



**Petite  
Friture**

**DONUT  
PRODUCT  
NEWS**

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# INSPIRATIONS



In creating the Donut collection, designer Pia Chevalier drew her inspiration from the world of baking. The ceramic artist imagined these cups and mugs as cakes – their handles representing the dough, and a varnished finish for a sugar-glazed coating look.

The variations in shape and thickness of these pieces, the uneven texture, and the cracks in the varnish reflect the variety of craftsmanship techniques used to produce this collection.

DONUT

# ABOUT THE DESIGNER



Pia Chevalier is an independent designer, who received training at French fine arts and crafts school Boulle in design and craftsmanship with a specialisation in decoration and surface treatment. Pia now has her own studio at the Orfèverie, where goldsmith company Christofle's manufacturing outlet used to be based. Designer Pia Chevalier lets spontaneity take over in her creative process and in the composition of her pieces.

Her love for raw materials constantly inspires her to transform them with a view to creating unique objects. Chevalier focuses on everyday objects, making them stand out like sculptures and granting them the power to establish an emotional bond. After six years of vocational training in craftsmanship and design at French fine arts and crafts school Boulle in Paris, Pia has been designing objects that verge on unique pieces and works of art.

Pia Chevalier's work revolves around everyday objects, which she perceives as sculptures fitted with a power to stir up emotional bonds. She strives to bestow solemnity on her pieces, conferring on them an endearing quality.

# SELLING KEY POINTS



**A FUNCTIONAL WORK OF ART**

**EVERYDAY OBJECT AS A WORK OF ART**

**A SCULPTURE CAPABLE OF AROUSING EMOTION**

- Eye-catching decorative statement piece with its characteristic oversized handle
- A functional yet very decorative piece to live up any space
- A look paying tribute to craftsmanship and raw material
- A large range of original colours and functions (from espresso to mugs and small vases)
- A perfect premium gift

**SUSTAINABLE PRODUCTION AND WASTE REDUCTION**

- Each piece of the Donut collection is manufactured in Portugal.
- The production process is plastic-free and endorses a cash-and-carry approach to packaging.
- The cardboard packaging is partially recycled and the printing ink is water-based.

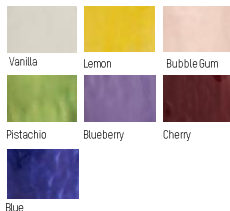
**DONUT**

DONUT THE COLLECTION

# COLLECTION AND PRICES



**S**  
 Ø 6cm (2.4 inches)  
 Width with handle 12cm  
 (4.65 inches)  
 Height 5.5cm  
 (2.2 inches)



Set of two pieces  
 59€



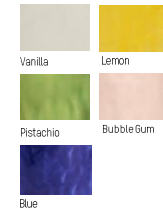
**M**  
 Ø 8cm (3.27 inches)  
 Width with handle  
 17cm (6.77 inches)  
 Height 9cm  
 (3.54 inches)



Each  
 39€



**L**  
 Ø 9cm (3.62 inches)  
 Width with handle 21cm  
 (8.39 inches)  
 Height 12cm (4.72 inches)



Each  
 54€

## PACKAGING

B2B Master pack 2 sets of 2 S cups of the same colour:

**L 31cm/12.2inch | W 19cm/7.48inch | H 10cm/3.94inch | 1kg/2.2lb**

2 M mugs of the same colour

**L 25cm/9.84inch | W 25cm/9.84inch | H 14cm/5.51inch | 1kg/2.2lb**

2 L mugs of the same colour

**L 28cm/11.02inch | W 27cm/10.63inch | H 16cm/6.3inch | 1,4kg/3.09lb**

**B2C** Cash and carry pack

S cups: **L: 17cm/6.69inch** **H: 9cm/3.54inch**  
**W: 15/5.91inch** **Weight: 0.4kg/0.88lb**

M cups: **L: 22cm/8.66inch** **H: 13cm/5.12inch**  
**W: 12cm/4.72inch** **Weight: 0.4kg/0.88lb**

L cups: **L: 26cm/10.24inch** **H: 15cm/5.91inch**  
**W: 13cm/5.12inch.** **Weight: 0.6kh/1.32 lb**

DONUT



# TECHNICAL SPECIFICITIES



- Earthenware, white paste and glazed coating
- Home-made artisanal appearance resulting from the use of distinctive moulds
- Dishwasher and microwave safe

## FOOD COMPLIANCE TEST

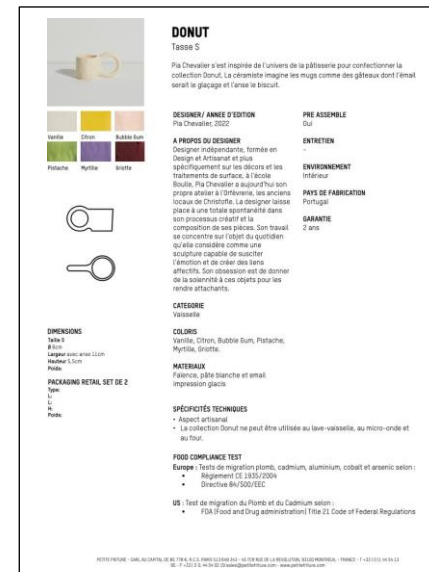
- Europe : Lead, Cadmium, Aluminium, Cobalt & Arsenic tests compliant with :
  - Regulation (EC) 1935/2004
  - Directive 84/500/EEC
- US : Lead and Cadmium tests compliant with :
  - FDA (Food and Drug administration) Title 21 Code of Federal Regulations



DONUT

# DONUT MARKETING COLLATERALS

## PRODUCT NEWS



## PRODUCT SHEET

DONUT

# VISUALS



PACKSHOT



CUT OUT



LIFESTYLE  
VISUALS

DONUT

# DIGITAL ACTIVATION KIT

Made-to-measure communication packages can be drawn up in accordance with SPECS (functional specifications of a website).

- Homepage banner
- Categories banner
- Branding content
- Brand-specific or multi-brand newsletter
- Instagram post or story

Get in touch with your business representative to draw up an action plan.

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