



A METRIC SYSTEM UNIT OF MASS
UNIT SYMBOL (g)

PARIS, 2018

LE GRAMME, A MEN ACCESSORY BRAND,
BORROWS ITS NAME FROM THE UNIVERSAL MEASURE OF UNIT.

LE GRAMME - 28 rue du Sentier 75002 Paris - contact@legramme.com
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THE CONCEPT

LE GRAMME BORROWS ITS NAME
FROM THE UNIVERSAL MEASURE OF UNIT.

In response to the rational and logical masculine universe,
this scientific unit becomes a source of inspiration and poetry:
each reference is designed by its density which then leads to different products.

PURE LINES. AN OBVIOUS AND UNIVERSAL UNDERSTANDING.



THE STORY

LE GRAMME WAS BORN FROM A GLORIOUS ENCOUNTER; THAT OF ADRIEN MESSIÉ AND ERWAN LE LOUËR.

Adrien Messié's career started off at Andrée Putman, where he was entrusted as the Publishing and Licensing Manager. After seven years spent beside "Papesse of design", he took up Events Management through the organization of famous Parisian evenings such as "Le Cirque Bonheur" and more recently "Construction" at the Palais de Tokyo.

Worn by a strong entrepreneurial spirit and trained as a designer, **Erwan Le Louër** launched an ethical jewellery company in 2009, JEM - Jewellery Ethically Minded. Swayed by creativity, materials and innovation, the work of art is at the heart of his reasoning.

From their passion for objects, materials and their common desire to confront themselves to the masculine universe is born **LE GRAMME**, a new brand dedicated to men.

LE GRAMME reveals a first line of contemporary and minimalist jewellery.

THE BRACELET

LE GRAMME LAUNCHES ITS FIRST COLLECTION,
A LINE MADE OUT OF 925* RECYCLED STERLING SILVER AND 750** RECYCLED RED GOLD.

A unique design in the form of minimalist ribbons of silver playing with scales,
this first collection comes in recycled silver in 3 sizes / 5 widths / 5 basis weights
& in recycled red gold in 3 sizes / 5 widths / 5 basis weights.

Each bracelet is named after its density:

Recycled Silver : Le 7g ; Le 15g ; Le 21g ; Le 33g and Le 41g

Recycled Red Gold : Le 9g ; Le 29g ; Le 49g

Each bracelet is engraved with a unique batch number.

The models are offered in three different sizes: S, M and L.

Made out of precious recycled metals, the creations are numbered and laminated by French craftsmen.

**YOU CAN MAKE A STATEMENT BY KEEPING A UNIQUE PIECE
ON YOUR WRIST OR DISCOVER YOUR OWN COMPOSITION,
RHYTHM AND BALANCE THROUGH THIS GAME OF MEASURES.**



* 925 recycled silver : composition 925 millièrme of silver and 75 millièrme of copper / ** 750 recycled red gold : composition 750 millièrme of gold, 205 millièrme of copper and 45 millièrme of silver

POLISH
SILVER



LE 41 GRAMMES
LG_C01_BM41 : 550 €



LE 33 GRAMMES
LG_C01_BM33 : 450 €



LE 21 GRAMMES
LG_C01_BM21 : 330 €



LE 15 GRAMMES
LG_C01_BM15 : 290 €



LE 7 GRAMMES
LG_C01_BM7 : 190 €

MAT
SILVER



LE 41 GRAMMES
LG_C02_BM41 : 550 €



LE 33 GRAMMES
LG_C02_BM33 : 450 €



LE 21 GRAMMES
LG_C02_BM21 : 330 €



LE 15 GRAMMES
LG_C01_BM15 : 290 €



LE 7 GRAMMES
LG_C02_BM7 : 190 €

RED
GOLD



LE 49 GRAMMES
LG_C01_BM49 : 6800 €



LE 29 GRAMMES
LG_C01_BM29 : 4200 €



LE 9 GRAMMES
LG_C01_BM9 : 1500 €

THE MANUFACTURING

LE GRAMME : FRENCH MANUFACTURING

JEWELS BORN OUT OF A GENUINE SAVOIR-FAIRE,
THE LE GRAMME BRACELETS ARE HANDCRAFTED BY FRENCH CRAFTSMEN SPECIALIZED
IN THE SILVER AND GOLD FIELD.

RAW MATERIAL

925 recycled sterling silver and 750 recycled gold in the form of a wire to be laminated or metal plates to be cut.
These long flat ribbons go in the "rubis à cage" in order to obtain the desired size.
They must then anneal the metal for a perfect tension with the sawing.

THE DENSITY

The density of this precious metal has dictated the proportions.
Width, thickness and length correspond to the desired dimensions for each bracelet to weigh exactly
one of the six weights initially imagined: 7/15/21/33 and 41 grams for the silver line,
9/29 and 49 grams for the gold line.

MANPOWER

The deburring marks the rough-hewn metal. Following a second annealing,
these ribbons are carefully bent. The human's hand is a guide;
his eye shapes a harmonious curve of the bracelet.

THE FINISHING

Each bracelet is hand polished but the inside is brushed to achieve a matt effect.
With the second "reverse" collection (released March 2013) the finishing is interchanged,
the outside surface is brushed and polished on the inside.
Passivation is then applied to each bracelet as a protective film.

ENGRAVINGS

Each bracelet is hallmarked with the stamp of the master shaper,
certifying the quality of silver or the gold. They will then be numbered so that each creation is unique.





THE AMBASSADORS



**PAUL
OR**



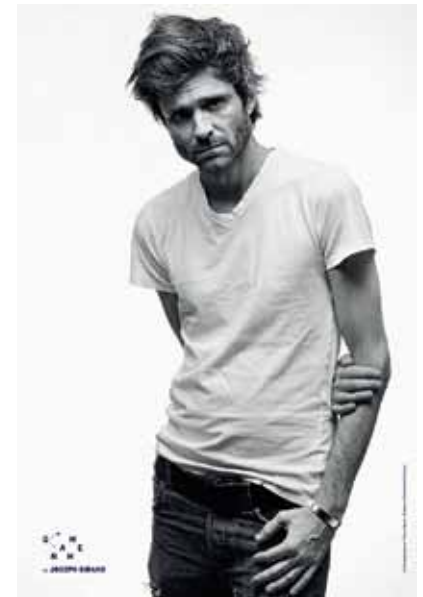
**ADRIEN
MESSIE**



**JACQUES
DESBUISSON**



**SAMUEL
BOUTRUCHE**



**JOSEPH
DIRAND**



THE STOCKISTS

FRANCE

COLETTE - Paris
213 rue St Honoré 75001

MERCI - Paris
111 bvd Beaumarchais 75003

Franck & Fils - Paris
80 rue de Passy 75016

Drugstore Publicis - Paris
133 avenue des Champs Elysées 75008

Gago - Aix en Provinces
20 rue Fabrot 13100

The Box - St Tropez
10 rue de la citadelle 83990

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3-18-9 minami-aoyama minato-ku tokyo 107-0062

deBonair - Tokyo
shibuya-ku tokyo 107-0062

UK

Mouki - London
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