

ELLE

1991 ?

18 AOÛT

MARTINA HALL



insight Design

18 AOÛT

Paris-based design group **18 Août** are as kooky as they are chic and *charmant*. Fabrice Berrux, 25, and Bruno Moretti, 28, have wooed retailers Europe-wide with their uniquely fresh objects.

From their studio in Bastille, the pair absorb influences as diverse as Enid Blyton and Philippe Starck. 'We make a point of giving our designs names,' says Berrux, nodding towards 'Oui-Oui' (inspired by the Blyton character, Yes-Yes), a glass cone-shaped lamp, and 'Obu', a cartoon-style missile-shaped bin.

Having done a stint at art college, the pair went on to study architecture, and three years ago set up 18 Août. Perhaps this explains why their designs bear the trademark of a well-thought-out construction: take two twin brushed metal napkin spirals, adorned with punched-out stars, and they miraculously interlock to form a single silver and gold striped ring.

18 Août are eager to experiment with other mediums. Plans for the future? 'We've been asked to design carpets,' says Berrux, proving that 18 Août is a date to remember.

MARTINA HALL

18 Août, tel 331 43562795.
Designs available from Aria,
133 Upper St, N1 and 10-11
Upper Kingswell, Heath
St, Hampstead NW3.

**Bombs
away:
Fabrice
Berrux and
Bruno
Moretti of
18 Août**