

Lefranc Bourgeois 300 years End of year celebration!

As we approach the year end, Lefranc Bourgeois brand has launched its final campaign, with a focus on celebration and gifting. The campaign focuses on [four new gift sets](#) which are a vintage style limited edition.

The gift sets are currently in mass production from Le Mans and in stores from October. The campaign also includes global digital activation across email, social and online; paid social media campaigns to accelerate audience reach and conversation plus in-store retail activation.

[Discover the gift collection:](#)

Throughout October, November and December, this collection can be found in fine art and mass-market art stores (check out [Michel website](#) to see an example) and merchandised through newly developed free-standing displays and tables. The gift boxes are designed with heritage and modernity in mind. They bring to life the colours and textures available across all ranges. With storytelling offered in five different languages, these sets include archive images and content to create a striking authentic vintage packaging.



OIL PAINT SET



ACRYLIC PAINT SET

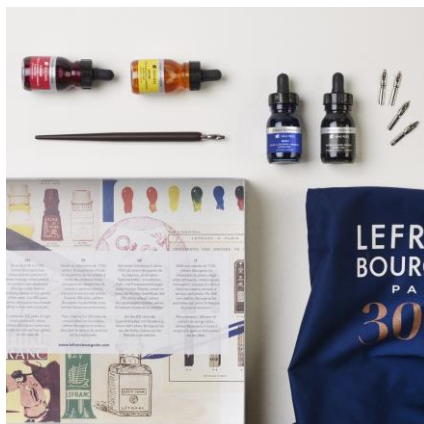


CALLIGRAPHY INKS SET



LINEL GOUACHE PAINT SET

Inside each box, you'll also find a 300th Anniversary Lefranc Bourgeois collectable Artist's Apron and a chance to win 50€ worth on LB Artist's products if you find the [Golden Ticket](#).





Have you heard about the Golden Ticket?

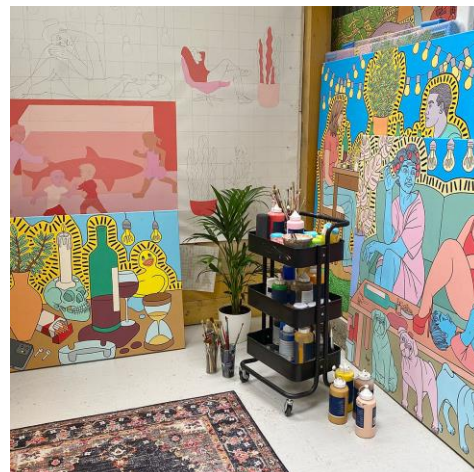
The Brand Team has created more excitement and hype around this campaign by placing 300 golden tickets randomly in the collection, with a chance to win 50€ worth of LB Artist's products.



Social Media activation

LB have partnered with four significant artists.

- [Léa Augereau](#) will endorse the oil gift set
- [Juliano Semiao](#) will endorse the acrylic gift set
- [Lili Sire](#) will endorse the gouache extra-fine gift set
- [Marine Coudray](#) will endorse the ink extra-dine gift set



*Juliano Semiao



*Life Sire

Check out [LB Instagram](#) and start discovering its latest collaborations

Showcasing their personal vision and techniques, these artists leverage their significant networks, with social influencers, generate interest and curiosity and connect with consumers emotionally, putting a global footprint on this campaign.

Would you like to find out more? Check out the campaign video here ([FR](#) & [EN](#)) or go and visit Lefranc Bourgeois [website](#) and [social media](#)