Yves Rocher.



## OUATE

Mon Baume Génial, is a nourishing lip balm made for boys and for girls. Its look? A fashion bracelet, sporty and easy to wear, it looks like a little watch. Its baby blue makes it stand out.



# ETUDE HOUSE

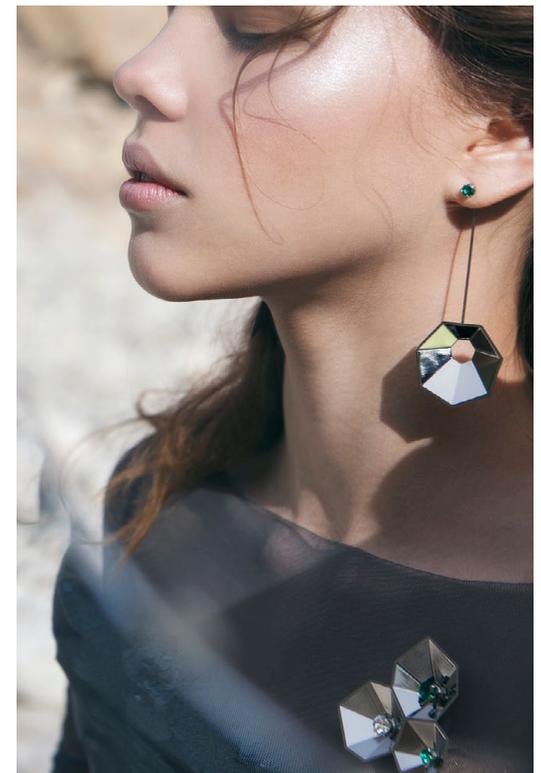
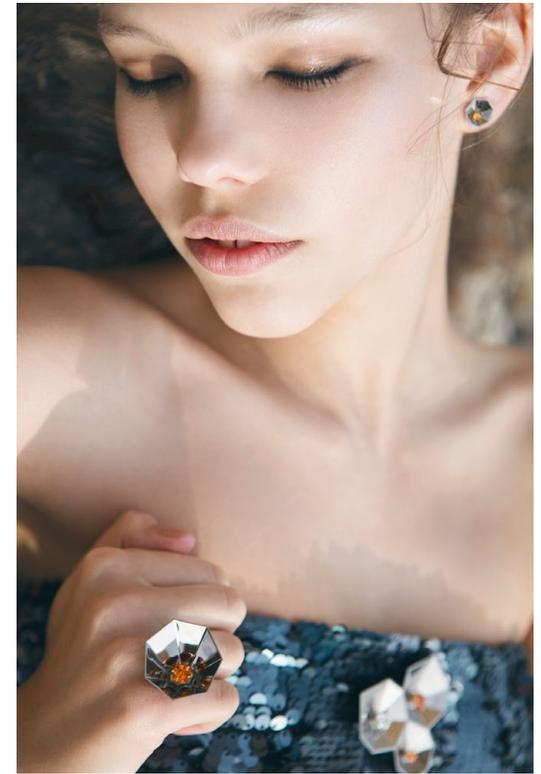
Designing a new skincare line preserving the etude house's DNA while telling a new story and creating new codes of style. Style platform, visual identity and product design..





## AENKO

Commissioned by Roxana Romanenko, a Swiss-Ukrainian entrepreneur and gemologist with strong convictions, Centdegrés worked on the naming, branding, visual ID, graphic design, packaging and jewelry design of the brand.





# HERBORISTS

Creating the first international brand of modern Chinese cosmetics based on traditional medicine. Brand platform, visual identity, packaging, product & retail design.



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# **FRAGRANCE**



*Cartier*

## **CARTIER**

This never-seen-before object was formed by the collaboration of a creative agency and a skilled glass-blower: centdegrés and the Pochet Group created In'Pressive, an unprecedented pressed glass technique that allows the vial to be sculpted from the inside.





## **CARTIER**

Inaugurating a beautiful series of collaborations with the illustrious house, Baiser Volé defines the unmistakable style of Cartier's perfumes : beauty, high quality and boldness that carry the expression of the brand, building its precious legacy.





## LANVIN

Creating a bottle in the image of the Albert Elbaz dandy, inspired by a Tuxedo.



## BY KILIAN

Designing a new bottle for the most exclusive niche fragrance brand By Kilian. This new collection was inspired by great phrases, taken from mythical rock songs, which are sculpted in the bottle caps. The bottle is a perfect black glass ball - the dream of Kilian.



## **GIVENCHY**

Centdegrés is rethinking the emblematic product 'Véry Irrésistible' created in 2003 by themselves, based on the brand's attributes: its heritage and its audacity. A massive and refined bottle, pure and simple, powerful and oversized and embossed prism – the icon of Givenchy.



ATELIER DES ORS



ATELIER DES ORS,  
HAUTE PARFUMERIE WITH POETRY



## ATELIER DES ORS

Placing gold at the heart of perfume. The dream of a perfume entrepreneur that we transformed into a brand, through a unique style platform, and the design of each of the brand's various elements.



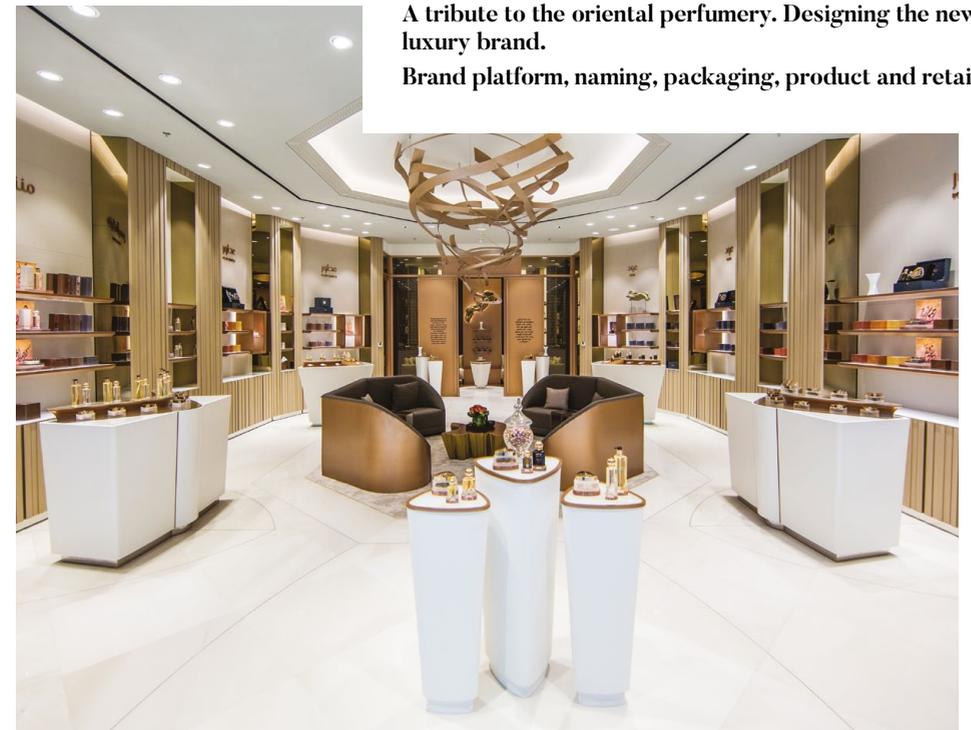
ATELIER DES ORS



## GHAWALI

A tribute to the oriental perfumery. Designing the new oriental luxury brand.

Brand platform, naming, packaging, product and retail design.





## OJAR

In collaboration with OJAR team, centdegrés has created a brand identity telling an authentic & sensorial story. The name OJAR comes from the word Hojari, the finest quality of Frankincense resin located in Oman's Dhofar mountains. A vibrant metallic blue, as the signature color, reveals and highlights the brand's character.



# OJAR





## FRADORE

A portable body perfume, affordable but of good quality, contained in a stylish rechargeable bottle that makes one want to customize and collect it. centdegrés offers an innovative technical solution to re-fill the product in a more intuitive and desirable manner.





## FOLLI FOLLIE

A fragrance as sunny as a Greek summer. Folli follie jewelry brand's first fragrance line has been created to enchant consumers from Europe, Asia and the Middle-East, with modernity and passion.



## QUEM DISSE BERENICE

Quem Disse, Berenice's first perfume, sweet and exhilarating like a childhood candy, round and irreverent like a bubble-gum ready to explode in a confetti of aromas : a delightful and joyful co-creation between Quem Disse, Berenice, centdegrés, and Givaudan.

## EUROPE

### PARIS

10 RUE DU FAUBOURG POISSONNIÈRE 75010 PARIS - FRANCE  
TEL. +331 4472 5900

*Shin Lim*  
s.lim@centdegres.fr  
contact@centdegres.fr

### MADRID

TEL. +33 6 86 81 75 24

*Coralie Machtou*  
c.machtou@centdegres.es

## MEA

### CASABLANCA

4, RUE ABOU EL KACEM KOUTBARI  
BOURGOGNE 20500- MAROC  
Tel : +212 522 95 12 68

*Sofia Benyahia*  
s.benyahia@centdegres.ma

*Hanaa Hafiani*  
h.hafiani@centdegres.ma

### DUBAI

28th FLOOR – OFFICE #2805  
JUMEIRAH BUSINESS CENTER 2, JLT  
P.O. Box 5004018, DUBAI - UNITED ARAB EMIRATES  
TEL. +971 4514 9467

*Gaëlle Doré*  
g.dore@centdegres.fr

## AMERICAS

### SAO PAULO

BRAZIL  
TEL. +5511 9914 16359

*Valeria Grossmann*  
valeria@centdegres.com.br

## ASIA

### SHANGHAI

K11, ROOM 3302, 300 MIDDLE HUAIHAI ROAD  
SHANGHAI, 200020 - CHINA  
TEL. +8621 5386 9906

*Emma Chateaufeuf & Emma Wang*  
e.chateaufeuf@centdegres.cn  
e.wang@centdegres.cn

### BEIJING

MAISON FRANCE CHINE  
2F, BUILDING 81, N°4 NORTH GONG TI ROAD  
CHAOYANG, BEIJING, 100020 - CHINA  
TEL. +86150 4112 2021

*Ting Shao*  
t.shao@centdegres.cn

### GUANGZHOU

ROOM 802, 8/F, LEATOP PLAZA  
32 ZHUJIANG DONG LU, ZHUJIANG NEW TOWN  
GUANGZHOU, 510623 - CHINA  
TEL. +86 186 2003 0942

*Justine Wu*  
j.wu@centdegres.cn

### SHENZHEN

CHINA  
TEL. +86 186 2003 0942

*Justine Wu*  
j.wu@centdegres.cn

### CHENGDU

PINNACLE ONE  
40F, BUILDING B, 199 DONGDA STREET  
CHENGDU, 610021 - CHINA  
TEL. +86 178 3077 5986

*Shu Lan*  
l.shu@centdegres.cn

### HONG KONG

SHOP A, G/F, 15-17 NEW STREET, SHEUNG WAN,  
HONG KONG.  
TEL. +852 6434 3535

*Tina Wang*  
t.wang@centdegres.hk

### TAIPEI

7F-2, NO.189, LEQUN 2ND RD., ZHONGSHAN DIST.,  
TAIPEI CITY

*Antoine Gueret*  
a.gueret@centdegres.hk

### BANGKOK

THAILAND  
TEL. +84 7446 9681

*Patrick Mui*  
p.mui@centdegres.hk

### HO CHI MINH CITY

THE LANDMARK, TÔN DUC THANG, BEN NGHÉ, Q.1  
HO CHI MINH CITY - VIETNAM  
TEL. +84 7446 9681

*Patrick Mui*  
p.mui@centdegres.hk

### SEOUL

10 RUE DU FAUBOURG POISSONNIÈRE 75010 PARIS  
FRANCE  
TEL. +331 4472 5922

*Hae-Shin Lim*  
s.lim@centdegres.fr  
Kakao Talk ID: haeshinlim

### NEW DELHI & MUMBAI

INDIA  
TEL. +971 4514 9467

*Gaëlle Doré*  
g.dore@centdegres.fr

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