

HOME FURNISHINGS

# Christofle plays ball in search of cutlery sales

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*The maison is out with a humorous campaign featuring luxury flatware sets released in honor of an official brand partnership with the French Open. Image credit: Christofle*

By EMILY IRIS DEGN

French silversmith Christofle is using humor to advertise a limited-edition collection.

The maison is out with three silver-plated Mood flatware sets in honor of an official partnership with the French Open. Corresponding with the event's launch this month, a new Christofle campaign features the tennis-themed product line The Match of Good Manners stars two multihyphenates sure to inspire laughs.

## Marketing and matchmaking

Models and chef influencers Laszlo Badet and Alice Moireau, who hail from Switzerland and France, respectively, add a playful tone to Christofle's film.

The internet darlings join each other for a match on clay courts. Though donning sport-appropriate wear, after stretching and shaking hands at the net, the two do not engage in a game of tennis as expected.

*Christofle presents The Match of Good Manners*

Instead, viewers watch as Ms. Badet and Ms. Moireau face off in a challenge of poise and etiquette, using the Roland-Garros-branded cutlery to enjoy a competitive meal.

Immediately noticeable are the decorative, egg-shaped holders that house the new Mood, Mood Party and Mood Coffee sets.

In Terracotta, each stands out against white tablecloths in shades that mirror the color of the tournament's tennis courts.



*The Terracotta-toned cases that house the new Mood sets mirror the color of clay tennis courts. Image credit: Cristofle*

It is not long before Ms. Badet and Ms. Moireau are alternating turns in Cristofle's digital selection, taking their high-end utensils to silver-edged plates to eat tarts, spoon up soup, chop salad and sip espresso, once multiple courses are complete.

As the video's title suggests, each player's performance is scored based on the manners they exhibit in Christofle's unorthodox setup. Slurping directly from a soup bowl, for instance, receives boos from the crowd, while proper procedures garner cheers across the stadium.

In the end, the cast seems evenly matched. They both win trophies for Christofle's silver platters and vases. Ultimately, consumers win each of Christofle's limited-run items is available now.

### **One to three**

The Mood by Christofle retails for \$2,420 and features 24 silver-plated flatware pieces, including six table forks, knives, spoons and teaspoons. The Mood Party costs \$1,710 and offers 24 silver-plated place settings.

Each of those sets includes six tartines, verrine spoons, two-pronged forks and cocktail pricks. For \$600, Mood Coffee presents a selection of six silver-plated espresso spoons.



*Retailing for \$2,420, the main Mood by Christofle set features 24 silver-plated flatware pieces. Image credit: Cristofle*

Founded by French silversmith Charles Christofle, the maison has showcased its craft in a variety of ways since 1830 ([see story](#)). The company is no stranger to wealthy clientele and prestige venues.

This remains true across centuries. In the process of establishing his house, the man behind the brand became known for outfitting palaces elaborately.

Tennis is another timeless pastime of high spenders, and luxury has continuously turned to the sport as a way to connect with these clients.

Top-end labels such as Louis Vuitton ([see story](#)) and Gucci ([see story](#)) are recent examples of those shooting campaigns on courts and releasing affiliated accessories.