

SABRE PARIS CELEBRATES ITS 30TH ANNIVERSARY!





BECAUSE

Because bringing new perspectives to the table has been our obsession for 30 years.

Because we love to shake things up with quirky cutlery.

Because we like to dazzle your eyes with bright colors.

Because, for us, beauty is not an option.

Because we ignore fleeting trends.

Because lifting your mood is the best reward.

For all these reasons and more, the Sabre Paris adventure has only just begun.

May our first three decades continue in style!

Pascale and Francis Gelb,
founders of Sabre Paris

SABRE PARIS... 30 YEARS ALREADY!



**1992:
a man, a woman
and love at first sight.**



We could tell you the story of an umpteenth (and beautiful) encounter. But there was something really special about when Francis Gelb met Pascale. Something delicious, actually. When these two epicureans crossed paths, an idea sprouted and grew into a utensil measuring about 20 centimeters, one that the young couple took an irreverent pleasure in reinventing: cutlery.

A discreet object whose every contour Francis knew by heart. Born into and trained by a family of goldsmiths, he wanted to give these objects a new edge. In their Parisian apartment, the close-knit duo dreamed up the first creations of a playful and offbeat brand. Between bouts of laughter, Sabre Paris was born.



“
LESS
conventions,
MORE
freedom.
”

30 YEARS AT THE CUTTING EDGE OF TABLEWARE

This is the bold spirit that drives the founders of Sabre Paris. From the moment of its launch, the brand revolutionized tableware and created impertinent collections that rang out like manifestos.

No to pompous luxury and stuffy classics! Yes to cheerful, simple and elegant products. An original vision that the House invented and still upholds, on its own, today.

With the flick of a knife, Sabre Paris modernized fancy dishware. No more ceremonies. With its flatware, the table is dressed up every day. Beautiful objects to hold on a daily basis, from breakfast to dinner, combining utility and delight for convivial moments with your loved ones.

Around the dishes, we find not one but several styles of knives, forks and spoons! A mix & match pioneer, Sabre Paris has fun stirring things up. Bright colors, mismatched patterns: the House makes different worlds collide. By uniting opposites, it creates strong contrasts that catch the eye. A clever way of turning the table upside-down and redefining beauty with its own language.

30 YEARS OF AN IDENTIFIABLE STYLE

Singular objects

How can you electrify a table? For Sabre Paris, the answer is color. For 30 years, the brand has unfurled an energetic palette over its creations. Invigorating vibes shimmer on the flatware handles, with crushed raspberry, vermillion red and blood orange.

In contrast to this daring exuberance, it can also play it soft with milky tones.

Always adventurous, the House explores another field of expression: that of patterns. Gingham, toile de Jouy, stripes, flowers and polka dots are printed on the nylon handles, using a technique that requires exclusive know-how. These original models are softened by understated and functional shapes, designed to fit perfectly in the hand.

“
More than utensils,
Sabre Paris cutlery is designed
as real decorative objects.
”





A pop esthetic

No tablecloth. No white dishes. And often ... no table!
In its advertising campaigns, the House tells humorous and almost surrealist stories in the form of images.

The cutlery is set on vegetables with strange shapes, seashells that escaped from the ocean or saddlery floating in the air.
Mystery and fantasy for incredibly inventive photos.



A sassy tone

Sabre Paris masters the art of communication.
To talk to its fans, there's no need for bombastic monologues.
Instead, it opts for savvy messages filled with humor and wit.
To surprise us, open our eyes in wonder or raise our eyebrows.



30 YEARS OF ICONIC MODELS



Not all cutlery has the chance to become an icon.
Yet, this is the happy destiny of Sabre Paris creations.
The secret of their longevity can be summed up in three words:

amuse / enhance / surprise



Overflowing with creativity, these pieces have transcended the decades while kindling the same desire. Like the aptly named “Icône” line with its infinite and ever-fascinating colorways, the star “Bistrot” models reinvented in teak or camouflage print, the “Couverts imprimés” with their dreamlike drawings or the “Honorine” pieces with their neo-romantic style. While trends come and go, these timeless collections stay right where they are.

A top-down view of a white tablecloth with various objects and line drawings. The objects include a glass pitcher, a green bowl with a lemon and leaves, a glass, a fork, a knife, a plate with a small fruit, a plate with a branch of fruit, a knife, a fork, a lemon, a plate with artichokes, and a fork. The line drawings include a pitcher, a bowl, a glass, a fork, a knife, a plate with a small fruit, a plate with a branch of fruit, a knife, a fork, a lemon, a plate with artichokes, and a fork.

The brand kicked off in foreign trade shows, where the orders flooded in. In Frankfurt, New York and Seoul, everyone loved this cutlery, which brought a little piece of France to one's table ... and to one's mind. Since then, the craze for these objects that turn shared moments into an art has never faded.

Today, the brand generates 90% of its sales abroad, with a strong presence in the United States.

A spirit of conquest that continues to lead the brand into new territories every year, from India to Japan, and soon in Brazil.

NUMÉRO 1... AFTER 30 YEARS

Some collaborations make perfect sense.

In 1993, when Habitat contacted Francis Gelb to make a knife, the decoration giant knocked on the right door. The perfect door. The young designer met the challenge and created a model with a square ferrule, a complex endeavor. The “Sabre” collection, which would then give its name to the House—launched the beginning of a fruitful partnership.

Renamed “Numéro 1,” this line is now re-released to celebrate the brand’s 30th anniversary in 2023.

The handles, with their slightly beveled curve, are made of wood.

The sharp edges are crafted in luminous steel.

The collection, also available at Habitat, builds a respectful bridge between the past, present and future of Sabre Paris.

And already stands out as a future collector’s item.





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