

Beat: Lifestyle

# CHRISTOFLE - THE ART OF THE GOLDSMITH, To SHAPE And DECORATE The METAL

## EPIPHANY COCKTAIL

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**USPA NEWS** - Goldsmithing designates both a Profession, practiced since Ancient Times, and all Works made of Precious Metal, as well as Silver and Gold. Jewelry, Medals and Coins are no longer part of the Jewelry.

During the 18th century, the Market was divided into Two Major Specialties: the Small Goldsmith's, including Cutlery and Small Works, and the Big Goldsmith. Taking advantage of the Malleability and Ductility of Precious Metals, the Goldsmith uses Several Techniques to Shape and Decorate the Metal.

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Charles Christofle founded the Company that bears his name in 1830. Originally a Jeweler, he bought the Patents Silver Plating and Electrolytic Gilding of Gold in 1842. As a Goldsmith, he transformed Ceremonial Items and Everyday Objects: from Jewelry to Cutlery, Gold Smithery to Sculptures, and Decorative Objects to Tableware.

This is how Silver came to be an Integral Player in Art of Living Today.

Charles Christofle was born in Paris in 1805 amongst Small Industrialists specializing in the Manufacturing of Buttons. The only boy in a Family of Four, he apprenticed with his Brother-In-Law Hughes Calmette, a Manufacturer of "Provincial" Copper Jewelry in 1821.

He took over the Business 10 years later and in 1832 deposited his Master's Mark at the Garantie de Paris for "Adornment". He developed his Factory by positioning it towards Export Jewelry made of Precious Metal. The following year, he married Anne Henriette Bouilhet (1839 -1919) with whom he had Two Children, a Daughter Marie Rose (1836-1918) and a Son Paul (1838 -1907).

While searching for technical innovations, Charles Christofle took out a patent for the manufacturing of metallic fabrics in 1837. He then produced silver filigree pieces and hangings, epaulettes and braids for the army. Armed with this diverse skillset, he participated in the Exhibition of Products of French Industry in Paris in 1839. This first participation inaugurated a long series of national and universal exhibitions, where the House would win numerous awards. At one exhibition in 1844 in Paris, he received a gold medal.

In 1842, Charles Christofle acquired the patents for silver and gold metal electroplating. More durable and less harmful than traditional techniques, electroplating and gilding made it possible to manufacture pieces on a massive scale. Christofle was the only patent holder in France for 15 years. One of his first clients was the French King, Louis-Philippe I, who ordered a full service from him for the Chateau d'Eu in Normandy, a vacation spot for the French royal family.

## THE VISUAL IDENTITY: CHRISTOFLE

Christofle returns to its Roots and to the Unbreakable Connection that links the Brand to its History. For the Brand's Signature, the Art Recherche Industrie Agency and its Artistic Director Ramdane Touhami opted to go back to the Roots of this Phenomenal Success by Reworking Christofle's Original Logos. Using an English Cursive Script, the Christofle Logo has been given a Free, Modern Twist.

It represents Renewal, while also Embodying the Brand's Past and Future.

## CHRISTOFLE'S UNIVERSES

### \* Dining

From casual to formal gatherings, meals are the heart of everyone's daily life. Christofle's flatware and tableware collections have evolved over the years to adapt to our ever-changing world and extends its know-how to tables across the globe.

### \* Barware

Within the world of bar and mixology, Christofle offers the best for champagne, fine wines, cocktails and aperitifs including ice buckets, champagne vasques, double old fashioned glasses, and decanters. You can find everything you need to enjoy a nice Whiskey on the rocks or a toast celebrating major milestones.

### \* Home Decoration

From cups, to trays, picture frames and vases, Christofle's home universe consists of a myriad of objects meant to elevate and brighten every corner of the home.

### \* Children

The world of learning, imagination and sensitivity embodies objects specially made for children and babies. Everything is adapted to their needs, milestones, and everything in between.

### \* Jewelry & Accessories

The luster, softness and style of precious metals are expressed in the harmonious curve of rings and bracelets. Christofle's Studio adopts and designs a geometric and organic shape. The combination of leather, wood, and lacquer to certain accessories makes an effortless addition to any outfit.

Source: Epiphany Cocktail

On January 17, 2023

At Boutique Christofle Paris Royale - 75008 Paris (France)

In presence of

- Emilie METGE VIARGUES CEO Christofle

- Harold PARISOT CEO Chinese Business Club

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