

A LOOK BACK AT BISOU 2007

The 32nd Bisou trade show, a highlight in the year, has just closed its doors at the Exhibition Centre in Nice, France. The results were very satisfying.



BISOU has been meeting the expectations of professionals in the sectors of gifts, souvenirs, Provençal items and home decoration for 31 years. Organised on the French Riviera, the event provides an excellent platform for business opportunities.

The 2007 show with its 250 exhibitors attracted 15,000 French and foreign professional visitors.

To make things easier for the visitors, the show was structured into 4 distinct zones covering a total surface area of almost 10,000m²: ornaments & gifts; souvenirs & gadgets; home decoration; Provence.

1/ GIFTS

Gifts are always a great success, and the ranges on offer in the different sectors were extremely varied.

The tendency is towards greater quality and variety, as in the field of beauty care and fragrances: rich and sophisticated compositions, innovative goods, original containers and elegant packaging.

- Perfect imitations of semi-precious stones in soap.

The manufacturing process involves almost 180 stages. The small, faceted chunks of soap, invented in America, are 100% natural and organic, very soft on the skin, and biodegradable. True gems for the skin...

- Very tasty gift sets.

Hand-crafted wooden boxes and cases that contain savoury or sweet treats; hand-painted porcelain squares depicting olives, figs or citrus fruit; a stoneware range in tasteful, natural colours, etc.

This company, based in Antibes, specialises in designing and customising welcome gifts for luxury hotels, business tourism and businesses, creating gift sets that correspond to

each client's specific demands: a personalised collection, themed sets for a specific company, local produce prettily presented in cardboard packaging, small and large runs personalised in paint...

Their latest range once again illustrates the company's determination to combine quality goods with attractive presentation - a delight for the eyes as well as the taste buds!

- A different style, but one still very much in vogue: superb Casino Royal poker sets, a "James Bond" exclusive that echoes the film of the same name. Brand new! Only on the market since January 2007.

- Flower seeds and bulbs in cans. Not a new product, but a new range: seeds and bulbs of all types, plus spices, herbs and vegetables in cans! A whole allotment in a can!

- Fashion jewellery has also been caught up in the dynamics of the moment: infinite variations and totally innovative shapes, inspired by the latest trends among major designers present at the show.

- Finally, interchangeable pens and penholders with matching business card holders in lacquered wood or some other rare and precious material. Connoisseurs greatly appreciated Lamborghini lighters and a special cigar ashtray...

2/ SOUVENIRS

The souvenir sector thrives from year to year, producing gadgets that are jokey, unusual or technically sophisticated.

In terms of the PACA region, the economic repercussions of a trade show such as Bisou are significant. The region has many souvenir shops and other establishments linked to tourism that also offer a range of regional goods.

There were a lot of new souvenirs at this year's show:

- Musical bags: to be given as a gift, talking bags that express an emotion... Definitely an original item that will raise a smile and plenty of comments!

- A brand new range of goods with small and big statuettes of the players in France's national football team, football key rings, football club watches, a host of goods in the colours of OM, Saint-Etienne, Girondins de Bordeaux.... A world of football souvenirs.

- A new concept of accessories and gifts on the theme of Yobo the bear. The designer/manufacturer offers a range of derived products on the same theme. Market launch: January 2007.

- In the card sector: a collection of designers and publishers of original collections of beautiful cards made with luxury paper.

- Postcards and notebooks manufactured in recyclable paper, decorated with very amusing naive and childhood designs.

- Postcards of watercolours.

On the PACA region's postcard market today, there are no watercolour cards that illustrate Provence in this way: 20 paintings in a panoramic format (10 x 21cm), 16 square cards (14 x 14cm) and 16 bookmarks.

3/ PROVENCE

The arts & crafts sectors in the different regions of France continue to produce plenty of marvellous items. This is certainly true of artisans in the Provence Alpes Côte d'Azur region. Their constant creativity continues to attract crowds of visitors: santons (nativity characters), wickerwork, fabrics, quilts, fragrances and essential oils, beauty products for the body, aromatic herbs, confectionery, condiments, olive oils and derived products, sweet and savoury treats, typical pottery in a style recognised around the globe, olive wood...

Provençal style is constantly reinterpreted. Traditional Provençal designs are revamped and adapted to up-to-the-minute items for all - items that are both useful and decorative.

- Magnificent quilts, fabrics, lamps and accessories from Provence.

- Brand new collections with an obvious "mountain" feel.

- New and ever more realistic santons, including a schoolteacher with her pupils... and a special Cézanne edition commissioned by the artist's grandson.

- Items in resin-coated plaster. Dyed in the mass, and then varnished or waxed depending on how the item is to be used. Provençal jewellery (the Arles school) in 3 different shapes plus frames on the same theme.

- The traditional Provençal dresses for little girls, various bags and other fabric items such as bread bags, aprons, oven gloves, dog and cat baskets, etc, were joined by a new collection of shoes, mostly for children, but also including some models for adults, such as slippers, trainers, flip-flops...

- Finally, a special mention for "bath cordials" and "dry oil for the body with argan oil", veritable beauty elixirs containing several totally natural oils (argan oil, grape seed oil, sesame oil and jojoba oil).

4/ HOME DECORATION

Home decoration is now an integral part of everyday life. "Interior design" has stormed its way into our homes. Consumers customise their surroundings with new ornaments that add beauty to their environment. Which is why there are more and more exhibitors in this field at Bisou.

Innovations in interior design include original items such as these favourites:

- Ways to decorate the table and the home created by fashion designer Marie Monod. Passionate about fabrics, decorating the home and the traditional celebrations of countries around the world, she keeps in step with design office trends. Felt is one of her favourite materials, which is how she came to develop her range of decorations for the table, adding an original touch with a combination of materials, shapes and colours. Sophisticated pouches, useful as gifts or, even better, as a treat for yourself!

- Setting a fine table thanks to magnificent hand-made creations in bright colours.

- Saltcellars shaped like small dogs in a host of shimmering colours.

- Innovations for the kitchen:

An entire range of extremely functional utensils for the kitchen illustrated with old-fashioned ads - updated versions of the key themes that marked our childhood. Unique, hand-painted. All items are functional and attractive. Another collection of useful items for the kitchen, on the theme of old postcards, brings memories flooding back in more contemporary form. An invitation to reminisce about strong themes and the messages they carry in the collective unconscious. Launch date: January 2007.

- Another innovation in soaps, launched in November 2006:

4 ranges of 'Savon de Marseille' soap:

Traditional range: cubes of soap and guest soaps with or without packaging.

Liquid range: liquid soap, bath & shower gel, shampoo.

Laundry range: flakes of soap for washing the laundry; make fabrics soft to the touch and fragrant.

Decorative range: rough cakes of soap and soap on a string to add an attractive touch to the bathroom.

The entire concept is constructed around the logo of a small boy bathing in a tin bathtub. Capturing the city of Marseilles in the '30s and highlighting a local product and pleasant pace of life during the Belle Époque, the logo is used to create some very original packaging (cube + guest soap). The same graphics are to be found on labels in the liquid and laundry ranges.

- Extremely beautiful floral decorations.

- Glassware in every imaginable shape and form, and arts & crafts from around the world, such as:

- Arts and crafts from the Yucatan in Mexico. Items sculpted in wood, then painted and varnished. Different shapes and colours (apple, pear, cow, hen, etc). Items with three uses:

- Heat-resistant mat when closed and flat, withstanding temperatures up to 200°.
- A basket when open.
- Decoration for the home.

Thanks to the ingenious way the wood is cut into a spiral, transformation takes just a matter of seconds for a mix uses and pleasures.

Dimensions: 22cm x 40cm in carefully worked solid wood.

- Ostrich egg mosaics

Fragments of ostrich eggshells are used to decorate dishes and other accessories for the table. With brass or silver inlay, the effect is reminiscent of ancient mosaics.

There were many new things to see at the 32nd Bisou, in an atmosphere of communal conviviality.

The details of next year's show have already been fixed: 12, 13 and 14 January 2008 at the Palais des Expositions in Nice, France.