

New at

SPRING 2024

# Style de Vie *Authentique*

For special moments at the table

**Forged**

BBQ season is on its way:

*New BBQ items for tasty adventures!*

*A year of love, growth and perseverance*

## at Style de Vie Authentique

The new year has started, but as you read this, we take a look back at the last days of 2023. The rush of Christmas and preparations for the new year always bring a special atmosphere. Do you also have that sense of hurry, as if everything needs to be done before the end of the year? As if on 31 December, the world stops for a while and there is nothing to do after that date? Either way, the sense of accomplishment at Christmas dinner, dressed in a foul Christmas jumper with built-in LED lights, is undeniable.

My partner Romy totally livens up in the lead-up to Christmas. This year, she even wanted to decorate the Christmas tree as early as early November, under the guise of cosiness in the dark days before Christmas. After some negotiations, we agreed that next year the Christmas tree will appear at the end of November, with early November this year being the exception. Small compromises that keep living together interesting.

Personally, 2023 was a special year for me, culminating in my marriage proposal to Romy during the summer holidays in Provence. A moment that we will both remember as the highlight of the year.

On the business front, 2023 had its challenges. Consumers spent differently than expected, which forced us to adjust, reconsider expectations and strategic choices.

The trick is not to stand still during economic changes, but to get through this as a team.

We celebrated our 10th anniversary, opened new distribution channels, optimised internal processes and launched the successful Plate-it brand. The past year was all about growth, development and positive reactions. For 2024, we have forged new plans again, driven by the energy we draw from our successes.

Although we do not make resolutions, we cherish the plan to give a lot of attention next year to what we hold dear: family, friends, our company and team, our customers and, of course, each other. In this day and age, we realise all the more that attention, love and care are essential.

Let's agree to work on this in the coming year. Small gestures can mean more than we think.

Let's aim for a wonderful and positive year, particularly in good health. We hope to meet you in person at the upcoming trade fairs.



**FORGED**

BBQ SEASON  
COMING UP:  
**DISCOVER OUR  
NEW GRILL  
HEROES**

# TRADE

*spring 2024*

**Ambiente**

*26 to 30 January 2024*

**GePeBe**

*27 to 29 February 2024*

**Trade Mart Utrecht**

*10 to 12 March 2024*

**Additional purchasing days:**

*8 January 2024*

**Spoga**

*16 to 18 June 2024*

*Did you know...*

**...WE ARE  
REDUCING OUR  
FOOTPRINT  
BY GIVING  
BACK TREES  
AS A TRIBUTE  
TO MOTHER  
NATURE?**



**FORGED**

**NEW!**

**DISCOVER THE NEW GRILL HEROES FROM OUR BBQ SERIES!**

Discover the essential tools for your BBQ adventures! With our new collection of barbecue items, grilling becomes a real pleasure. The large tongs offer optimum grip for turning juicy steaks, while the spatula is perfect for flipping delicate fish fillets. For fans of plancha grilling, we have the ideal spatula, designed to manoeuvre effortlessly on the flat plate. Each piece combines convenience and style, taking your barbecue experience to new heights. Get ready to feast and impress your guests with these essential grilling accessories!



**BBQ  
FORGED**

## PLANCHA SPATULA

The Forged Plancha Spatula provides all the conveniences and makes life in any (outdoor) kitchen a pleasure. It is indispensable when it comes to grilling and flipping a tender hamburger, cutting through a perfectly tender salmon steak, frying Japanese delicacies on the Teppanyaki or scraping clean an OFYR grill. With its stainless steel blade and olive wood handle, the spatula is a real beauty that adds to your cooking pleasure.

With its stainless steel blade and olive wood handle, the spatula is a real beauty and is also suitable for your Teppanyaki plate.

Item code: 0LPlanchaSpat RRP: €43,95



## SPATULA

Forged is introducing a stylish and handy addition to its BBQ range: the spatula. Indispensable in any (outdoor) kitchen when it comes to turning large pieces of meat, fish or vegetables on the grill or scraping a griddle clean extra quickly. With the spatula, which consists of a stainless steel blade and olive wood handle, your outdoor kitchen is complete.

Item code: 0LSpat RRP: €44,95



## TONGS XL

The Forged BBQ tongs are the ultimate tool for any kitchen. The handles are oval, which ensures a good grip, allowing bacon slices or sausages frying on the grill to be flipped easily. The beautiful combination of the stainless steel end and olive wood handles makes it a stylish tool, which the real BBQ lover can't do without in the kitchen.

Item code: 0LTongsXL RRP: €52,50



A lunch feast with Laguiole Style de Vie en Plate-it.  
**Enrich your food experience  
 with flair and enjoy every  
 bite!**



**Why wait until dinner for beautifully prepared plates?**

Transform shared weekend lunches with family and friends into a true culinary feast. Thanks to Plate-it's handy tools and chic, timeless cutlery from Laguiole Style de Vie, you can easily transform a brunch into a visual spectacle. Flood the table with delicious creations, from decadent pancakes to sophisticated salads, each dish as a unique piece of art. Thus, every bite becomes not only a culinary discovery but also a delight to the eye. Why not enjoy a lunch/brunch together where taste and presentation go hand in hand? Do it together with Plate-it and Laguiole Style de Vie products!



*Beautiful display  
 for e.g. in the  
 shop window*

**Fresh spring breeze  
 through the store**  
 with Plate-it and Laguiole Style de Vie

Let a fresh spring breeze blow through your store with the latest POS material from Plate-it and Laguiole Style de Vie! Discover eye-catching displays and mesmerising presentations that grab attention. Bring spring into your shop and increase the appeal of your products with these sparkling and stylish brands.

You will find all our POS materials in our webshop!



*New signs  
 for that extra  
 spring feeling*

*Wobbler for  
 extra attention*



**Fun fact:**

We are once again featured in this year's Easter issue of Foodies!





FORGED



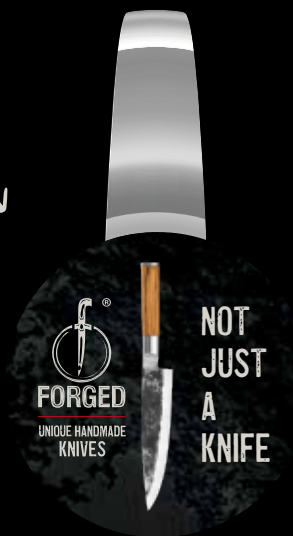
## NOT JUST A KNIFE

### The 2024 campaign

Discover our exciting new campaign throughout the year! Reinforce the message in-store with our exclusive POS material. Be surprised and inspired as we celebrate a year of innovation and style together. Don't miss it!

The POS material associated with our new campaign will be sent to our dealers with their next order.

*Wobbler for  
extra attention*



*New signs to put  
on the counter, for  
example*



Style de Vie *Authentique*

De Panoven 17  
4191 GW Geldermalsen  
The Netherlands  
+31 (0) 183 745 065

info@styledevie.nl  
www.styledevie.nl  
f @ styledevienl