

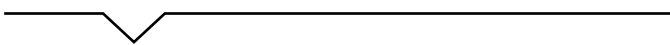
centdegres

**CREATIVE ACTIVISTS** SINCE  
1988

**CREATIVE ACTIVISTS  
SINCE 1988.**

We are an international creative firm  
powered by more than 100 talented  
people around the world.

Everyday, we concentrate all our efforts  
on helping our clients win their battles,  
maximize their impact and challenge  
the status quo through creativity.



WHEN WE'VE FOUNDED CENTDEGRES, OUR CHASE FOR  
BOLD CREATIVITY WAS CENTRAL, SINCE THEN, OUR PHILOSOPHY  
STANDS ON THREE PRINCIPLES:

our discipline is  
**EXCELLENCE.**

our drive is to make  
**AN IMPACT.**

our belief is to  
**NEVER SETTLE  
FOR LESS.**

DAVID NITLICH AND ELIE PAPIERNIK,  
FOUNDERS AND CREATIVE ACTIVISTS SINCE 1988

**WE ARE A NETWORK  
SPANNING 11 COUNTRIES  
AND 19 STRATEGICALLY  
LOCATED OFFICES.  
INNOVATIVE HUBS WHERE  
OUR DAZZLING TEAMS  
WORK TOGETHER TO  
REACH FOR THE STARS.**

PARIS, GENEVA, MADRID, CASABLANCA, DUBAI, BANGKOK,

HO CHI MINH CITY, HONG KONG, TAIPEI, SHENZHEN,

GUANGZHOU, SHANGHAI, CHENGDU, SINGAPORE,

BEIJING, SEOUL, SÃO PAULO, NEW DELHI, MUMBAI

**WE PROVIDE DEEP  
INSIGHT INTO YOUR  
EVERY BUSINESS NEEDS,  
FROM BRAND DEFINITION  
TO CREATIVE DEPLOYMENT,  
WE SHAPE YOUR BRAND'S  
ENTIRE ECOSYSTEMS.**

We have a **deep expertise** across numerous industries and business sectors:

**BEAUTY & FRAGRANCES**

**WATCHES & JEWELRY**

**FASHION & ACCESSORIES**

**HOUSING & REAL ESTATE**

**CORPORATE & SERVICES**

**CULTURE & EVENTS**

**FOOD & BEVERAGES**

**HOTELS & RESTAURANTS**

**HEALTH & CARE**



**WE ALWAYS QUESTION  
OURSELVES AS A GROUP  
AND TRY TO GO BEYOND  
THE ORDINARY TO SHAPE  
A CREATIVE ENVIRONMENT  
THAT CANNOT BE  
EXPERIENCED ELSEWHERE.**



**WE BELIEVE**

**IN BOLD**

**CREATIVITY**

We hunt down the best conditions for your projects in order to create unique personalised design and make a new kind of impact. Anything that will only achieve a partial result is a waste of time.

We live by the certainty that there is no such thing as “hype”, freedom and creativity are crucial aspects of our approach. We have continuously created exceptional experiences, brands, products and places reinforced by their company ecosystem, not constrained by it.



# WE BREAK DOWN GEOGRAPHIC BORDERS

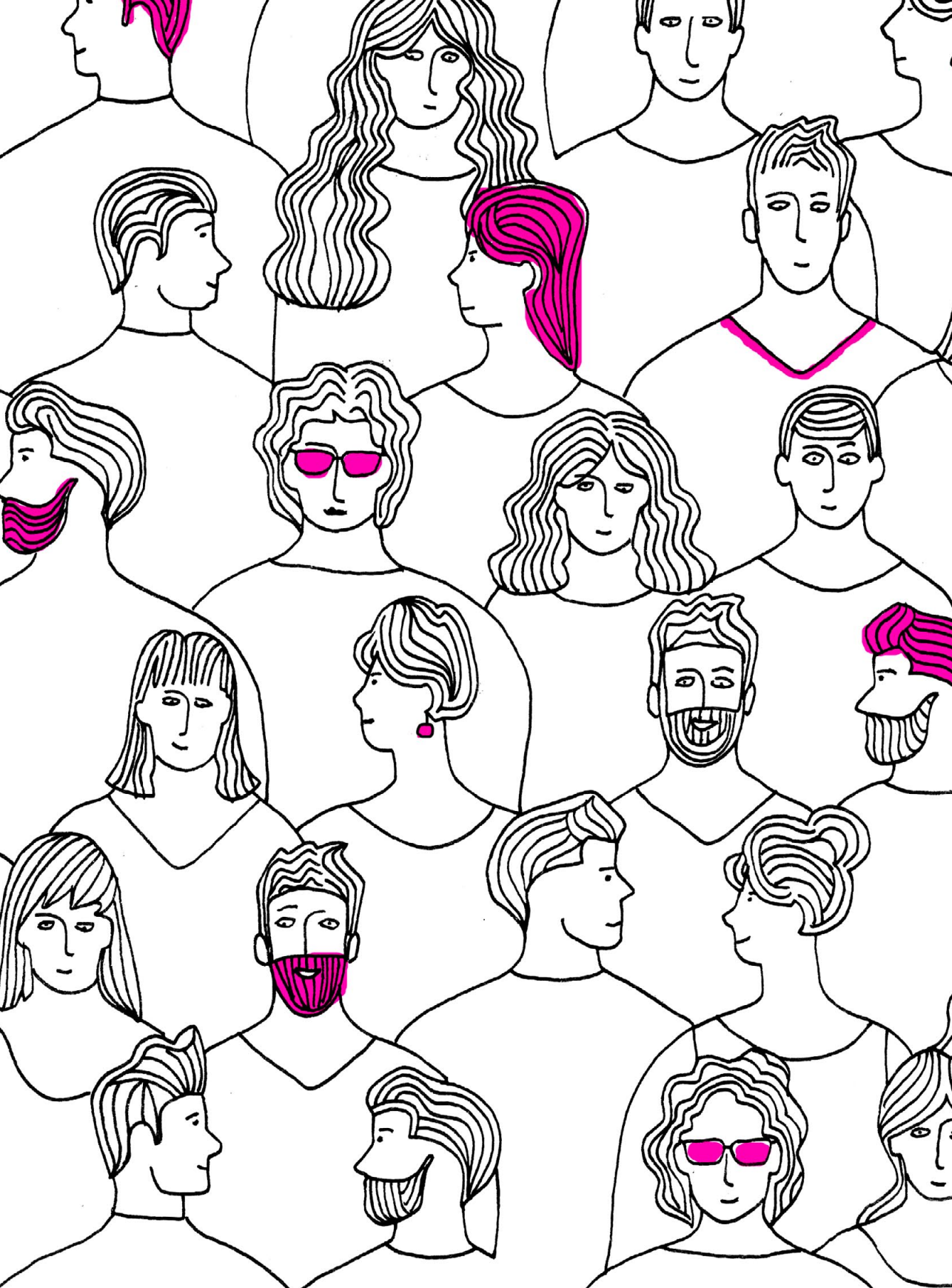
Our strong international ecosystem gives us a first-hand expertise of local and foreign markets. We collectively demonstrate a deep knowledge of the global nature of a project. We provide all our clients with a decentralized approach, where we take the best of each country to efficiently cater to their needs. Our approach relies on our diverse roots and broad expertise, along with our ability to discuss, learn, upskill, influence, facilitate, empower, unite and connect.

I N T E R

N A T I O N A L

S Q U A D S





**WE ARE**

**HUMAN**

**POWERED**

Because we simply care, we collectively share the ambition to do better every day. Behind the appellation centdegrés stands more than one hundred talented and hardworking people. Our success as a group is anchored in common values, qualities, and work ethic. Together, they have created a warm and grounded environment with collaboration, inclusivity and creativity at its heart.

*/ 01 /*

# ICONS



# JEAN PAUL GAULTIER

## PUISSANCE 2

The decompartmentalisation of genders, and bridge-building between the sexes, have always been a field of predilection and inspiration for Jean Paul Gaultier. For this unisex fragrance designed as a strong filter of seduction, centdegres designed a double vial: two separate entities, irrepressibly magnetized to each other that also fit perfectly one into the other. The double power of magnetism.



## JEAN PAUL GAULTIER

### FRAGILE

Centdegres designed a luxurious snow-dome in black, gold and glitter enclosing a body in the midst of the fragrance. A technical gamble, a resonating example of both elegance and ingenuity, the bottle is nestled in a custom-made box like an art piece-becoming a collector's item almost instantly.





## PACO RABANNE

A futuristic object, peculiar like its creator, for the perfume of the new millennium: in 1999, centdegrés imagined a metal and glass bubble, round and soft like a drop of mercury, for an avant-garde fashion designer.



## PACO RABANNE

The brief was to create an alliance between the minimalist aesthetic of Paco Rabanne and the femininity of perfume. The result is a rectangle of glass lacquered white, crossed in its center by a metallic ring that sculpts the bottle in relief and lets us see the perfume, like a window on intimacy.



## SEGRETA

A haircare brand of the emblematic Japanese group KAO was looking for the French expertise on beauty, to create a range of shampoos that resembled high-end products. Centdegrés created a range with unique shapes, colors and designs with this look of higher quality to be sold on the mass market.



## GIVENCHY, 2010

Centdegres worked around this sublime logo and made it into a signature object, four joined G, incontestable ambassador of the brand and recognizable at a glance. We decided to revitalize all of its strength and beauty to reaffirm the character and the style of Givenchy.







## GIVENCHY, 2010

Centdegrés imagined Eaudemoiselle as the quintessence of Hubert de Givenchy's free-spirited and whimsical little girl: a combination of vintage and of modernity, of freshness and of old family.



## GIVENCHY, 2003

Centdegrés imagined a strong stylistic base for Very Irresistible, stemming from the history and the soul of this beautiful fifty years old fashion house that seemed to have existed forever: a sculptural object in an aerial torsion, like the fluid leg of a pair of pants.





## LAFUMA

The unmistakable poplar leaf that symbolizes the outdoors universe; the iconic Relax chair... centdegrés has accompanied the Lafuma saga during nearly 30 years, co-creating with a lot of enthusiasm what became, with time, the legacy of the brand.



**lafuma**

Logotype original - 1977

**lafuma** 

Logotype crée en 1990

**Lafuma®** 

Logotype crée en 2009



## MILLET

Redesigning the visual identity of the famous mountain equipment expert brand, with the symbol of a mountain bear footprint.  
Visual identity, design guidelines.



## PETIT BATEAU

An iconic French brand of quality clothes made for children, Petit Bateau, had the objective to completely rethink their identity to rejuvenate the brand's platform. Thus, Centdegrés created two generations of visual identity and shop concept to 'give the brand back to the children', with a new logo more colorful and childish.



# LANCASTER

Sun beauty Lancaster  
Lancaster's suncare range, for which we had imagined pretty round volumes, a beautiful, brilliant and luminous orange and blue rings reminiscent of the sea, is still wrinkle-free 20 years later. Proudly created in 2000.





# BADOIT

Mineral water in a red bottle, an unprecedented dare! In 2004, it is centdegrés that had the audacity to suggest this strong and revolutionary colour to Badoit, which was bold enough to approve of it.



## GH.MUUM

The first job was the rethink the identity of the brand. The agency pursued a simple idea. The fame of the brand came from the “cordon rouge” brut, the flagship product of the champagne house. The agency took the symbol of the red ribbon, present on the product and known throughout the world, to make it the new institutional symbol of the brand, becoming the major element, present on all the products and communications of the champagne house. From there, it was able to structure the whole portfolio of G.H.Mumm, to reconsider the logic of the range and to fix the role of each product and its personality.





# MARTELL

Designing a new style for a grand Cognac house, and developping the  
“Turning Cognac into Art” concept.  
From its visual identity to its retail design, digital brand activation  
and global style design.







# HERMÈS

## HERMÈS

An olfactory journey, a unique and unforgettable experience  
at le Printemps Paris.  
Consumer olfactory experience and retail design.



# DIPTYQUE

Diptyque shared its history with centdegrés, from the treasures the founders brought back from their travels to the engraving made by one of them. This heritage can be seen in different materials such as metal, wood, mirrors, stone or wallpaper. Retail design and international deployment.







# le toi

## EMMAÛS Solidarité

### EMMAÛS

Centdegrés decided to celebrate its 30th anniversary in a different way. Thanks to a beautiful collaboration with Emmaüs Solidarité, Centdegrés invented and created a supportive emergency sheltering solution for people without a home, a device that would be more human, worthy and nice; easy to build up and down.

*/ 02 /*

# **INNOVATION**



*Cartier*

## **CARTIER**

This never-seen-before object was formed by the collaboration of a creative agency and a skilled glass-blower: centdegrés and the Pochet Group created In'Pressive, an unprecedented pressed glass technique that allows the vial to be sculpted from the inside.





## POWDERFUL

Powderful is much more than a powder compact: it is a creative, technical and cosmetic feat that had everyone talking at the last Cosmoprof in Bologna 2018.







# FRAGRANCE PERFORMANCE

COSMOPROF ASIA 2015, HONG KONG  
a hands-on experiment testing out innovative ideas in fragrance.







## BLEND'IT

**BEAUTY WORLD MIDDLE EAST 2018, DUBAI**  
centdegrés seized an opportunity during the 2018 BeautyWorld Middle East expo to test, in real-time with the visitors, a new concept originated from an attentive observation of market trends. Blend'It is an elaborate and amusing invitation to compose a fragrance in one's own image, based on your mood at the time of creation using high-quality scents designed by master perfumers that have been adapted for this new experience.





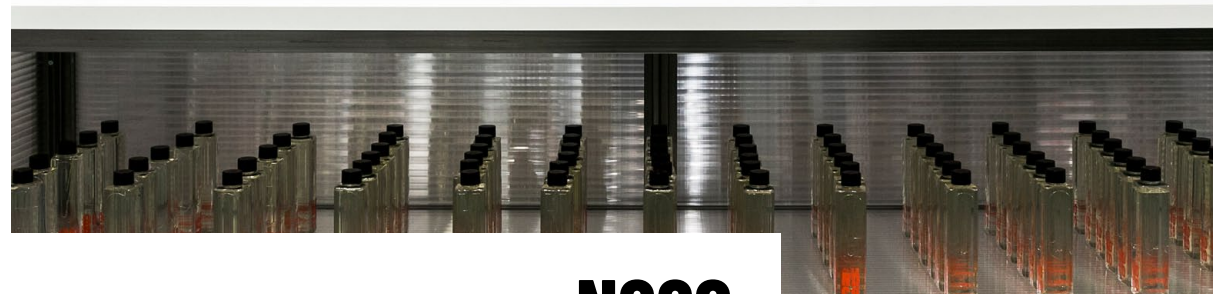
## IN'PRESSIVE NAILS

COSMOPROF ASIA 2016, HONG KONG

How collective intelligence creates a stunning nail polish concept.







# NOCO

Uncompromising campaigns in Bologna / Cosmoprof 2019 centdegrés did it! A non-chemical shampoo with a greatly reduced environmental impact, made entirely in the Milan area from natural ingredients and packaged in a super-compact container for easy transportation, made from recycled plastic bottles, proudly bearing the project's name.



# NOCO

NO COMPROMISE





# MEXME

Centdegrees has created a fun & chic, all-in-one cosmetic tool that brings together consumer preferences and is easily transportable to adjust your makeup throughout the day.

An invitation to give free rein to your creativity by combining eyes (mascara, eyeliner, eyebrows, foundation brush) and lips (matte gloss, matte lip pencil, lip balm) to create your own piece of art!



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