



RESSOURCE

COLLECTION

MAISON
SARAH LAVOINE



10 CAPTIVATING NEW SHADES

RELEASE DATE: FEBRUARY, 06 2025

Please keep this document confidential until the official launch of the collection.
This includes sharing on social media.



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01.

THE COLLABORATION



Sarah Poniatowski

THE FRENCH ART OF LIVING, OPEN TO THE WORLD

Sarah Poniatowski represents the French art of living, open to the world, elegant and colorful.

Through the interior architecture projects she has been overseeing for over ten years and her eponymous brand of furniture and home furnishings, her ultimate goal is to make everyday life more beautiful.

Travelling and curious about everything, she draws inspiration from a wide range of sources to fuel her unique vision of architecture and design.

A great lover of color in all its forms, Sarah Poniatowski works with it without limit.

With Ressource, the designer has imagined a line of 52 intense, vivid and timeless shades that awaken and magnify spaces with power.

Among these colors is Bleu Sarah, the distinctive shade that has become one of the brand's symbols. Born when she was looking for a hue to illuminate her office perched under the rooftops of Paris, Bleu Sarah was conceived as a perfectly balanced color between blue and green, capable of varying according to the light.

10 CAPTIVATING NEW SHADES

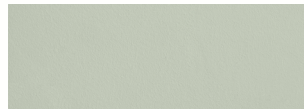
Almost 10 years after the start of their collaboration, Maison Sarah Lavoine and Ressource unveil 10 new exclusive shades. Now featuring 52 vibrant shades, including the timeless Bleu Sarah and the sparkling new Aubépine, this palette is sure to enhance any decorating project.

These shades complete the range, bringing a very different palette, more desaturated, less peppy.

WATCH THE VIDEO



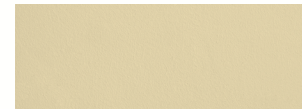
SL43 - Datte



SL44 - Jade



SL45 - Safari



SL46 - Dune



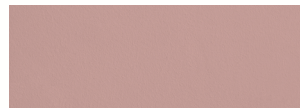
SL47 - Désert



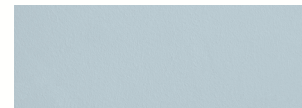
SL48 - Pinasse



SL49 - Aubépine



SL50 - Médina



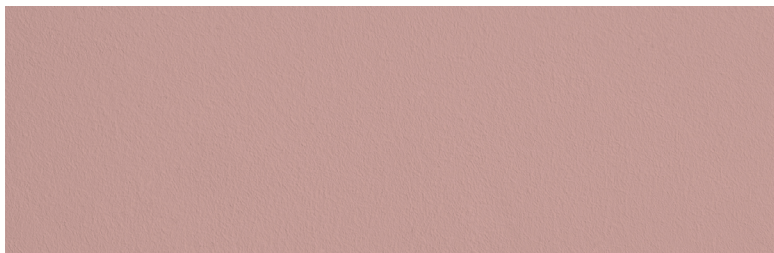
SL51 - Céleste



SL52 - Outremer



● Shade requires first application of tinted Universal Primer.
⚙ Shade possible in exterior.



SL50 - Médina

PINK - POETIC

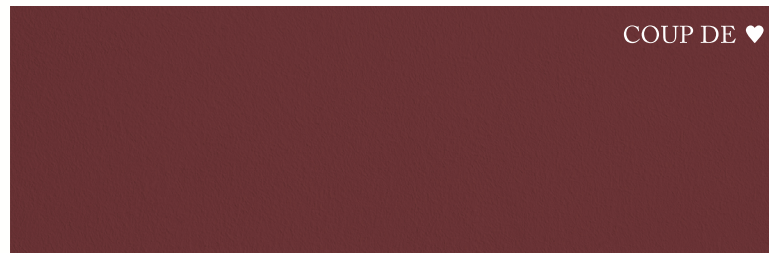
Very different from the roses in the collection, it is a medium, desaturated shade, easy to place. It suits all decorating styles.

Perfect in a bohemian setting, as an accent in a vintage style, with light woods for a Scandinavian decor, or to warm up a contemporary space and add softness to marble and graphic lines.

This shade brings a delicate and feminine touch.

COLOR MATCHING

SL18 - SL42



SL49 - Aubépine

BURGUNDY - CAPTIVATING

Dark shade with a lot of character, very muted.

Less orange and more red than the bark, less blue than eggplant, it complements warm and timeless hues perfectly.

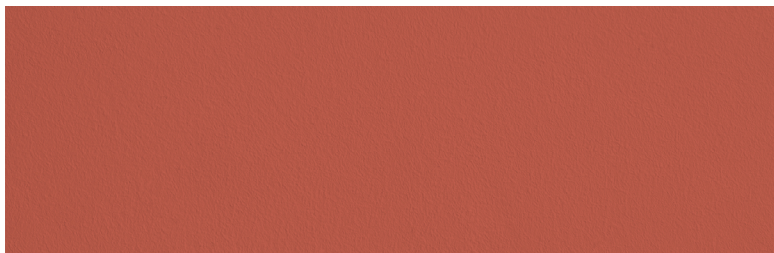
COLOR MATCHING

SL38 - SL12



SL28 - SL37





SL48 - Pinasse

ORANGE - ENVELOPING

A deep and warm shade, it is desaturated, which gives it a patina and makes it easy to incorporate, as it's not overpowering.

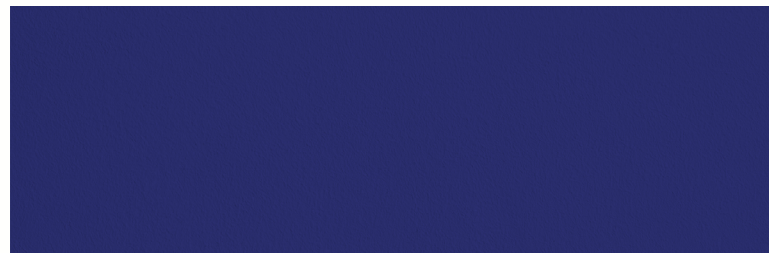
This hue warms up the space while adding an authentic touch.

COLOR MATCHING

SL27 - SL03 - SL05



SL26 - SL09



SL52 - Outremer

INDIGO - DEEP

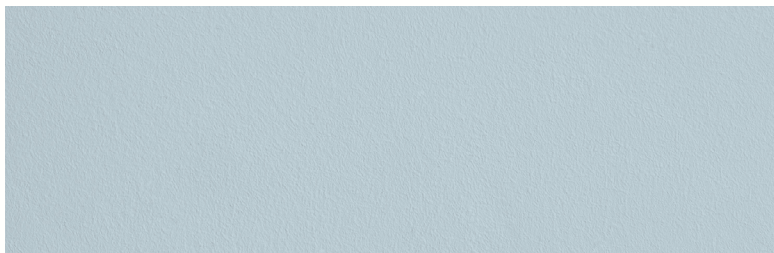
Creates depth and can visually alter the volume.

In a harmony of earthy tones or ochres, this shade invites travel and brings character to the space.

COLOR MATCHING

SL01 - SL26 - SL47 - SL02





SL51 - Céleste

BLUE - REFRESHING

A cool and luminous shade with the power to make spaces feel larger.

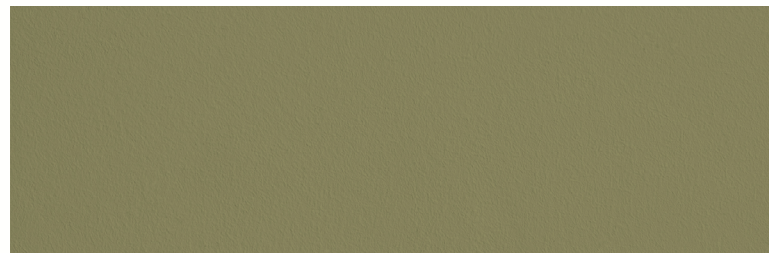
With warm undertones that add character, it also pairs beautifully with a cool palette and botanical hues.

COLOR MATCHING

SL26 - SL38



SL33 - SL08



SL45 - Safari

GREEN - BOTANICAL

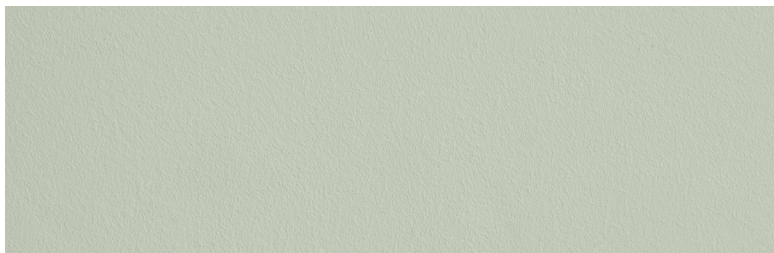
This shade is natural and soothing.

Paired with neutrals, it brings a touch of vitality. It harmonizes beautifully with ochre tones.

COLOR MATCHING

SL46 - SL47





SL44 - Jade

WATER GREEN - SOFT PASTEL

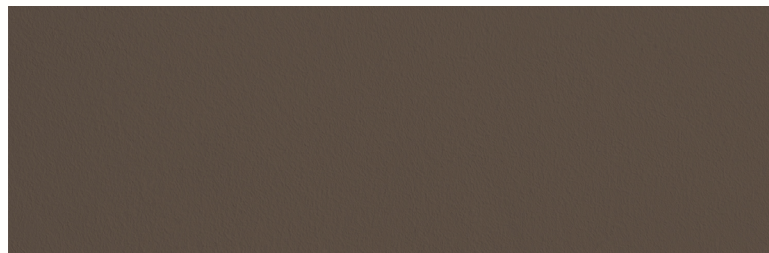
Very easy to pair, especially in tonal combinations with other greens. Works as a base with more vibrant shades, in a pastel palette, or contrasted with navy blue.

COLOR MATCHING

SL13 - SL36 - SL39



SL37



SL43 - Datte

BROWN - RAW STRENGTH

This shade exudes character and authenticity. A warm neutral, it adds coziness to a neutral palette.

Pairs beautifully with ochres for an ethnic vibe.

COLOR MATCHING

SL03 - SL07



SL47 - SL26 - SL02





SL47 - Désert

OCHRE - AN INVITATION TO TRAVEL

A warm and welcoming color that adds character to a base of off-white or neutral beige and gray tones. It brightens up darker combinations with a sunny touch.

COLOR MATCHING

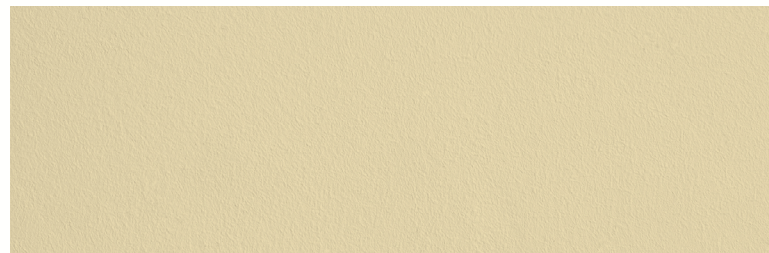
SL01 - SL02 - SL03 - SL04



SL09 - SL10 - SL11 - SL37



SL38 - SL18 - SL32 - SL30



SL46 - Dune

PALE YELLOW - LUMINOUS

A very soft and bright shade that evokes the dunes of Cap Ferret. It pairs beautifully with greens, grays, and earthy tones.

COLOR MATCHING

SL09 - SL33 - SL12



02.

THE SALES TOOLS



FAN DECK
52 shades

19€ (excl. tax)
Ref. LIAA7SARLAV



A4 SAMPLE
52 shades

1.30€ (excl. tax)/unit
A4 + Ref. shade



SAMPLE JAR 100ML
52 shades

7.50€ (excl. tax)
MP0001 + Ref. shade



LA GRANDE CHROMATIQUE
Update

Offered
Ref. MAJGRACHRSL

All our paint samples are applied by hand in our workshops in Provence.
Find all sales tools on your pro space: [RESSOURCE-PEINTURES.PRO](https://ressource-peintures.pro)

03.

THE COMMUNICATION

JANUARY, 22 2025

FEBRUARY, 03 2025

FEBRUARY, 05 2025

FEBRUARY, 06 2025

Presentation of the collection to our distribution network and opening of the sales tools pre-orders on the pro space.

Team training:

- Stores
- Sales
- Marketing
- Sales Administration

Resellers, please contact your sales representative.

Teaser for the launch of the collection on our various social media and on our website.

Installation of window displays.

Updating the tinting machine database.

Launch of the collection and the promotional video on our various digital media.

04.

MOODBOARD

MAISON SARAH LAVOINE

10 NOUVELLES TEINTES

ENIVRANTES

Teinte : SL49 - Aubépine



THANK YOU

Happy collection launch!

