

PRESS RELEASE

DEGRENNE AND STARCK

UNVEIL THEIR NEW PARTNERSHIP

L'ECONOME

BY
STARCK®

Since it was set up in 1948, the number one French Table Art brand has constantly sought to reinvent itself in pursuit of its visionary founder's goal.

This year, in support of this creative venture, **DEGRENNE** is joining forces with the world famous designer **PHILIPPE STARCK** to reinvent an iconic kitchen tool - the Econome.

Together, they have created **L'ECONOME BY STARCK®**.



DEGRENNE
PARIS

THE AMAZING STORY OF THE ECONOMOME

The story is in fact incredibly simple. In 1923, the Econome revolutionised everyday life in French kitchens. Its emblematic blade was a great assistance to all amateur and professional cooks, enabling them to finely peel fruit and vegetables leaving as much of the best flesh as possible. In 2017, DEGRENNE and Philippe Starck are offering an elegant and modern answer to this iconic utensil, whose design has remained unchanged for almost a century. When redesigning its shape, Philippe Starck took inspiration from the utensil's essence. The sculpted, highly ergonomic handle is the result of his efforts to strip down to the object's square origins, thus combining shape and function. Such efforts marked the birth of the L'ECONOME by STARCK®.



*"My grandmother was a professor of Economy.
In her vegetable amphitheater, she taught me
economics, ecology, the beauty of the perfect
spiral of a peel, the respect of the blade of her
Econome.*

*Then, Economy was no longer in fashion,
fashion was at waste.*

It did not work.

The Economy and the Econome have returned.

Finally.

I thank my grandmother and Degrenne."

Ph.S

Having reinvented the Econome, Starck used it as the inspiration for a full range of cutting utensils recognisable by their sculpted handles - the Tools of the Kitchen were born.

Philippe Starck drew on our collective unconscious and family memories to produce iconic utensils for a new generation.

LECONOME

BY
STARCK®

THE TOOLS OF THE KITCHEN

In addition to the loyal vegetable peeler, the dynamic vegetable peeler, the trusty 10 cm paring knife, and the noble bird's beak have been modernised using the collection's three contemporary finishes: opaque plastic, composite and stainless steel. Two essential kitchen knives have been added to this range of accessories – the mighty 20 cm kitchen knife and the bold bread knife available in opaque plastic and composite.

A range of six colours caters for all individual tastes and interiors.



ACCESSORIES

Sold in a pack of 4 accessories:

- The loyal vegetable peeler
- The noble bird's beak
- The dynamic vegetable peeler
- The trusty paring knife

Three contemporary finishes available:

> Opaque plastic finish

Colours: Artichoke, Turnip, Pink Radish ● ● ●

> Stainless steel finish ●

> Composite finish (available in December)

Colour: Black Truffle ●

KITCHEN KNIVES (available in December)

- The mighty kitchen knife
- The bold bread knife

> Opaque plastic finish

Colours: Poppy seed, Turnip ● ●

> Composite finish

Colour: Black Truffle ●



THE TOOLS OF THE TABLE

The partnership between DEGRENNE and Starck did not stop there. Since a love of food does not end in the kitchen, Starck has developed L'E STARCK®, a collection of cutlery based on L'ECONOME BY STARCK® range. Inspired by the sculpted handles of the kitchen tools, this cutlery collection draws a natural link between kitchen and plate, preparation and consumption. Cutlery items are available in three finishes: opaque plastic, composite and stainless steel. They are available in a range of original colours inspired by natural, regional produce - the colours Turnip, Artichoke and even Black Truffle are sure to delight all gourmet aesthetes. The clever folding knife is available in two finishes - opaque plastic and composite in authentic colours. Finally, a set of six hollow handle stainless steel knives will also be available.



CUTLERY

Sold in a box of 4 or 24 pieces:

- Table knife
- Table fork
- Table spoon
- Teaspoon

Three contemporary finishes available:

> Opaque plastic finish

Colours: Turnip, Artichoke,

Pink Radish, Potato, Carrot



> Stainless steel finish

> Composite finish (available in December)

Colour: Black Truffle

HOLLOW HANDLE KNIFE (available in December)

Sold in a pack of 6

Stainless steel finish

THE CLEVER FOLDING KNIFE (available in December)

Sold individually

> Opaque plastic finish

Colours: Poppy seed, Turnip



> Composite finish

Colour: Black Truffle

The eco-friendly friendly brown paper packaging is simple, familiar and elegant, echoing the history and nature of its content.



Nous avons inventé l'Outil le plus célèbre de la Cuisine qui a révolutionné l'art de l'épluchage.

We invented the Kitchen's best known Tool. Our creation revolutionised the art of peeling.



Inchangé depuis des générations, cet art s'est transmis de Père en Fils, de Grand-mère en Petite-fille.

This timeless knowledge was passed unchanged, from Grandmother to Granddaughter, Father to Son.



Puis il éplucha une carotte, et la magie opéra. Il ne pût s'empêcher de continuer à éplucher.

Then he peeled a carrot and magic happened. He just couldn't stop peeling.



Un jour, Philippe Starck découvre l'Économe. Il se mit aussitôt au travail.

One day, Philippe Starck discovered l'Économe. He began to work.



Le premier jour, Starck éplucha une Pomme de terre. Le deuxième jour, il éplucha un Navet. Le troisième jour, une Pomme et un Panais.

On the first day, Starck peeled a Potato. On the second day he peeled a Turnip. On the third, an Apple and a Parsnip.



Il éplucha et éplucha... jusqu'à ce qu'il découvre qu'il avait créé quelque chose de vraiment beau.

He peeled and peeled... until he discovered he had created something really beautiful.



Un manche parfaitement adapté aux Outils de la Cuisine.

The perfectly shaped handle, for today's Tools of the Kitchen.

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Chapitre I.
LA MERVEILLEUSE
HISTOIRE DE L'ÉCONOME

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ABOUT

DEGRENNE

Founded in 1948, DEGRENNE is the result of a remarkable story of entrepreneurship driven by the dreams of a passionate silversmith. Its visionary founder, Guy Degrenne, quickly grasped the potential of stainless steel and embarked on a quest to revolutionise table art by democratising silversmithery.

The company's trademark pursuit of excellence and love of good work has left its mark on tables both past and present.

DEGRENNE has always reinvented itself, with its expertise combining tradition and innovation. From steel cutlery made in Vire to Limoges porcelain, Thiers cutlery and household linen, DEGRENNE is an expert innovator catering for all tastes and occasions.

DEGRENNE is proud to be recognised by the French government as a 'Living Heritage Company'. It now personifies the French Art of Living and promotes all those joyous moments in life.

www.degrenne.fr

Facebook - @DEGRENNE

Instagram - @DEGRENNE_Paris

STARCK

Philippe Starck is an internationally renowned French designer and architect.

His in-depth understanding of contemporary change, determination to change the world, foresighted vigilance with respect to environmental implications, love of ideas, and eagerness to advocate the intelligence of usefulness and the usefulness of intelligence, have propelled him from one iconic design to the next. His portfolio includes everyday items such as furniture and lemon squeezers, revolutionary mega-yachts, domestic wind turbines, electric bikes, and hotels and restaurants designed to be stimulating, phantasmagorical and intensely dynamic spaces.

This tireless and rebellious global citizen considers it his duty to share his ethical and subversive vision of a fairer world and create unconventional spaces and objects that prioritise being 'good' over being beautiful.

Philippe Starck and his wife, Jasmine, mainly live on the breeze and in 'nowhere places'.

www.starck.com

Facebook - @StarckOfficial

Instagram - @Starck