

L'ATELIER
Graphiplus

OUR ATELIER



Gifting

Packaging

In-Store Brand Activation

French Craft
Manufacturing

Painting

Sketching

Origami

Graphic Design

Paper Cutting

Paper Art

Excellence

Guidelines

Couture

L'ATELIER

Embroidery

Engraving

GRAPHIPLUS

VIP Events

Artistic Direction

Gold Leaf

Furoshiki

Calligraphy

Marketing &
Communication Strategy

Hot Stamping

Hot Foiling

Fashion Week
& Dinner Invitations

Creative Studio

CSR Projects

TABLE OF CONTENTS

04

OUR ATELIER

“Une Maison d’Art
et d’Excellence”

07

OUR SERVICES

- In-Store & Live Brand Activation
- Conciergerie Service & Hospitality
- Art Workshops
- Creative Studio & Visual Communication
- Guidelines

18

OUR CREATIVE DISCIPLINES

- Embroidery
- Calligraphy
- Original Projects
- Floral Art
- Engraving
- Illustration & Sketching
- Paper Art
- Painting, Illumination & Product Personalization

40

OUR CLIENTELE

41

CONTACT US

01

“UNE MAISON D’ART ET D’EXCELLENCE”



A GLIMPSE INTO ATELIER GRAPHIPLUS

Founded in 1993 by Ivan Baron, Atelier Graphiplus has earned its reputation as a distinguished Maison in the realm of luxury craftsmanship. Guided by a philosophy of savoir-faire and bespoke artistry, the atelier collaborates with prestigious brands to create tailor-made experiences. Every project is shaped with care, seamlessly capturing the elegance and refinement that embody the essence of luxury. Through close collaboration, we reflect the unique spirit and heritage of the Maisons we partner with, ensuring that each creation resonates with a sense of timeless sophistication.

Our mission: enhancing the desirability of luxury brands through tailor-made art services.





+500
projects

+120
clients

+18
countries

4
offices
PARIS LONDON GENEVA
NEW-YORK TORONTO



02

OUR
SERVICES





IN-STORE & LIVE BRAND ACTIVATION

Atelier Graphiplus offers a comprehensive suite of retail activation solutions, thoughtfully crafted to create engaging and unforgettable experiences within flagship stores and boutiques. Our diverse expertise covers the full spectrum — from conceptualization to the seamless execution of bespoke activations. We bring together creative elements to curate a singular experience, from intimate concerts paired with live sketching, mixology inspired by your perfume’s fragrances, live calligraphy on papercutting, to intricate origami, and more.

Our artisans — masters in calligraphy, engraving, illustration, origami, and other disciplines—perform their craft live, in front of your clients, engaging them directly in the creative process. By allowing them to select specific elements, we create a bespoke, interactive experience that deepens their connection to your brand and enhances their overall journey.

Whether you are launching a new product, marking a seasonal or cultural moment in your sales calendar, or expressing appreciation to loyal customers, Atelier Graphiplus offers unwavering support at every stage, ensuring flawless execution and maximum impact. We are also equipped to assist in developing comprehensive guidelines to maintain brand consistency globally.

Versence Somme
Madame Alysée Domon
9 route de Valenciennes 83
80 100 Abbeville

Versence Somme
Madame Céline Decrot
9 route de Valenciennes 83
80 100 Abbeville

What Matters
Madame Charlotte Cotton
25 rue de Valenciennes
75 016 Paris

Anna Boffelli

Madame Magaly Bonarrah

CONCIERGE SERVICE & HOSPITALITY





PRODUCTS MADE-TO-ORDER AT OUR ATELIER



We are at your service for all your bespoke creative needs, which can be fulfilled directly within our Atelier. In our workshops, we meticulously craft and perfect each creation, utilizing a mastery of arts and crafts, such as calligraphy, engraving, and paper art. Each piece that emerges from our hands is a testament to our commitment to precision and our fervor for excellence.



The Atelier serves as the designated production hub for our clients' most prestigious orders, catering to the requirements of private events and large - scale communication operations. Whether for haute couture shows, gala dinners, awards ceremonies, or product launches, every creation— from intricately embroidered napkins to hand-calligraphed invitations, exquisitely wrapped gifts, and more— is rendered with utmost care, epitomizing elegance and exclusivity.

Additionally, the Atelier functions as a sanctuary where craftsmanship is passed down, and our artisans continuously refine their artistry. In this space, dedicated to the pursuit of creativity, our artisans endeavor to create singular pieces that meet the loftiest expectations.

BESPOKE GIFTING



The art of client gifting is one that we have honed, whether creating entirely bespoke gifts from the ground up, adhering to your brief with materials you have provided, or managing the logistics of shipping, packaging, and more. Each gift — be it an engraved object, a paper fan, or a canvas tote bag — is crafted with scrupulous attention to detail.

ART WORKSHOPS



Hosting workshops for your employees or VIP clients presents an invaluable opportunity to deepen engagement and solidify your brand's reputation. Whether within your offices or boutiques, these exclusive masterclasses offer an intimate occasion to share our knowledge and passion in a convivial atmosphere. We offer a variety of formats and themes centered around our art disciplines: floral workshops, calligraphy initiation, sketching, and more. For your employees, it presents an occasion to stimulate creativity and foster team cohesion through a team-building activity. For your own clients, it is an exclusive, interactive experience that enhances loyalty.



CREATIVE STUDIO & VISUAL COMMUNICATION



GIFT BOXES & PACKAGING

Each packaging solution is meticulously tailored to fulfill your specific needs, whether for custom gift boxes, personalized cases, or refined containers. By partnering with the foremost stationery houses, in France and Italy, we ensure that our offerings are eco-conscious, without sacrificing elegance and quality.



IN-HOUSE STATIONERY PRODUCTION



Renowned for its creations inspired by luxury codes, Atelier Graphiplus dedicates itself to elevating fine papers, exceptional prints, and delicate finishes, offering superior communication solutions for your brand. We master techniques such as laser cutting, embossing, engraving, silk-screen printing, and paper art.





GUIDELINES

Atelier Graphiplus develops guidelines for International Marketing Departments (DMI), ensuring clear and consistent directives for each project. Not only do we design these guidelines, but we also ensure their implementation in international markets. We handle material sourcing, briefing your sales advisors, as well as sourcing qualified artists to guarantee efficient local execution in line with the standards set by your Headquarters. Additionally, we have an in-house photography and graphic design service for top-tier guidelines. Gold leafing, seal design, hot foiling, engraving, and many other artisanal techniques and disciplines can be incorporated into your guidelines, according to your internal action plan.

TEST RESULTS FOR BOTH DESIGNS

TESTS VALIDATED WITH SMALL GLITTER		TEST NOT VALIDATED THE SPARKLE IS TOO THICK



INSTRUCTIONS FOR THE USE

5. Stamp the Wax
Press the stamp firmly directly onto the wax for 15-20 seconds. Gently move the handle from right to left to ensure a clean impression.

03

OUR CREATIVE DISCIPLINES





EMBROIDERY

Embroidery is a decoration technique performed by hand or machine, using threads passed through a needle or hook on a fabric. At Atelier Graphiplus, we primarily perform this craft by hand, personalizing textiles on demand or in-store, always according to our clients' specific requests.



CALLIGRAPHY

Atelier Graphiplus stands out for its expertise and passion for the ancient art of calligraphy. We offer a wide range of calligraphy services for luxury Maisons and premium brands, aiming to infuse timeless elegance into their projects. Quills, ink, markers, thick and thin strokes — these are part of our daily activities. In addition to traditional Western calligraphy, we also offer Arabic and Asian calligraphy (Chinese, Japanese, Thai).



Jean de
GAULT
Haute Couture
By Nicolas

Annie Pietri





STELLA McCARTNEY

Stellabra
Lion

celebration
Wonderland
Watchmaking Coll
March 30th at 7 p.m
Grand Théâtre de Genève
Sal du Théâtre 11, 1204 Genève



Dear
We are pleased to
the gala dinner
New High Watchmaking
Gucci Women
March 30th at 7 p.m.
Grand Théâtre de Genève
Sal du Théâtre 11, 1204 Genève

Dear Sabine Fischer,
We are pleased to invite you to attend
the gala dinner celebrating
New High Watchmaking Collection
March 30th at 7 p.m
Grand Théâtre de Genève
Sal du Théâtre 11, 1204 Genève



to attend
ing



Ma
Grand
Ed

and wealthy,
ts, bards
ians.

ants, camels
wels and riches.
d with gems
t mountains.

The streets thronged with
prosperous merchants
and delightful women,
who added to the city's beauty.

Rice was plentiful
and the water was sweet as sugarcane.
Guests here were honoured as gods,
and the air was filled with music
from drums, horns and strings.

A wonder to be
it was the very best
as splendid
as the celestial



ORIGINAL PROJECTS



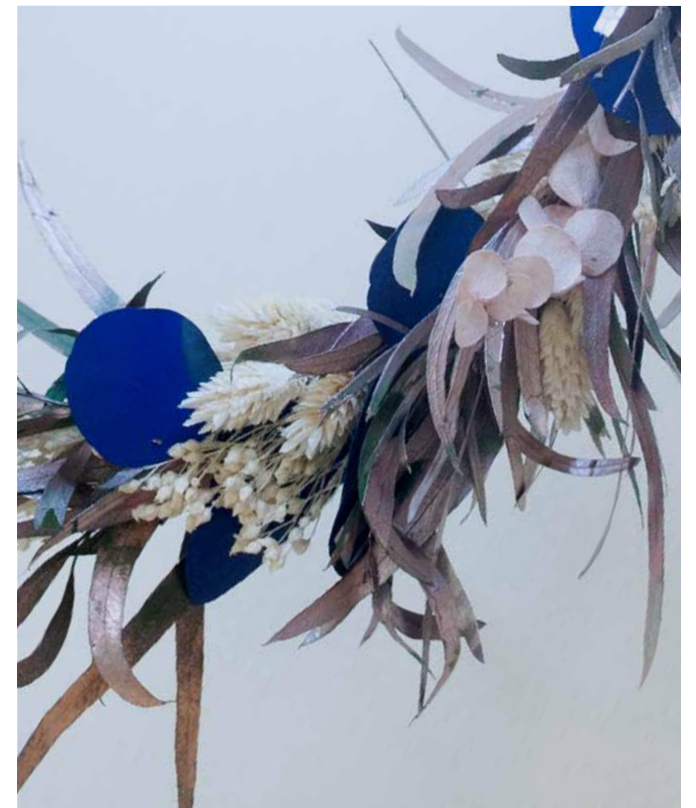
Discover the excellence of our original creations, where innovation and tradition blend harmoniously. Our metal flowers, delicately crafted from recycled plastic, are partially assembled within our Atelier and completed live in front of your clients, offering an interactive and memorable experience. We also create sketches using your own fabric scraps, elevated through an upcycling approach, giving new life to materials. Our custom-designed seals add a touch of elegance and authenticity to your projects. Finally, we create glass and cork terrariums in various sizes, featuring locally sourced plants from Île-de-France. Entirely customizable, our terrariums can be engraved or decorated with personalized ribbons and tags.





FLORAL ART

Our team of floral artists creates unique compositions for your gala tables, events, and boutiques, in the form of decorations, VIP masterclasses, and corporate workshops to foster employee loyalty. Floral art can be adapted to various supports such as frames, glass domes, paper cards, wreaths, or bouquets.



ENGRAVING



Our artists handcraft your engravings with precision and quality, either in our Atelier or directly in front of your clients. Whether you desire calligraphy or a reproduction/original creation of a sketch, we can bring your brief to life. To enhance your products and give them a touch of sophistication, we also offer the application of golden or silver wax.

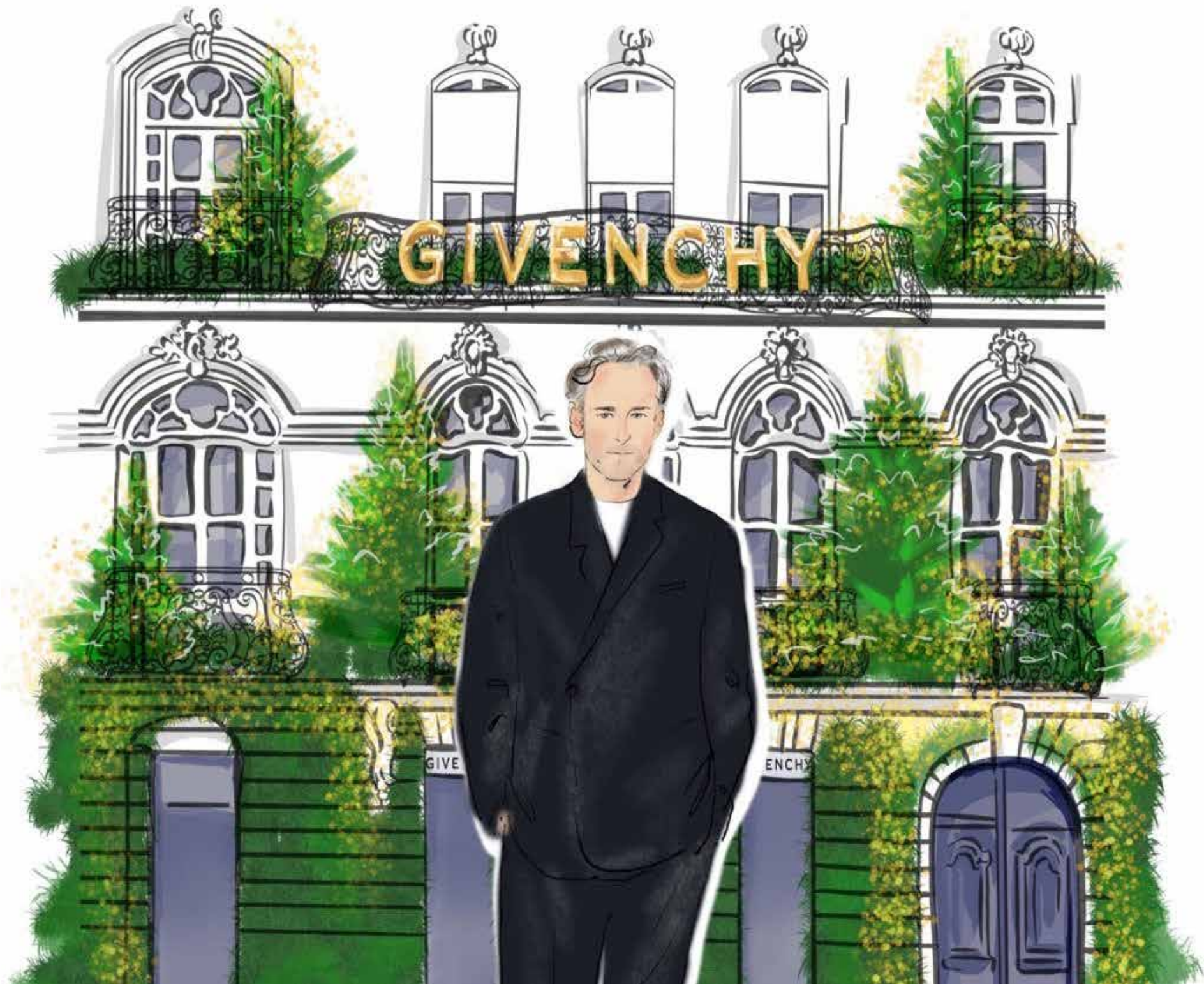


ILLUSTRATION & SKETCHING

Our artisans use various techniques and mediums to bring your illustrations to life: Chinese ink, watercolor, gouache, colored pencils, markers, and more. We work with papers of different weights and colors, adapting to your own supports to ensure perfect integration with your brand identity.









PAPER ART



This craft encompasses a variety of creative practices using paper as the main material to reveal two- or three-dimensional artworks. The weight, texture, and other properties of the paper are essential elements in this field.



ORIGAMI

Origami artists at Atelier Graphiplus create intricate folds live during your in-store events or on-demand to decorate gift boxes, gala tables, window displays, store stands, and podiums. We use high-quality paper sourced from the top stationery houses, available in a wide range of colors. Achieving precise and aesthetic folding is the mission of our Atelier, regardless of your project.



PAPERCUTTING



Papercutting is a refined technique within the paper art family, involving the careful cutting of intricate shapes using scissors or cutters. This delicate art allows for the creation of detailed scenes, characters, or patterns, sometimes layered to form complex compositions like flowers.



PAINTING, ILLUMINATION & PRODUCT PERSONALIZATION



Atelier Graphiplus excels in the art of product personalization, offering custom painting and illumination services to enhance your creations. Whether for limited editions or unique pieces, our painting and illumination/printing techniques (hot stamping, hot foiling, gold leaf, etc.) add sophistication and individuality to each product. We offer technical solutions on various materials such as glass, canvas, cardboard, paper, and more.



OUR CLIENTELE

	Maison Margiela PARIS	BVLGARI	BYREDO	Cartier Paris		Chloé	paco rabanne	Christofle PARIS	
Dior	diptyque paris	Dom Pérignon		FRED	HAVAS EVENTS		GUCCI 	GUERLAIN	Harrods
	BOSS HUGO BOSS	LANCÔME PARIS		Jean Paul GAULTIER	L'OFFICINE UNIVERSELLE • BULY • À PARIS	L'ORÉAL LUXE	LOEWE 	CHAMPAGNE Laurent-Perrier MAISON FONDÉE 1812	Christian Louboutin
MESSIKA PARIS			 PUIG	R I T U A L S . . .	SHISEIDO GINZA TOKYO	STELLA McCARTNEY		TIFFANY & CO.	 Van Cleef & Arpels
 YVES SAINT LAURENT	Chopard GENÈVE	TRVDON .1643.	 RALPH LAUREN	HUDA BEAUTY			Moët Hennessy	PENHALIGON'S LONDON	Mazarine

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