

ATELIER PIERRE
2024

AP



Thank you for having great taste!



“The Vanhalst - Larridon family has been
a family of creative entrepreneurs ever since the start of the 20th century.”

EN - Until the age of 33, **Camille Larridon** lived with his parents where he built a little workshop behind the house. As of 1945, he started manufacturing his own furniture in an old shed that was used for dressing flax. The warmth of the house was better suited for varnishing, which is why he used to finish most of his pieces at the kitchen table. In 1950, Camille decided to build a new shop and open a store.

Pierre Vanhalst earned a living as a photographer right after the First World War. Several of his sons followed in his footsteps. But not Lieven Vanhalst. Together with his wife, Jenny Larridon, he settled down in Izegem in 1968, to establish a pastry shop. They knew little people in this town and decided to add birth gifts and dragees to their range. Young people rapidly found their way to the pastry and birth gift shop.

In the 90's the shop evolved into a wholesale business for wedding, birth or any other small party gifts. Given creative entrepreneurship was always passed on to the next generation, also Sophie and Frank, joined the business in 2001. They launched the brand **bb collections®**, currently known as **Objects by Vanhalst®**, which represents the transition from traditional wholesale to consumer focused product development and the start of creating their own ranges of small gifts. In 2015 Vanhalst introduced **Atelier Pierre®**, accessing the international market of 'living accessories' where new customers rapidly showed interest in the cute, fresh and playful designs from the Vanhalst creative team. With the official licence to work with the iconic figurine of miffy, the fundamentals were born for **Atelier Pierre Junior®**, already an “absolute must-have” kids collection.

History

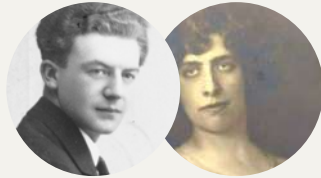


Camille Larridon
Furniture maker
1909 - 2003

Maria Vanneste
Mattress stitcher
1914 - 1989



Jenny Larridon
Birth favors



Pierre Vanhalst
Photographer
1902 - 1967

Marcella Lippens
Housewife
1906 - 1992



Lieven Vanhalst
Pastry chef

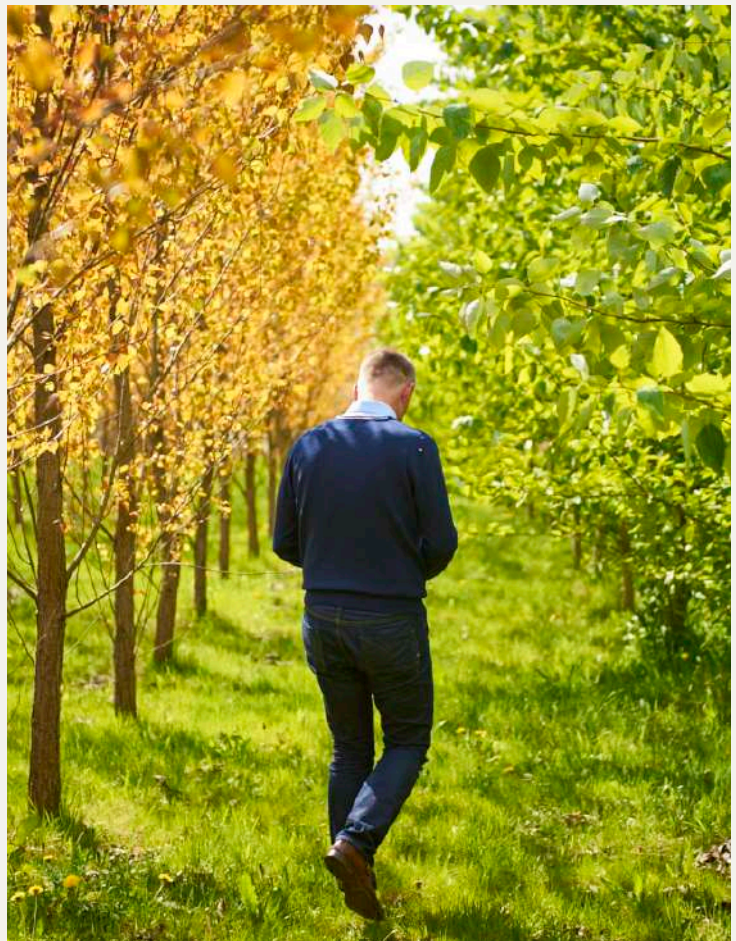


Frank Vanhalst



Sophie Vanhalst

Vanhalst consistently commits to work proactively on durability. From planting a “life forest” of 1.000 trees in 2013 that serves as an outdoor meeting room to continuous striving for a perfect balance of biodiversity, by welcoming 80.000 bees in the forest, sustainability has always been in the company’s DNA.





Paulien and Kaat

Dentelles lamp for indoor and outdoor use

Between the ages of six and eighteen, Paulien went to art school, where she fully indulged in drawing, painting, arts and crafts. She loved all things beautiful, and she still does... The creative bug never left her.

Even so for Kaat, being creative in its broadest sense, is her big passion. Add to this her solution-oriented mindset and you have the perfect starting point for the development of a product with real added value.

Both Kaat and Paulien are convinced that a product has an important influence on its environment and vice versa. The main purpose of the Dentelles collection is to bring people together in a warm and stylish atmosphere. The shape, texture and warmth of the light reveal that they did a perfect job together!



Bert

noRdic received the Design X50 label

Bert has always been a natural at creating things, even as a child.

"My very first experience must have been K'nex. Once I had finished the model on the box, I would take it apart and build creations of my own. Frankly, I'm not quite sure what I enjoy more, the physical or the graphic aspect of design. A combination of both would probably be ideal."

This is reflected in the noRdic collection, which he designed for Atelier Pierre. The idea for a jigsaw puzzle, the early start of the noRdic range, was conceived in the college workshop. During a practical lesson, Bert was tinkering with sheets of wood. He made all kinds of notes and sketches, and eventually came up with the first outlines of the moose puzzle – the birth of noRdic.

Our designers



Farah and Zoë

Jéroom, the cute but tough little dino

From a young age, Farah and Zoë were creatively engaged by going to the art academy for years where their passion for design only continued to grow.

Currently Farah's two children are her greatest source of ideas. Their playing environment inspired her to design kids accessories through their eyes. Zoë finds most of her inspiration by listening to other people, trying to make their lives easier and more importantly, more joyful.

Together they have been able to develop a cute little dino, which stands out by its minimalistic design with some characteristic details, such as its back or even its smile. These final touches make this creation to a unique playful and yet also useful design object, in warm colours and with a soft touch.



Daisy

Simplicity and a pure line

The first signs of Daisy Bohyn's fascination for architecture and design already manifested themselves in early childhood. Even then she enjoyed taking all kinds of things apart.

"I wanted an education that would give free rein to my creative thinking. My passion for interior design developed gradually and I registered for an interior architecture program. That enabled me to get a clear picture of the manifold possibilities in the field of design, combined with the hands-on training in Industrial Product Design."

In each phase of a design process, she strives for an equilibrium between functionality, philosophy and aesthetic added value. In everything she creates, her ambition is to fuse the two worlds of interior design and product development. Which she did perfectly when developing the pure line of the iconic miffy silhouette.





1.



ATELIER PIERRE

SINCE 1968

Atelier Pierre® is a creative lab where young Belgian designers get the opportunity to develop their first collection of sustainable and affordable living accessories. It is an authentic brand rooted in tradition and craftsmanship.

“100% made in Belgium”



Dentelles



Dentelles



Paulien and Kaat

Dentelles lamp for indoor and outdoor use

Dentelles refers to the paper doilies used by Lieven and Jenny Vanhalst in the Pastry Shop in the 70's. If you pile up several doilies, you get the shape of this lamp. And just nice to know: the word contains 'elles', which refers to 'les filles' - the girls - in French. Indeed, Dentelles is designed by two young ladies, Paulien and Kaat.

Dentelles stands out in any interior or exterior and is very versatile. She is wireless and therefore easy to move. Moreover, the lamp can simply be dimmed by tapping. The module is 100% recyclable and non-breakable.



[Your daily
dose of
brightness.]



dimable
by touch



charging station
& adapter included



H 29,5 cm
Ø 12,8 cm



indoor
& outdoor



autonomy



rechargeable
battery



APC-200-T



Dentelles bistro zwart

APC-200-B 29,5 x Ø 12,8 cm 820 gr



charging station



Dentelles bistro terra

APC-200-T 29,5 x Ø 12,8 cm 820 gr



Dentelles bistro clay

APC-200-C 29,5 x Ø 12,8 cm 820 gr

AP

ATELIER PIERRE

SINCE 1968



Les Pastelles



Mini set of 3 fraise

APC-030-U 9 x Ø 9 cm 480 gr



Mini set of 3 pistache

APC-030-V 9 x Ø 9 cm 480 gr



Mini set of 3 blueberry

APC-030-Z 9 x Ø 9 cm 480 gr



Wide fraise

APC-031-U 15 x Ø 16 cm 440 gr



Wide pistache

APC-031-V 15 x Ø 16 cm 440 gr



Wide blueberry

APC-031-Z 15 x Ø 16 cm 440 gr



Tall fraise

APC-035-U 29,5 x Ø 12 cm 524 gr



Tall pistache

APC-035-V 29,5 x Ø 12 cm 524 gr



Tall blueberry

APC-035-Z 29,5 x Ø 12 cm 524 gr



Speaker fraise with light

APC-831-U 12,5 x Ø 13,5 cm 660 gr



Speaker pistache with light

APC-831-V 12,5 x Ø 13,5 cm 660 gr



Speaker blueberry with light

APC-831-Z 12,5 x Ø 13,5 cm 660 gr





Dentelles XL Indoor

Have you seen this one yet? The Dentelles XL Indoor is now available! Equipped with a 3 metre long nylon cable, this lamp is the new must have for every indoor space. Use the dimmer for a more cosy atmosphere, yes that's right, no more tapping on top of the lamp with this one!

Dentelles XL Indoor



Wide XL black

APC-141-B 29 cm x Ø 30,7 cm

Wide XL gold

APC-141-G 29 cm x Ø 30,7 cm

Wide XL terra

APC-141-T 29 cm x Ø 30,7 cm

Wide XL clay

APC-141-C 29 cm x Ø 30,7 cm



Tall XL black

APC-145-B 66 cm x Ø 27 cm

Tall XL gold

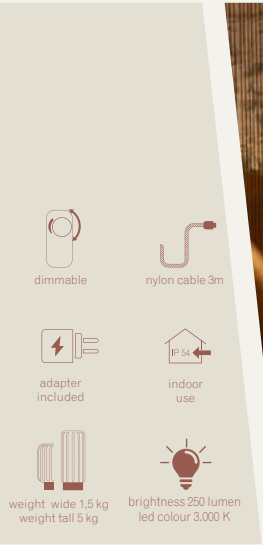
APC-145-G 66 cm x Ø 27 cm

Tall XL terra

APC-145-T 66 cm x Ø 27 cm

Tall XL clay

APC-145-C 66 cm x Ø 27 cm





Wide XL black

APC-041-B 29 cm x Ø 30,7 cm 1,5 kg



Wide XL clay

APC-041-C 29 cm x Ø 30,7 cm 1,5 kg



Tall XL black

APC-045-B 66 cm x Ø 27 cm 5 kg



Tall XL clay

APC-045-C 66 cm x Ø 27 cm 5 kg



3 dim levels
tap to dim



DC cable
included



material PE
100% recyclable



indoor
& outdoor



battery life
highest dim level 8h
lowest dim level 24h



rechargeable
Lithium-ion battery



weight wide 1,5 kg
weight tall 5 kg



brightness 250 lumen
led colour 3.000 K



Dentelles XL Outdoor



Wide XL gold

APC-041-G 29 cm x Ø 30,7 cm 1,5 kg



Wide XL terra

APC-041-T 29 cm x Ø 30,7 cm 1,5 kg



Tall XL gold

APC-045-G 66 cm x Ø 27 cm 5 kg



Tall XL terra

APC-045-T 66 cm x Ø 27 cm 5 kg





Dentelles



T-light holder wide



APC-501-E	eucalyptus	5,3 x Ø 6 cm	154 gr
APC-501-W	white	5,3 x Ø 6 cm	154 gr
APC-501-C	light grey	5,3 x Ø 6 cm	154 gr
APC-501-T	terra	5,3 x Ø 6 cm	154 gr
APC-501-K	clay	5,3 x Ø 6 cm	154 gr



T-light holder tall



APC-505-E	eucalyptus	9,5 x Ø 6 cm	346 gr
APC-505-W	white	9,5 x Ø 6 cm	346 gr
APC-505-C	light grey	9,5 x Ø 6 cm	346 gr
APC-505-T	terra	9,5 x Ø 6 cm	346 gr
APC-505-K	clay	9,5 x Ø 6 cm	346 gr

Dentelles



Mini set of 3 gold

APC-030-G 9 x Ø 9 cm 160 gr



Mini set of 3 terra

APC-030-T 9 x Ø 9 cm 160 gr



Mini set of 3 black

APC-030-B 9 x Ø 9 cm 160 gr



Mini set of 3 clay

APC-030-C 9 x Ø 9 cm 160 gr



Wide gold

APC-031-G 15 x Ø 16 cm 406 gr



Wide terra

APC-031-T 15 x Ø 16 cm 406 gr



Wide black

APC-031-B 15 x Ø 16 cm 406 gr



Wide clay

APC-031-C 15 x Ø 16 cm 406 gr



Tall gold

APC-035-G 29 x Ø 12 cm 530 gr



Tall terra

APC-035-T 29 x Ø 12 cm 530 gr



Tall black

APC-035-B 29 x Ø 12 cm 530 gr



Tall clay

APC-035-C 29 x Ø 12 cm 530 gr



3 dim levels
tap to dim



USB-C cable
included



material PE
100% recyclable



indoor
& outdoor



battery life
mini: max. 20h



rechargeable
Lithium-ion battery



weight
one mini 160 gr
wide 406 gr | tall 530 gr



brightness
100 lumen
led colour 3.000 K





Dentelles Speaker

Dentelles stands out in any interior and is very versatile. Indeed, the speaker can be used both indoor and outdoor, with or without ring. The ring is easy to click on and off. Turn the ring to the right to loosen and to the left to tighten. Maximum reach between the speaker and your device is 10m.

Dentelles Speaker



Dentelles speaker white with light

APC-831-W 12,5 cm x Ø 13,5 cm 660 gr

Dentelles speaker black

APC-831-B 12,5 cm x Ø 13,5 cm 660 gr



Dentelles speaker grey

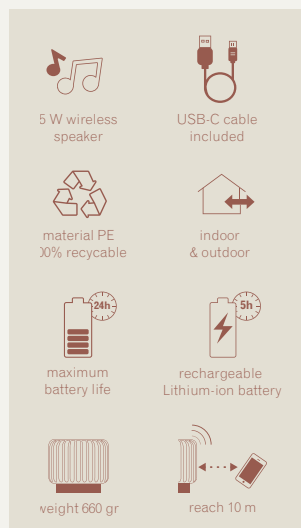
APC-831-C 12,5 cm x Ø 13,5 cm 660 gr

Dentelles speaker eucalyptus

APC-831-E 12,5 cm x Ø 13,5 cm 660 gr

Dentelles speaker terra

APC-831-T 12,5 cm x Ø 13,5 cm 660 gr



Dentelles accessories

"Your daily dose of elegance."

Lift your Dentelles lamp or speaker to a higher level with this trendy tripod. Maybe you'd like to give your interior a new touch, and changing the ring of your Dentelles lamp by a black or golden tripod, can be part of this.



Dentelles accessories



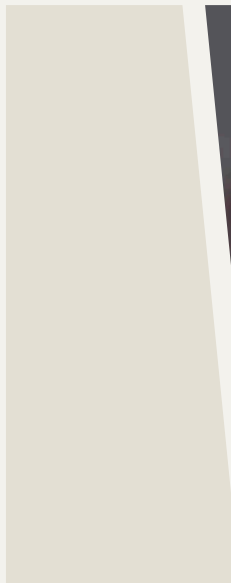
Tripod black

APC-A51-B 24 x Ø 15 cm 530 gr



Tripod gold

APC-A51-G 24 x Ø 15 cm 530 gr





2. ATELIER PIERRE **JUNIOR**

Atelier Pierre Junior® is the most recent initiative from Vanhalst. It is a young collection of fresh, playful contemporary 'living accessories' for your interior and kid's room, with an interesting history.





Farah and Zoë



Ready for a marvelous adventure with ...

Jéroom, the cute but tough little Dino? This dino collection, the newest range in the Atelier Pierre Junior family, is made of high-quality silicone and ensures long-lasting playtime fun. Enjoy the silky-smooth texture and the pleasant look & feel of the silicone products.

The natural tones of this collection take you straight to the enchanting world of dinosaurs.

Jéroom





money box

JD-318	sage	16,5 x Ø 14,9 cm
JD-418	clay	16,5 x Ø 14,9 cm
JD-618	sand	16,5 x Ø 14,9 cm



key ring

JD-307	sage	5,4 x Ø 3 cm
JD-407	clay	5,4 x Ø 3 cm
JD-607	sand	5,4 x Ø 3 cm

new



4 magnets in blister

JD-625	sand-sage-clay	4 x Ø 4 cm
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new



rechargeable night light

JD-330	sage	20 x Ø 18 cm
JD-430	clay	20 x Ø 18 cm
JD-630	sand	20 x Ø 18 cm



dimnable mood light

JD-633	sand	30x Ø 27 cm
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Juliette

Jéroom welcomes his newest friend, Juliette! This adorable Triceratops has very special powers...

... In the shape of a unique silicone night light, she magically casts hearts on the ceiling, filling every child's room with a loving glow every night.

Perfect for a soothing and dreamy atmosphere where little adventurers can gently dream away.



JDJ-631



JDJ-231

Juliette

JDJ-231

“dream away
with this little
sweetheart”



night light projector fuzzy

new

JDJ-231 13,6 x Ø 21 cm



night light projector sand

new

JDJ-631 13,6 x Ø 21 cm



soft
silicone



heart pattern
projection



USB-C cable
included



3 dim levels
tap to dim



Cesar



Farah Cossement



Playful, a little crazy ...

... and obviously great at stealing hearts. He wants to surprise us over and over again. He is called Cesar and full of energy. He loves to travel, visit the mountains, discover the city, stroll along the beach or chill in your room of course.

Cesar



Cesar





key ring

VO-607 orange 5 x Ø 3,5 cm



small money box

VO-612 orange 8 x Ø 6 cm



large money box

VO-618 orange 14 x Ø 10,5 cm



rechargeable night light

VO-632 orange 20 x Ø 13,6 cm



rechargeable mood light speaker

VO-635 50 x Ø 35 cm





Hakuna

Hakuna



Farah Cossement



Hakuna, sweet little king of the Jungle

Sometimes cool, but also very gentle ... That's how this little king finds his way through the rain forest! A combination of trending colours, also used for the rainbow magnet boards, reminds us of the forest colours.

And of course, the Hakuna Mood Light Speaker gives that extra touch to this collection; best friend in the dark and favourite party animal!

Hakuna





Hakuna



4 magnets in blister

HK-625	honey	3,6 x Ø 3,5 cm
HK-225	magnolia	3,6 x Ø 3,5 cm



key ring

HK-607	honey	5,4 x Ø 3,7 cm
HK-207	magnolia	5,4 x Ø 3,7 cm



money box

HK-618	honey	16,5 x Ø 11,3 cm
HK-218	magnolia	16,5 x Ø 11,3 cm



rechargeable night light

HK-630	honey	20 x Ø 13,6 cm
HK-230	magnolia	20 x Ø 13,6 cm



rechargeable mood light speaker

HK-635	50 x Ø 35 cm
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hanging magnet board



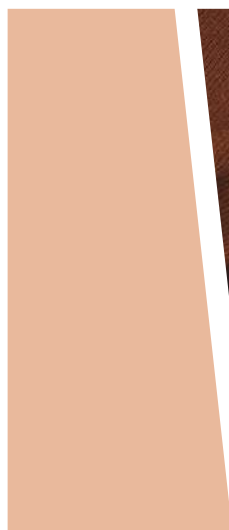
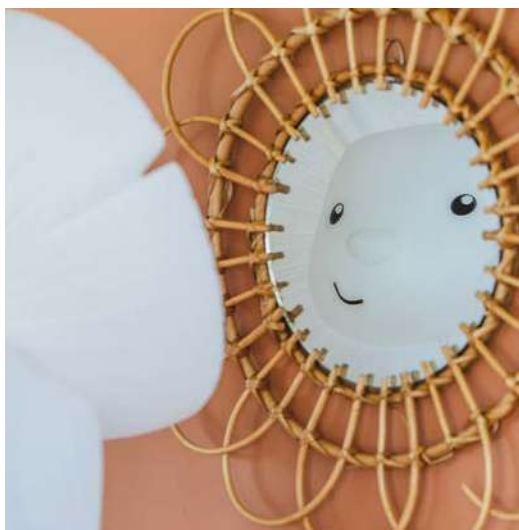
HK-636-D	terra	43 x 50 cm
HK-636-E	mustard	43 x 50 cm
HK-636-C	powder	43 x 50 cm

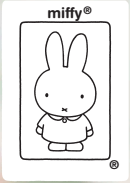


rainbow standing magnet board



HK-646-D	terra	23,5 x 29,7 x 15 cm
HK-646-E	mustard	23,5 x 29,7 x 15 cm
HK-646-C	powder	23,5 x 29,7 x 15 cm



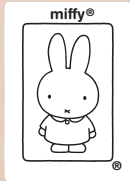


3.

miffy®

Thanks to a nice long collaboration with Mercis, the company behind Dick Bruna and miffy, Sophie is given the opportunity to develop unique products of this iconic figure. The purity of the miffy creations still conjures up a broad smile for young and old.

“100% Made in Belgium”



miffy wall art

miffy wall art



miffy wall art



Daisy Bohyn

Simplicity and a pure line

The unique partnership with Mercis bv, the company who manages and protects Dick Bruna's business interests, gave us the opportunity to work with miffy. The first range of Wall Art items are refined into polished and lacquered wood, ready to make a statement against the wall. As 'mood light' they make the environment shimmer in indirect and dimmable LED light.

This unique miffy 'wall art' has been completed with a range of characteristic rabbit's ears and magnetic boards in lasered, powder coated metal. These can be styled with or without picture holder or can be hung.

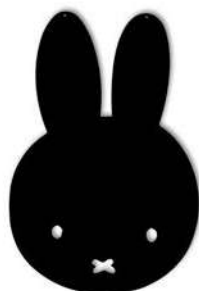




magnetic board standing



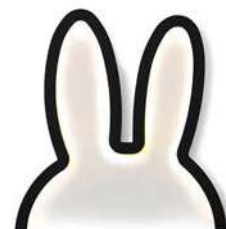
MWA-224-A	black	23,5 x 15 x H 35 cm
MWA-224-B	white	23,5 x 15 x H 35 cm



magnetic board hanging



MWA-236-A	black	36 x H 56 cm
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LED mood light wood



MWA-101-A	small	24 x H 25 cm
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picture holder

MWB-011	oak	30 x 4,5 x 2,2 cm
MWB-012	oak	45 x 5 x 2,2 cm



magnetic ears small



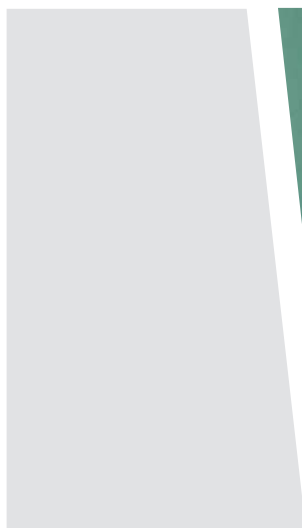
MWA-011-A	black	24 x H 25 cm
MWA-011-B	white	24 x H 25 cm



magnetic ears medium



MWA-012-A	black	38 x H 40 cm
MWA-012-B	white	38 x H 40 cm



miffy wall art



magnetic board standing
MWA-224-C powder* 23,5 x 15 x H 35 cm



magnetic board standing
MWA-224-H sand* 23,5 x 15 x H 35 cm



magnetic board standing
MWA-224-I eucalyptus* 23,5 x 15 x H 35 cm



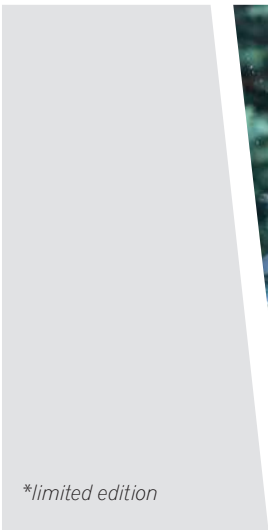
magnetic ears small
MWA-011-C powder* 24 x H 25 cm

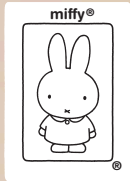


magnetic ears small
MWA-011-H sand* 24 x H 25 cm



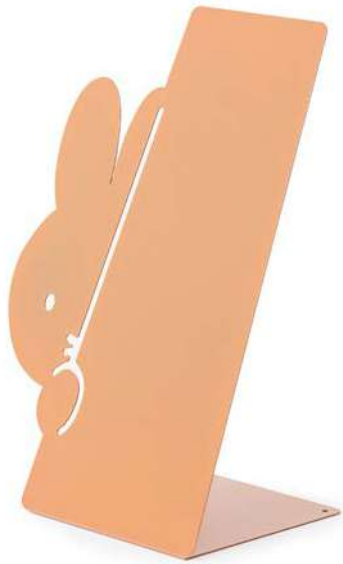
magnetic ears small
MWA-011-I eucalyptus* 24 x H 25 cm





miffy Peek-a-boo

miffy Peek-a-boo



Paulien Callewaert



100% Made in Belgium

Miffy was blowing out 65 candles in 2020 and we at Atelier Pierre were celebrating this occasion with a new miffy Peek-a-boo collection entirely designed, developed and manufactured in Belgium. Thanks to the sleek, minimalist style of this range, it breathes new life into the miffy narrative.

'100% Made in Belgium' translates the story of miffy into contemporary design objects whose design language gives a unique touch to both the nursery and living spaces.

miffy Peek-a-boo





miffy Peek-a-boo



powder

MWA-416-C	book end set 2	21,5 x 15 x 8 cm
MWA-424-C	magnetic standing	34 x 23,5 x 15 cm
MWA-436-C	magnetic hanging	35,5 x 56 cm

terra

MWA-416-D	book end set 2	21,5 x 15 x 8 cm
MWA-424-D	magnetic standing	34 x 23,5 x 15 cm
MWA-436-D	magnetic hanging	35,5 x 56 cm

black

MWA-416-A	book end set 2	21,5 x 15 x 8 cm
MWA-424-A	magnetic standing	34 x 23,5 x 15 cm
MWA-436-A	magnetic hanging	35,5 x 56 cm

miffy Peek-a-boo



white

MWA-424-B	magnetic standing	34 x 23,5 x 15 cm
MWA-436-B	magnetic hanging	35,5 x 56 cm



eucalyptus*

MWA-424-I	magnetic standing	34 x 23,5 x 15 cm
MWA-416-I	book end set 2	21,5 x 15 x 8 cm



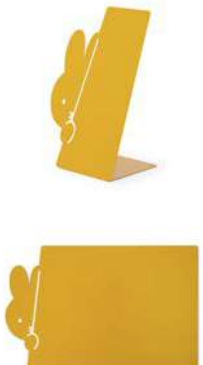
sand*

MWA-424-H	magnetic standing	34 x 23,5 x 15 cm
MWA-416-H	book end set 2	21,5 x 15 x 8 cm



green

MWA-424-G	magnetic standing	34 x 23,5 x 15 cm
MWA-436-G	magnetic hanging	35,5 x 56 cm



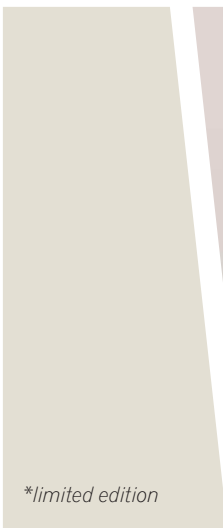
mustard

MWA-424-E	magnetic standing	34 x 23,5 x 15 cm
MWA-436-E	magnetic hanging	35,5 x 56 cm



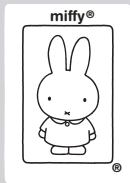
blue

MWA-424-F	magnetic standing	34 x 23,5 x 15 cm
MWA-436-F	magnetic hanging	35,5 x 56 cm



*limited edition





miffy



miffy

Sophie Vanhalst

**Classic miffy in contemporary colours**

Designed in the 50's and still very relevant today, miffy has become a friend of many children around the world and a design icon at the same time.

Atelier Pierre Junior is proud to present a new range of decorative accessories in 5 warm, contemporary colours. A money bank, the perfect gift to share the relevance of saving with our children. Or you want to leave a message? Check out the miffy magnets, they will help to hold the note for you!





key ring silver blue

MND-1507

6,2 x Ø 3,2 cm



key ring powder

MND-1307

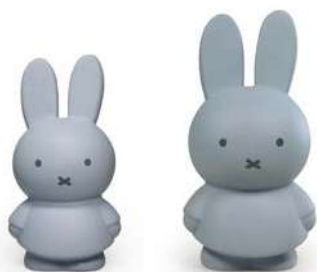
6,2 x Ø 3,2 cm



key ring pure

MNI-707

6,2 x Ø 3,2 cm



money box silver blue

MND-1512
MND-1517

small
medium

13,5 x Ø 7,2 cm
19 x Ø 10 cm



money box powder

MND-1312
MND-1317

small
medium

13,5 x Ø 7,2 cm
19 x Ø 10 cm



money box pure

MNI-712
MNI-717
MNI-718

small
medium
large

13,5 x Ø 7,2 cm
19 x Ø 10 cm
26 x Ø 14 cm



4 magnets in blister

MND-1525

silver blue - eucalyptus

4,6 x Ø 2,5 cm



4 magnets in blister

MND-1325

powder - terra

4,6 x Ø 2,5 cm



4 magnets in blister

MNI-725S

pure

4,6 x Ø 2,5 cm





key ring terra

MND-1407

6,2 x Ø 3,2 cm



key ring eucalyptus

MND-1707

6,2 x Ø 3,2 cm



key ring sand

MND-1207

6,2 x Ø 3,2 cm



money box terra

MND-1412
MND-1417

small
medium

13,5 x Ø 7,2 cm
19 x Ø 10 cm



money box eucalyptus

MND-1712
MND-1717

small
medium

13,5 x Ø 7,2 cm
19 x Ø 10 cm



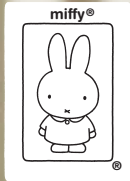
money box sand

MND-1212
MND-1217

small
medium

13,5 x Ø 7,2 cm
19 x Ø 10 cm





miffy



Sophie Vanhalst



miffy classic colours

Miffy, the most known character of the Dutch writer Dick Bruna, figures in more than 30 of his books.

Who else than this very cute little bunny behind her booklet could inspire more kids to be enthusiastic about reading!

miffy



miffy classic



4 magnets in blister

MNI-025S mix 4,6 x Ø 2,5 cm

money box large

MNI-018 red 26 x Ø 14 cm



key ring

MNI-007 red 6,2 x Ø 3,2 cm
MNI-107 blue 6,2 x Ø 3,2 cm
MNI-307 yellow 6,2 x Ø 3,2 cm

money box small


MNI-012 red 13,5 x Ø 7,2 cm
MNI-112 blue 13,5 x Ø 7,2 cm
MNI-312 yellow 13,5 x Ø 7,2 cm

money box medium

MNI-017 red 19 x Ø 10 cm
MNI-117 blue 19 x Ø 10 cm
MNI-317 yellow 19 x Ø 10 cm





3 pencils with eraser 
MNR-020S mix 21,5 x Ø 2,5 cm



4 magnets in blister 
MNR-025S mix 4,4 x Ø 2,4 cm



key ring 
MNR-007 red 6 x Ø 3,3 cm
MNR-107 blue 6 x Ø 3,3 cm
MNR-307 yellow 6 x Ø 3,3 cm



money box 
MNR-017 red 19 x Ø 10 cm
MNR-117 blue 19 x Ø 10 cm
MNR-317 yellow 19 x Ø 10 cm





“Vanhalst, a creative family business, designs affordable living accessories, ideal as a small attention or a gift for every occasion, but also as a personal treat.”

Mission Statement

Vanhalst, a creative family business, designs affordable living accessories, ideal as a small attention or a gift for every occasion, but also as a personal treat. Meticulous design is the basis for collections developed with a profound respect for people, the environment, tradition and authenticity with a view to securing the continuity of the company.

Vanhalst surprises. Our products have the power to make memories tangible and, therefore, prolong them. Design & personalisation elevate the product to a unique experience. Through the objects by Vanhalst and Atelier Pierre® brands, Vanhalst seeks to establish a meaningful dialogue with the consumer. Vanhalst wants to consolidate its leading position in gift articles and establish itself as a creative challenger in the living accessories market.

The company has 5 mutually reinforcing **core values**:

- Giving is living: the essence of what Vanhalst stands for
- Integrity & loyalty: acting from a genuine concern for customers, consumers and products
- Commitment: a team fuelled by passion
- Innovation: continuously innovating and transforming
- Simplicity: well-thought-out in terms of products, approach, work environment and communication

Mission Statement

Respectful entrepreneurship

In 2009, the Vanhalst company building was awarded the 'Quality Industrial Buildings of West Flanders' certification mark. The Vanhalst family values are clearly reflected in the design of the building. Not only creativity, simplicity, and functionality are important, there is also a focus on consideration for people, environment, budget and tradition.

In order to emphasize the extent of their involvement, Vanhalst also signed the 'West Flemish Charter for Sustainable Enterprise'. For this, a company voluntarily commits to work proactively on specific topics. This charter is a tool which allows to add structure to a sustainable enterprise policy, and it is the driving force for a continuous improvement of environmental, social, and economic achievements.

As part of this program, Vanhalst planted 1.000 trees on company grounds in 2013. Vanhalst installed an outdoor meeting room and gathering place amidst the trees in 2017.

The youngest project in this continuous striving for a perfect balance of biodiversity, is the welcoming of 80.000 new colleagues in our 'company forest'. Together with a local beekeeper we decided to help man and nature to enlarge the bee population in our region, a perfect illustration of the respectful entrepreneurship the company stands for.





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