



PUIFORCAT
ORFÈVRE

Cross-Merchandising
Hermès & Puiforcat

CONFIDENTIAL

COMMERCIAL FRAME FROM THE HERMES GROUP

PUIFORCAT
ORFÈVRE



Puiforcat guidelines Applicable to all Hermes stores:

Permanent display:

1. Stores may showcase Puiforcat cutlery as a complement to the Hermès Tableware collection.
2. Other Puiforcat items are only permitted for display during selected commercial events and for a limited time.

VIP Appointments:

1. Puiforcat items, aside from those displayed during commercial events, may be occasionally presented to targeted customers in VIP rooms.
2. These items can be stored in secondary display or through consignment.

Try-On:

1. Champagne beakers can be used for customer degustation year-round in Hermes stores.

Sales and Invoicing:

1. Puiforcat items can be sold and invoiced throughout the year in any Hermès store, provided that the above guidelines are followed.

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4

Hermès,
Saint-Louis and
Puiforcat

Cross-merchandising: Hermès x Puiforcat

65 ↑

FORMAL TABLE



Cannes

Elysée

Royal

CASUAL TABLE



Cannes

Annecy

Chantaco

Normandie

COMMERCIAL FRAME FROM THE HERMES GROUP

4 Hermès,
Saint-Louis and
Puiforcat

Formal table setting

66 ↑



Spoons and forks
are turned over in a
French formal table

1 Place setting

- Presentation plate
- Dinner plate
- Dessert plate
- Bread and butter plate
- Puiforcat: Royal dinner knife, fork & spoon and dessert knife, fork & spoon
- Saint Louis: Tommy champagne flute & wine glass

A Group A

- Cereal bowl
- Bread and butter plate
- Jumping H tray

B Group B

- Périmètre Palmarum tartan vase

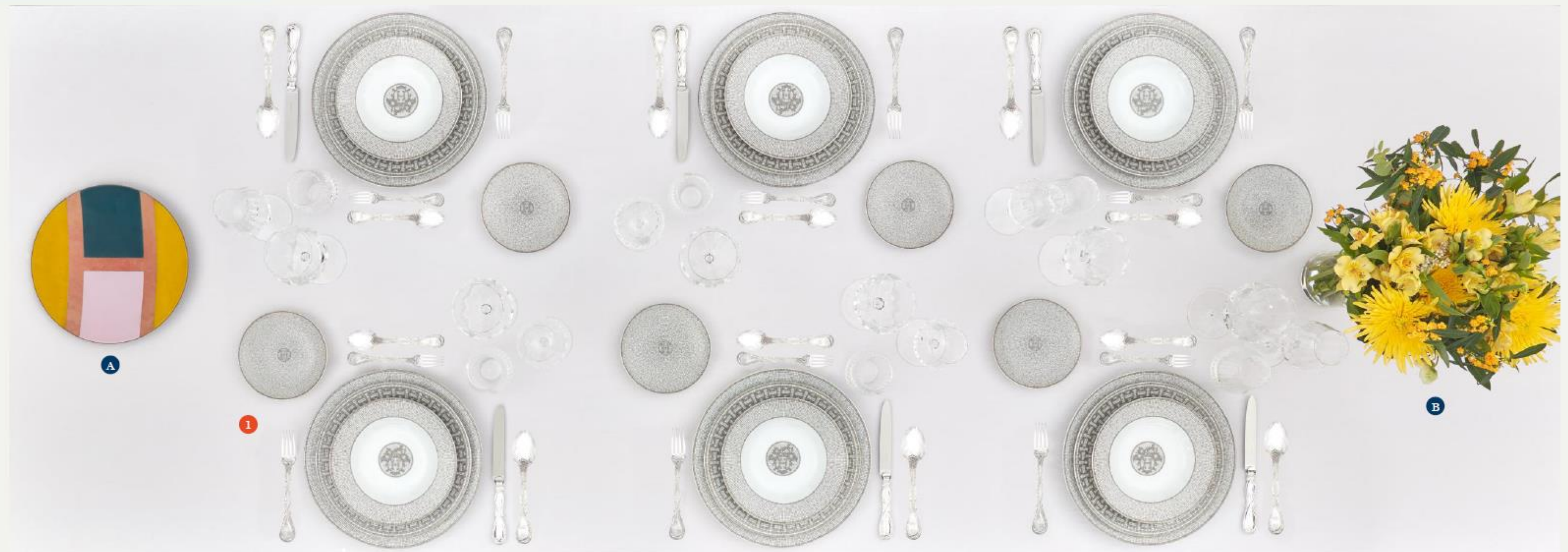
COMMERCIAL FRAME FROM THE HERMES GROUP

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Hermès,
Saint-Louis and
Puiforcat

Formal table setting

67 ↑



Spoons and forks
are turned over in a
French formal table

1 Place setting

- Presentation plate
- Dinner plate
- Soup plate
- Bread and butter plate

- Puiforcat: Royal dinner knife, fork & spoon & dessert knife, fork and spoon
- Saint Louis: Twist 1586 tumbler, mature wine glass, young wine glass

A Group A

- Sialk centerpiece

B Group B

- Delta vase

COMMERCIAL FRAME FROM THE HERMES GROUP

4

Hermès,
Saint-Louis and
Puiforcat

Casual table setting

68



1 Place setting

- Dinner plate
- Soup plate
- Bread and butter plate
- Puiforcat: Normandie dinner knife, fork & spoon
- Saint Louis: Oymore water glass, wine glass

A Group A

- Small bowl
- Medium bowl
- Oseraie basket

B Group B

- Medium oval platter

C Group C

- Large bowl
- Oymore water carafe
- Oseraie vase

HERMES X PUIFORCAT – PODIUM JANUARY 2025

Hermès en contrepoint x Cannes flatware



Thank you

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