

Limited Edition

CARAN D'ACHE
Genève

OFFICE Writing Instruments

849 Claim Your Style: An 849 to suit your style



Caran d'Ache will be celebrating the **50th anniversary** of its iconic ballpoint pen in 2019. The Geneva-based Maison is kicking off celebrations by unveiling the limited edition "Claim Your Style" collection, which breaks new ground with its six exclusive models, each boasting a colourful new finish.

A Caran d'Ache ballpoint pen to suit your style! The Claim Your Style collection offers six brightly coloured models. This limited edition collection offers everyone an opportunity to choose a Caran d'Ache pen that reflects his or her individual style and personality. Write up your travel memoirs, sketch out a new fashion collection, record your thoughts and ideas – the possibilities are endless!

The six chic models in the Claim Your Style collection confirm Caran d'Ache ballpoint pen's position as an icon.

This limited edition collection debuts coloured clips and

buttons, which once again demonstrate how the Maison's spirit for innovation can overcome any technical challenge.

"Claim Your Style" by owning an 849 from this new collection and show the world your style.



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Caran d'Ache 849 + Alexander Girard: design in the palm of the hand



The 849 is genuinely a cult object, both smart and informal, with its aluminium body distinguished by its hexagonal shape: six facets of a unique temperament that make it an iconic writing instrument suited to all occasions.

Every year, the Geneva-based company offers the emblematic 849 a face lift through inspiring partnerships with talented individuals asked to call on their boundless creativity to reinterpret the pen. The 849 becomes a blank canvas, the playground of great designers, stylists and artists.



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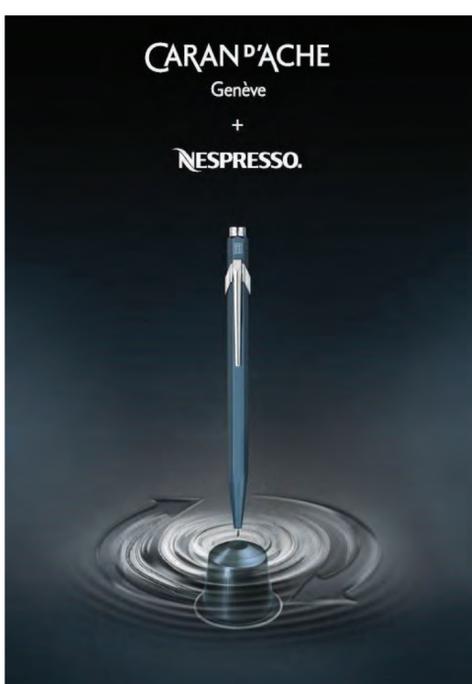
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The 849 Alexander Girard limited edition was born of the desire of Caran d'Ache, Vitra and Studio Girard to decorate the 849 with the joyous cult patterns dreamt up by Alexander Girard. This multi-talented creator revolutionised the history of 20th century design by leaving his colourful, graphic mark on everyday objects. With a keen interest in textures, patterns and folk art, Alexander Girard collected the writing instruments which enabled him to express his creativity.

The two 849s call on patterns chosen from the collections of the Vitra Design Museum which houses the designer's archives. The pink and white 849 boasts the "check stripes" pattern, developed by Alexander Girard to bring a touch of colour to decorative panels and textiles in everyday life. The black and white 849 presents the "double triangle" pattern created for use on textiles and wallpaper.

SWISS MADE

849 Caran d'Ache + Nespresso: The union of Swiss design and recycling



In collaboration with Nespresso, Caran d'Ache is presenting a new 849 ballpoint pen in limited edition made using the aluminium from Nespresso recycled capsules. This exclusive writing instrument was born of the encounter between two iconic Swiss companies, sharing common values: sustainable development, innovation and Swiss design quality.

Every year, a capsule colour is selected to decorate the product parts of the Second Life collection. In 2018, the "Dharkan" capsule is called on to lend its dark blue colour to the 849. The "Made with recycled Nespresso Capsules" label reinforces the authenticity of this limited edition. The 100% recycled and recyclable packaging strengthens the responsible approach adopted Caran d'Ache and Nespresso.



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Environmentally friendly packaging made from 100% recycled and recyclable cardboard. View the 849 through the capsule shaped cut out.

SWISS MADE

Refill Cartridge

Quite simply gigantic...



Goliath giant cartridge

Particular attention is given to the writing comfort and quality of each Caran d'Ache ballpoint pen. The 849's are no exception. It's fitted with the famous Goliath giant cartridge that produces up to 600 pages of writing, thanks to its stainless ball and tungsten carbide point that ensure the uniform flow of ink.