

Lefranc Bourgeois anniversary 300 Years of collaborations with artists

For the first three months of the Lefranc Bourgeois' [anniversary](#), the brand is celebrating 300 years of collaborations: the unwavering relationship between them and the artist of yesterday, today and tomorrow. One inspires the other in return.

300 YEARS
OF COLLABORATIONS

Key visual

A key visual that reveals the story of the relationship between Vasarely and Lefranc Bourgeois



Hero Product: Flashe

Flashe was created in 1954 and it's the hero product of the first theme. Flashe was relaunched last year.



Contemporary hero artist

For this collaboration theme Lefranc Bourgeois is partnering with Didier Vallé, a hyperrealist painter who has been using Flashe for many years



Emotional Engagement Film

[Click here](#) to discover the Emotional Engagement Film of the collaboration theme:

Technique and Video Tutorials

[Click here](#) to discover the Technique and Video Tutorials developed with the artist.