

Popus Editions' inaugural collection debuted this fall at Paris Design Week. Photo: Patrick Lazic

Business

## This Joyful New Furniture Brand Was All the Buzz at Paris Design Week

Launched by two industry veterans, Popus Editions plans to open a showroom in Paris by the end of the year

By Alia Akkam

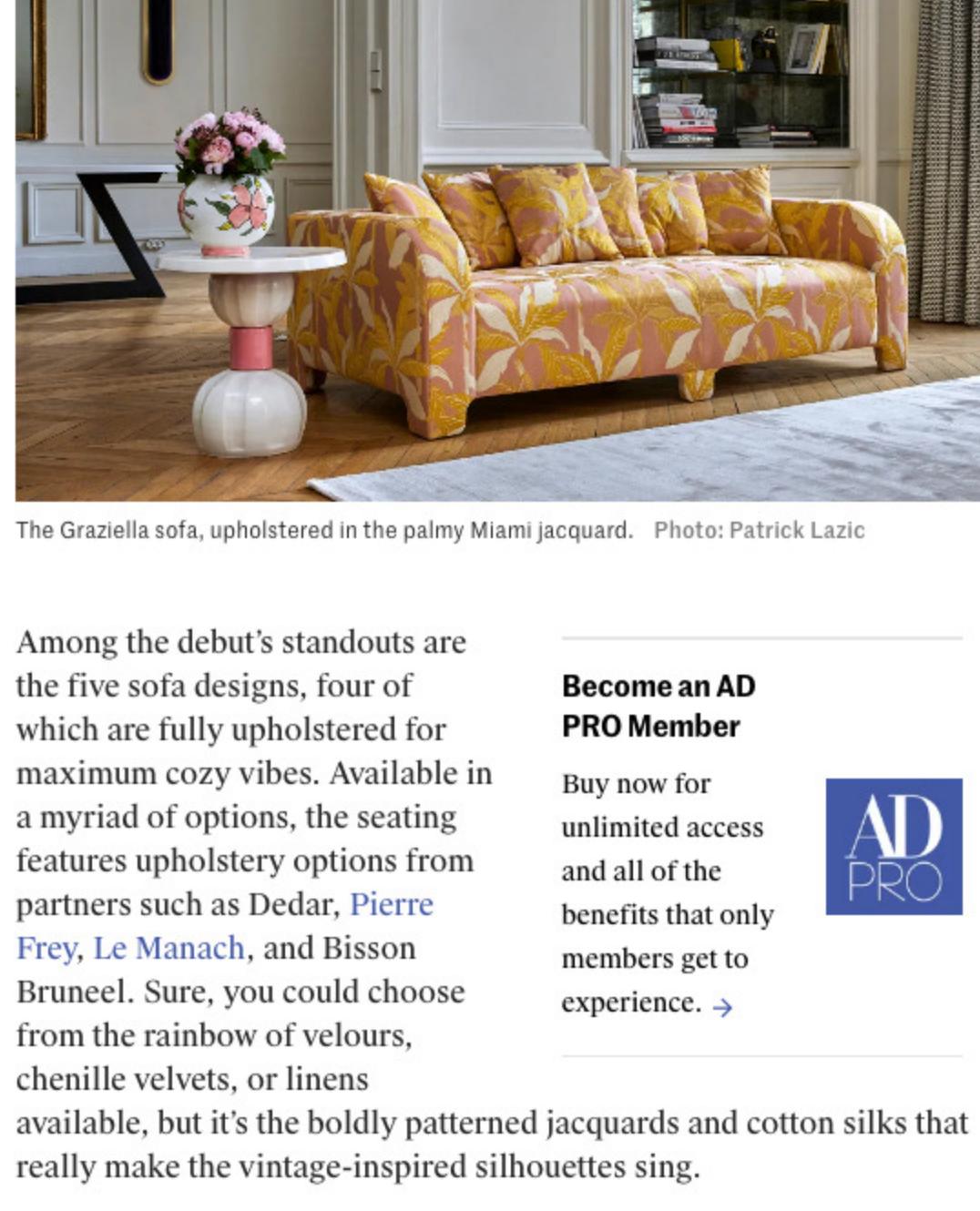
October 28, 2021

Stepping inside the Popus Editions pop-up showroom, located on rue de Turenne during [Paris Design Week](#), was like stepping into another era. One full of groovy, curvilinear shapes—a '60s spirit à la Wolfgang Feierbach or [Arthur Elrod interiors](#). For many attendees, who surely craved moments of fun-filled nostalgia after a tough year, the launch of a furniture maker defined by playful silhouettes and undoubtedly optimistic patterns made an impression.

Despite being a wildly buzzed-about throwback, [Popus Editions](#)' space marks a fresh start for founders Fanny Gicquel and her husband, Yannick. Beginning in the late 1990s, the Gicquels worked together at La Fibule, the furniture and decorative accessories shop Yannick opened in Angers, France. (The company specialized in mosaic zellige tables, in a nod to Yannick's native [Morocco](#).) Eager for a change of pace, in 2010, the couple retreated to the ski resort village of Megève and ventured into architecture and interior design with their studio, Refuge.

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The collection's *Veronica* armchair, *Clarita* side table, and *Pimlico* lamp. Photo: Patrick Lazic

"They were pleasant years. We did a lot of luxury chalets, and we began to see the customer's needs for furniture, like a table to place their drink, in a new way," Fanny tells AD PRO. "When you create furniture, sometimes it's because you just like the style or design. With interior design, you are face-to-face with a customer, and every type of life is different. It was useful to discover this."



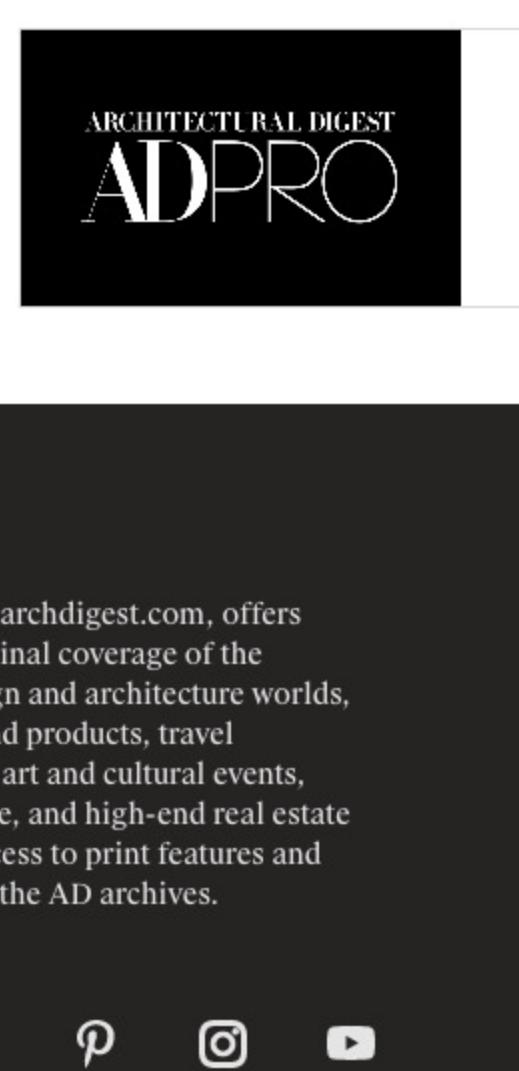
Fanny Gicquel. Photo: Patrick Lazic



Yannick Gicquel. Photo: Patrick Lazic

In the fall of 2019, "fed up with the mountain and the cold weather," as Fanny puts it, the Gicquels settled full-time into their home in [London](#), a city from which they regularly draw inspiration. When the COVID crisis unleashed shortly after their arrival, the creatives began another venture "to use all that we have learned to design a new line of furniture and upholstery," Fanny adds.

For the months that followed, Fanny and Yannick carefully assembled Popus Editions' inaugural collection. Plump, generous shapes and an energizing palette of bubblegum pink, mustard yellow, and kelly green, reminiscent of retro Palm Springs and South of France holidays, emerged.



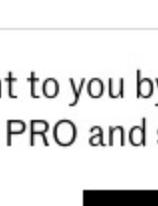
The Graziella sofa, upholstered in the palmy Miami jacquard. Photo: Patrick Lazic

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By Alia Akkam

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By AD Editors

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