



Fermob

**COLOURS &
MERCHANDISING
GUIDE 2025**



NEW GUIDE 2024/2025 COLOURS & MERCHANDISING



Fermob provides you with ongoing inspiration
to **help you** display new furniture, lighting products
and accessories at your shop **all season long**.

Explore this guide, make it your own
and share it with your teams!

**It holds the secrets for a successful season
with Fermob!**

04. **New colours**
The winning trio in 2025

08. **Trends**

- | Autumn poetry
- | Natural glow
- | Zenith
- | Ocean wave

16. **Matching colours**
Advice on combinations

20. **Merchandising**
How to combine your tables and seats?
Our tips for a perfect Fermob area

26. **The Fermob Home & the Indoor Corner**

28. **Lighting**
For each area, its own lighting collection and uses
Our tips for displaying your lighting products

34. **Tips for optimising your displays**

35. **Checklist**

NEW COLOURS

Introducing our three new colours: **Tonka**, **Maya Blue** and **Candied Orange**.

3 colours that bring you on a journey.
3 colours that bridge the gap between outdoor and indoor spaces.
3 colours that can be used both inside and outside your home.
3 ideal colours for furniture that adapt to your customers' needs!

Blues	<div>NEW</div> <div>Maya Blue</div>			<div>Acapulco Blue</div>	<div>Deep Blue</div>
Neutrals	<div>Clay Grey</div>	<div>Lapilli Grey</div>	<div>Storm Grey</div>	<div>Anthracite</div>	<div>Liquorice</div>
Greens	<div>Willow Green</div>	<div>Cactus</div>	<div>Pesto</div>	<div>Rosemary</div>	<div>Cedar Green</div>
Browns and reds	<div>NEW</div> <div>Candied Orange</div>			<div>Nutmeg</div>	<div>Gingerbread</div>
	<div>Honey</div>	<div>Red Ochre</div>	<div>Chili</div>	<div>Black Cherry</div>	<div>NEW</div> <div>Tonka</div>
Pastels	<div>Marshmallow</div>	<div>Ice Mint</div>	<div>Frosted Lemon</div>	<div>Cotton White</div>	

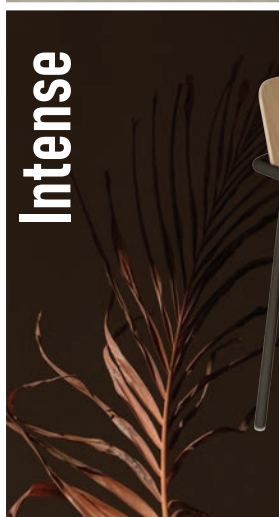
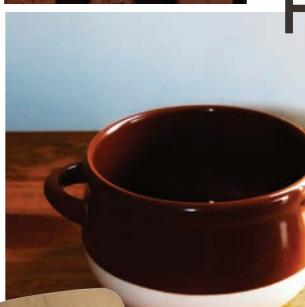
Tonka



Symbolising the intense earthy, woody tones of the luxuriant forests of the Amazon, Tonka brings **sophistication** to the Fermob colour chart.

Comforting and warm, this deep, nature-inspired brown complements our interiors and is a perfect match for wood and leather.

Friendly



Intense



Timeless

Retro



Intensely coloured



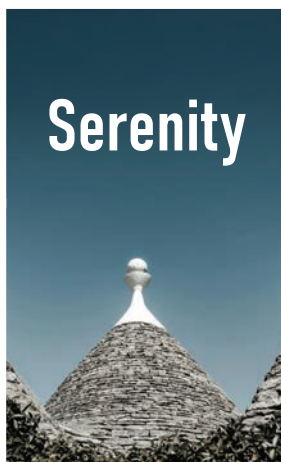
Bright



With Candied Orange, we're transported to gourmet and exotic horizons, where every moment is an invitation to **enjoy life**.

Both vibrant and dynamic, Candied Orange **is extremely punchy**, adding a touch of brightness to the Fermob colour chart. Paired with our warm shades, it brings to mind the warmth of summer. Looking for a 70s vibe? Simply combine small touches of this colour with our browns and blues.

Candied Orange



Serenity

Inspired by the cultural heritage of the ancient Mayans, the new Maya Blue is attracting all kinds of attention! This **rich, deep and soothing** colour brightens up our colour chart, bringing **elegance and serenity**.

Maya Blue recalls the endless skies of sunny days, inspiring a sensation of **unfettered** freedom.

Maya Blue blends with our pastels and mineral shades for a **soft, gentle atmosphere**, adding **freshness and brightness** to our palette of blues and greys.



Horizon

Maya Blue



Getaway

TRENDS

Autumn poetry

Tonka

Ice Mint

Nutmeg

Willow Green

Pesto

Red Ochre

Step into autumn with colours! Alongside the new colour **Tonka**, greens and reds create a harmonious **autumn atmosphere**. Faithful to the foundations, but always with an unexpected touch: Ice Mint brings **freshness** and **boldness**.

Fermob's ♥ favourite combinations

Tonka

Red Ochre

Ice Mint

Pesto

Willow Green

Tonka





Combine colours on your displays to inspire your customers and showcase the complementary nature of the offer.

Textile accessories



Bouquet sauvage
Autumn poetry



Color mix
Cushions, chair cushions
and futa towels

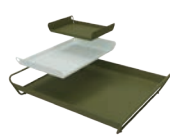


Évasion



Trèfle

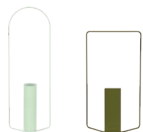
Metal accessories



Alto



los



ltac



Picoti



Trivets
Bouquet sauvage, Trèfle, Picoti & Lorette

Natural glow

Cactus

Frosted Lemon

Rosemary

Clay Grey

Cedar Green

Cotton White

Bring a touch of nature to your life! A trend that has firmly established itself in our daily lives. **Enjoy a soothing, timeless universe** with greens that bridge the gap between indoor and outdoor spaces. With a hint of yellow, Frosted Lemon brings much-needed brightness to any space.

Fermob's  favourite combinations

Rosemary

Cotton White

Cactus

Cactus

Frosted Lemon

Clay Grey





Create an eye-catching scene on the upper part of the display that will be visible from far.

Textile accessories



Color mix
Cushions, chair cushions and futa towels



Évasion

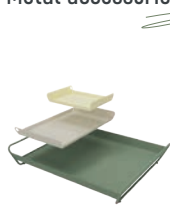


Lorette



Trèfle

Metal accessories



Alto



los



Itac



Picoti



Trivets
Bouquet sauvage, Trèfle, Picoti & Lorette

Zenith

Candied Orange



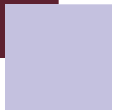
Candied Orange makes its début in our palette of reds to bring you a particularly *caliente* new trend! Striking a balance between intensely bright and dark tones, this trend **makes our warm shades blaze like never before**. And, of course, try adding a touch of Marshmallow to add character to this mix!

Fermob's ♥ favourite combinations

Black Cherry



Chili



Marshmallow

Gingerbread



Honey



Candied Orange





Experiment with the colours available for metal accessories
to make a statement and create an instant hit!

Textile accessories



Bouquet sauvage
Zenith



Color mix
Cushions, chair cushions
and fouta towels



Évasion

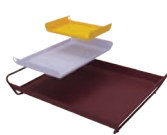


Lorette



Trèfle

Metal accessories



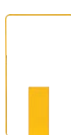
Alto



los



Itac



Picoti



Trivets
Bouquet sauvage, Trèfle, Picoti & Lorette

Ocean wave

Maya Blue

Deep Blue

Lapilli Grey

Liquorice

Acapulco Blue

Gingerbread

Storm Grey

Anthracite

Alone on the sand, looking off into the water... Dive into our new colour **Maya Blue!**

From light to dark, greys and blues are enhanced thanks to the warm touch provided by Gingerbread, **allowing you to create a beach sunset feel.** A trend that pays tribute to our stunning coastal landscapes.

Fermob's ❤️ favourite combinations

Anthracite

Acapulco Blue

Maya Blue

Maya Blue

Gingerbread

Deep Blue





To give a pace to your display, **vary the way the cushions are presented:**
from the front, side, stacked, etc.

Textile accessories



Color mix
Cushions, chair cushions
and foute towels



Évasion



Lorette



Trèfle

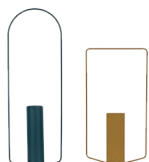
Metal accessories



Alto



los



Itac

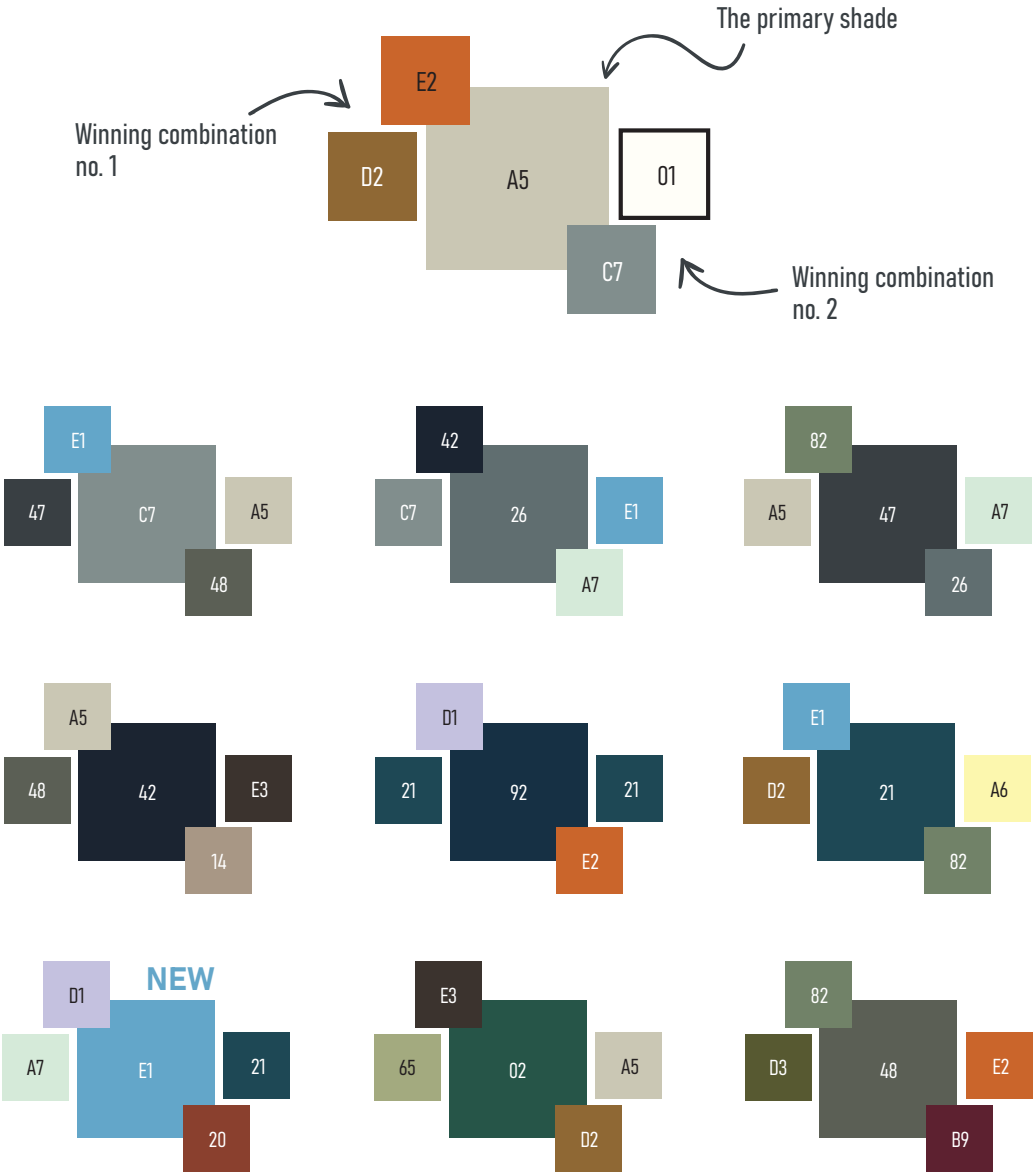


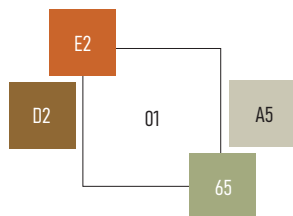
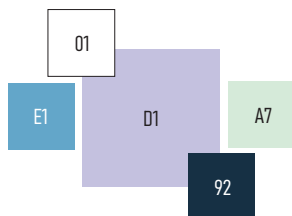
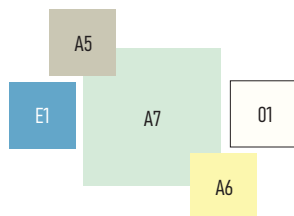
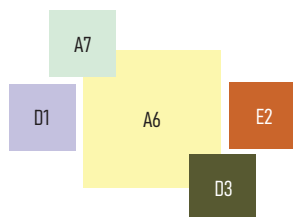
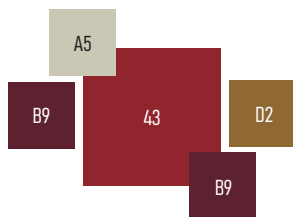
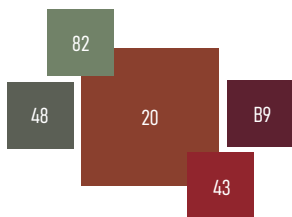
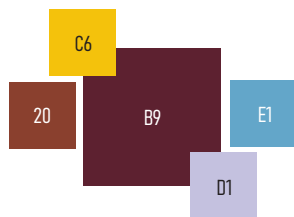
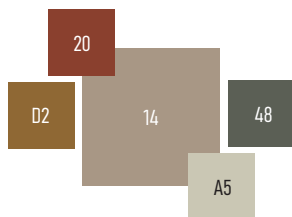
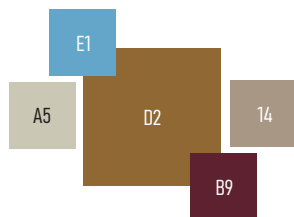
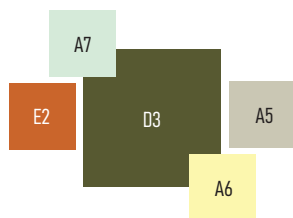
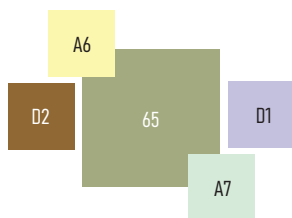
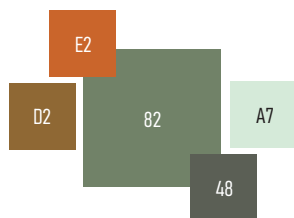
Picoti



Trivets
Bouquet sauvage, Trèfle, Picoti & Lorette

MATCHING COLOURS, ADVICE ON COMBINATIONS





A7 - Ice Mint
B9 - Black Cherry
C6 - Honey

C7 - Lapilli Grey
D1 - Honey
D2 - Gingerbread

D3 - Pesto
E1 - Maya Blue
E2 - Candied Orange

E3 - Tonka

HOW TO CHOOSE THE RIGHT COLOURS?

A FEW TIPS TO AVOID MAKING MISTAKES



Define a dominant tone and use it for the table

Preferably a neutral tone that the customer will never tire of.

Repeat the table colour on a few chairs

To create a harmonious set, use same-colour seats at the end of the table.



Use same-colour tones to create a play on shades

Define a hue: red, blue or green... and combine them. A monochrome combination will create visual appeal.

No more than 3 colours in a set

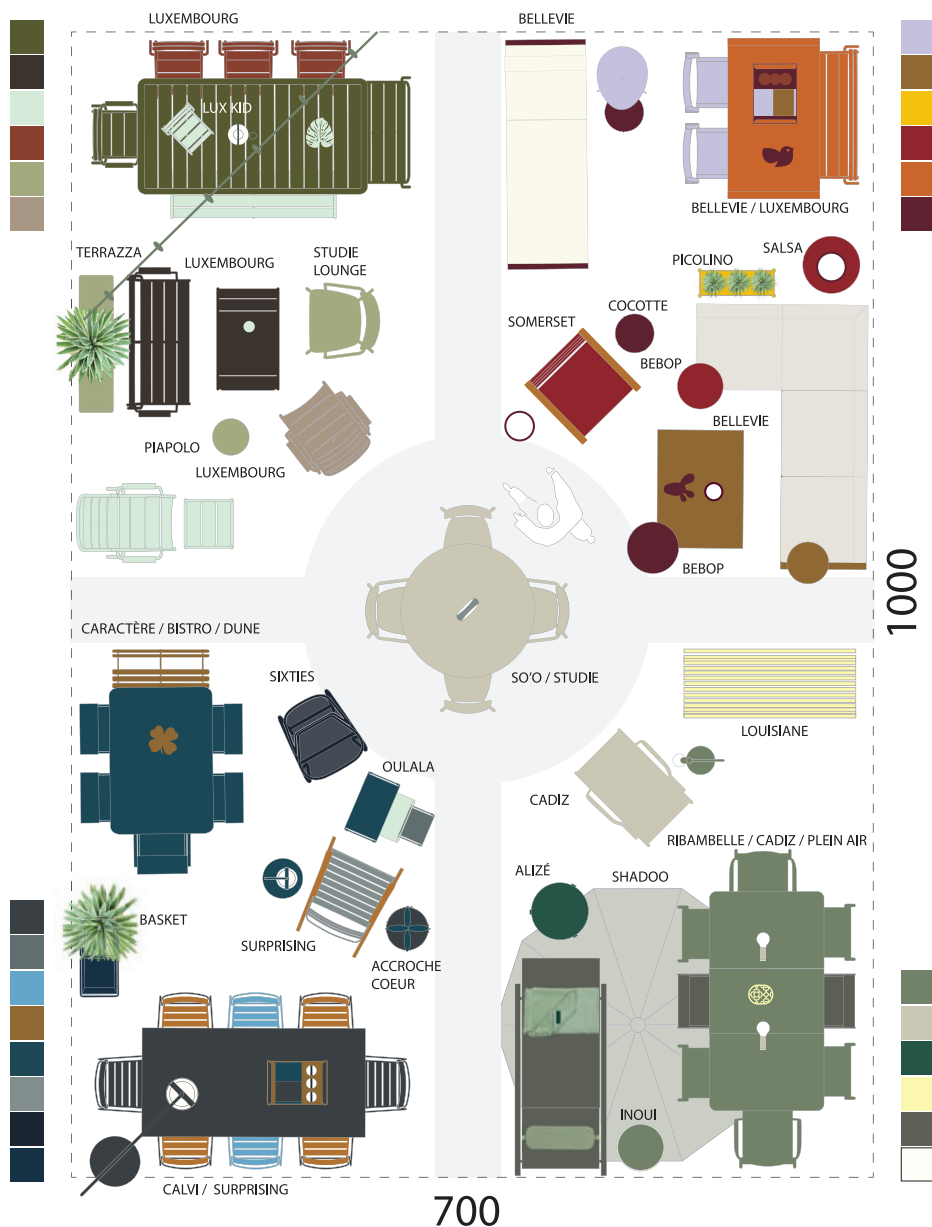
Perfect for creating a personalised universe that matches the environment.



Go for a 100% monochrome look

Are you a big fan of a colour in particular? Use it throughout your furniture!

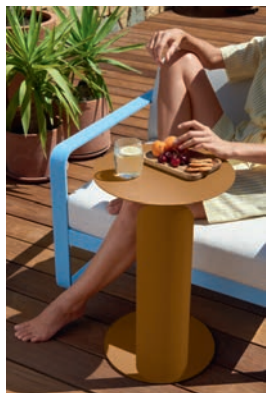
Sorted by trend,
the **25 colours** in our colour chart beautifully
come together over 70m². Here's the proof!



MERCHANDISING

Thanks to merchandising techniques, in this section you'll find the **keys to helping you create a memorable customer experience**. With its *joie de vivre*, Fermob makes a lasting impression and stands out at your shop. After all, no other brand looks like Fermob!

Joie de vivre!



Offer a touch of soul thanks to the brand's unique look

This can be done by combining flagship collections with the season's new products and colours.



Dinner time!



lounge

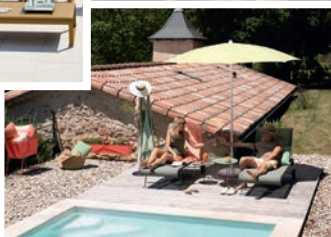


Sell in project mode

Get customers to think about their future needs and uses. (dining, lounge, poolside, indoor)



Indoor



Dive in



Increase the spend

Systematically think about furniture add-ons.
e.g., one chair bought = one chair cushion sold.



*Headrest + footstool
for my sunlounger*

Promote the Fermob recipe

Enhance the presentation of each set of **lighting products, accessories** and **parasols** to trigger spontaneous sales.



before

♥ after



HOW TO COMBINE YOUR TABLES AND SEATS?

Space-saving solution +

Showcase folding chairs
with the Caractère table to
illustrate a space-saving solution.



BISTRO



LATITUDE



DUNE



PLEIN AIR



LUXEMBOURG

€€€

€€€



RIBAMBELLE

Combinations also possible
with the BIARRITZ table.

+ Don't mix too many models

around a table and pay attention to
the different backrest heights.



LUXEMBOURG



PLEIN AIR



STRIPE



STUDIE



CADIZ



SURPRISING

€€€

€€€



+ Display armchairs at table ends

for enhanced comfort
and to increase the average spend



PLEIN AIR



SURPRISING



STUDIE



CADIZ



STUDIE



CADIZ

€€€

€€€

+ Opt for monochrome combinations

if you choose to mix models around a table,
so as to create a link between the seats.



S'O'O



FACTO



STUDIE



CADIZ



SIXTIES



BELLEVIE



KATE

€€€

€€€

OUR TIPS FOR A PERFECT FERMOB AREA ALL SEASON LONG



Arrange according to collections to

- Create a harmonious area by grouping products of the same style
- Present the various possibilities of the collections (lounge/dining, etc.)

Follow the recipe to

- Generate additional sales by creating interest
- Create warm areas



Keep the area uncluttered so as to

- Allow customers to move freely between all sets
- Highlight products. Less is more

Combine dining and lounge sets to

- Cover all the needs of customers
- Liven up the area by varying product heights





*Louise, visual merchandiser,
answers your questions!*

I've sold the table from my Luxembourg set. How do I choose a replacement?

I prioritise colour (what the customer sees first) rather than the model. For example, opt for a Calvi table in the right colour rather than another Luxembourg table in the wrong colour.

I haven't received the new item yet. How do I replace it in the meantime?

I opt for folding furniture, which is easy to store afterwards, while respecting the colour combinations. Once I've received the new item, I can easily set it up.

I have too many cushions in stock and my displays are already full. What should I do?

I fill the planters, side tables or place them on Piapolo stools to enhance the presentation of each trend.

I have a large stock of the same model of small furniture. How can I integrate it harmoniously into the area?

I create a mini cash & carry area for each trend, arranged in a pile or pyramid.
Placing the same product in different colours is ideal for an eye-catching display!



A closer look at merchandising!

Every month, check out your **retailer newsletter** for tips from the merchandising team to help you present your products in the best possible way!



You can also find these tips on
Welcome by scanning the QR code:



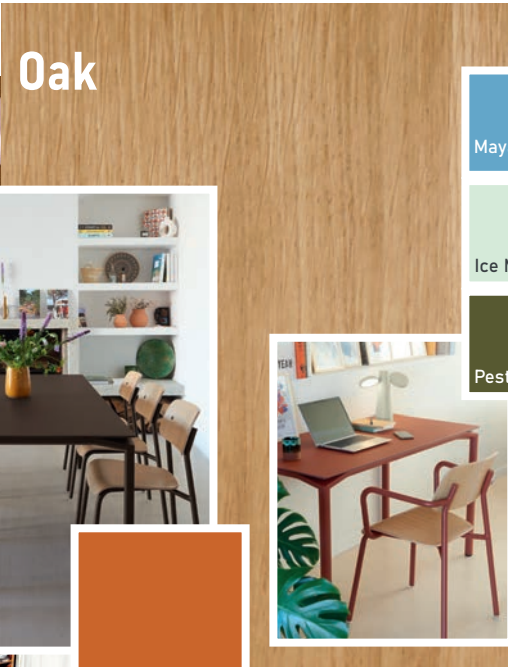
THE FERMOB HOME

What if Fermob was to make its way indoors?

Adopt Good Vibes Design by dedicating an area to our **100% INDOOR AND 100% UNIQUE OFFER!**

During the low season, show off Fermob's style with **dedicated furniture and lighting products**. Thanks to new materials such as **oak**, **FENIX®** or **leather**, a whole new dimension is added to our colour chart.

As such, Fermob has expanded into the decoration sector with a customisable range of 25 colours. As boundaries disappear, colours are making their way indoors!



Maya Blue

Ice Mint

Pesto

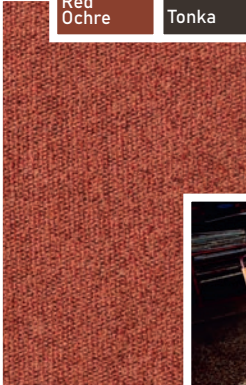


Red Ochre

Tonka



Candied Orange



Leather

OUR INDOOR CORNER

Add accessories to **Funambule**, including a jacket, shoes, umbrella and baskets to give customers a sense of the product's purpose.

Don't forget to add **Moon!** pendant lights, the ultimate indoor lighting product. And for an even warmer atmosphere, opt for the **warm lighting mode**.



Place books on the shelf and in the **Picolino** plant holder **to show how the products can be used indoors**.

Add a rug to enhance your **lounge area**! This allows customers to immediately visualise indoor use.

FOR EACH AREA, ITS OWN LIGHTING COLLECTION AND USES

Intimate dining

1 lamp in the centre of the table
2-4 people



SWING
Lamp



APLÔ
H.24 lamp + base



BALAD
H.12 lamps



Large table

Place small lights **in groups** of threes,
as if creating a table runner



HOOPIK
String Lights



BALAD
H.12 & H.38 lamps
and offset stand



APLÔ
H.24 lamp + base
(x2 or x3)



SWING
Lamp



Decorative furniture

Use ambient lamps
as decorative objects **on smart furniture**



HOOPIK
Ø24 lamp



SWING
Lamp



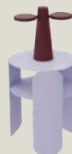
MOON!
H.41 & H.63
lamps



OTO
H.30 lamp

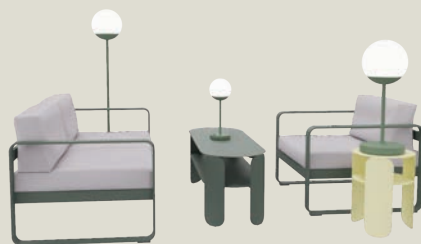


BALAD
Set of H.12 Bamboo Lamps



Lounge area

Enhance your lounge areas
with **several lights** from the same collection



MOON!
H.41, H.63 &
H.134 lamps



APLÔ
H.24 lamp, base,
stand and strap



HOOPK
String lights
and Ø24 Lamp

Reading area

Enhance your reading area
with **lamps that offer bright lighting**



APLÔ
H.24 and H.24 MAX lamps,
base and stand



MOON!
H.41 MAX and H.134 lamps,
single pendant light



OTÔ
H.30 lamp



A few key tips:

- **Don't combine different collections** on a single set
- **Avoid using the same lamp** too often across multiple sets
- **Showcase the lighting products according to the use recommended** by Fermob
- **Place small lights on large tables** in groups of threes.

OUR TIPS

FOR DISPLAYING YOUR LIGHTING PRODUCTS

THE 4 GOLDEN RULES



Charge and switch on your lighting products to display their various intensities

Draws in the customer

Helps visualise
= 3X more sales!

Group lighting products according to their uses

Talk about efficiency!

This allows to quickly respond to customer needs

Neatly organise your lighting products in your displays so that customers can easily browse through products

Immediately understood

Easy and independent purchase

Place stock near the displayed lamps



Encourages cash & carry sales

The goal is to enhance sales and increase your turnover!

Lighting products = up to **12% of Fermob sales**
on less floor space!

OUR TIPS BY PRODUCT TYPE

Portable lamps



Do you have the Balad display?

If so, replace Moon! lamps with Ulli lamps to create an area dedicated to portable lamps.



IKEA shelf unit - FJÄLKINGE model - 118 X 193 cm

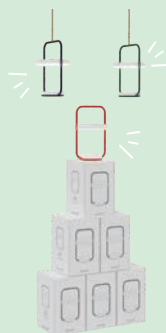
You don't have a dedicated display area?

Group your Ulli and Balad lamps
on a single shelf unit, unpacking one or two display models per format.

Create an eye-catching display for your Balad and Ulli lamps and draw in customers

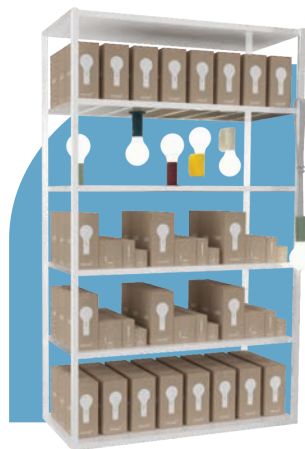


Showcase the candle-style flicker mode
to create a stunning effect!



Highlight the portability
of the lamp by hanging it up!

Aplô and its accessories



IKEA shelf unit - FJÄLKINGE model - 118 X 193 cm

Do you have the Aplô display?

If so, display all accessories to **illustrate all possible uses.**

Place the stand nearby so that customers can make the connection between the products.

You don't have a dedicated display area?

Group the Aplô lamps and all the accessories on a single shelf unit to **illustrate the complementary nature of the range.**

Create an eye-catching display for your Aplô lamps and draw in customers



Table lamps

IKEA shelf unit - FJÄLKINGE model - 118 X 193 cm



Group the decorative table lamps on a single shelf unit to easily and instantly respond to customer needs.



Bring your shop to life by highlighting different products one after the other. Experiment by modifying the direction in which OTO diffusers are pointed.

If you want to enhance the presentation of your lighting products, create a lighting area.

This clever concept can easily be adapted to any space!

Get in touch with your sales representative for more information.



Download the lighting labels via the Welcome platform, and provide your customers with all the information they may require.

TIPS

FOR OPTIMISING YOUR DISPLAYS

Magnetic colour chart display

With the dots arranged in the order
recommended by Fermob

Tip: if the magnets no longer stick to the
panel, use white vinegar to clean them.

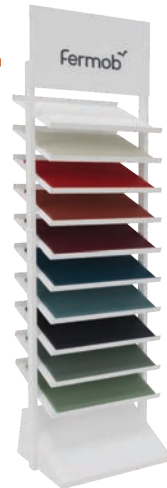


Bistro chair holder 25 colours

Following the folding order
indicated in the technical booklet.

Placemat display

10 colours arranged
in the order recommended
by Fermob.
16 placemats per colour,
i.e. 160 placemats.



Cotton White
Clay Grey
Chili
Red Ochre
Black Cherry
Acapulco Blue
Storm Grey
Anthracite
Rosemary
Cactus

Well-organised displays

=

**Tools for a harmonious area
that draws in customers!**

THE CHECKLIST TO FOLLOW

Here are a few boxes to tick to make sure you haven't forgotten anything and **to make your Fermob area stand out.**

PRODUCTS

- ☐ Presence of best-sellers + new products
- ☐ Indoor products grouped together and displayed separately from the outdoor area
- ☐ Colour trends respected
- ☐ Wide variety of colours and products presented
- ☐ Recipe followed for display
- ☐ Bistro chair holder arranged according to colour display

LIGHTING

- ☐ Lighting products displayed according to their uses
- ☐ Displays properly filled/fully stocked
- ☐ Lighting products charged and turned on
- ☐ Connected products paired to Ludo for a one-click demo

ACCESSORIES

- ☐ Accessory display = follows trends + sufficiently stocked
- ☐ Placemats = arranged according to the colour guide
- ☐ Chair cushions showcased on chairs
- ☐ Trays, trivets and vases showcased on the display

DON'T FORGET YOUR MARKETING TOOLS

- ☐ Magnet colour chart arranged in colour order
- ☐ Labels placed on products and up to date
- ☐ Presence of catalogues in the sales area
- ☐ Presence of background canvases - up-to-date graphics

fermob



Download all the tools you need for your communications
via our Welcome portal.

Ref. 000414W



3 100540 566244

