

# I ♥ GOLF PARIS

ORIGINAL EIFFEL TOWER GOLF TEES



## LES TEES "TOUR EIFFEL" FRENCH TEES



### A "MUST-HAVE"

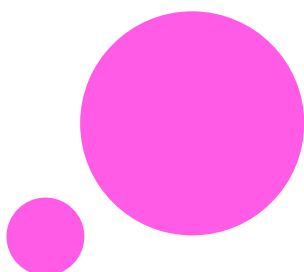
It was just asking to be created: the Eiffel Tower as a golf tee!

The Eiffel Tower like you've never seen it before!

### *TEE-OFF FROM THE EIFFEL TOWER*

Inventive, graphic, chic, trendy - and sold at Colette (Paris' trend-setting fashion mecca), the French Tee is already a resounding success on the Golf course.

Star of tees and tee of stars! Golf pros and famous VIPs alike have already made the French Tee their choice to stay trendy on the fairway.



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### 120 YEARS

The Eiffel Tower celebrates its 120th anniversary.  
The Eiffel Tower was inaugurated for the Universal Exhibition World's Fair of 1889 and is one of the world's most visited site with 7 million visitors annually.

### REPRODUCTION

The Eiffel Tower is the symbol of Paris par excellence and the inspiration for endless items from key-rings, bottles, lamps, candles, plates, caps, and t-shirts...

Everything... except golf tees!

Because it takes a golfer to imagine the Eiffel Tower upside down!

### CONCEPT

«The idea came naturally as I was going home in a taxi after a night out. It was a full moon and the outline of the Eiffel Tower appeared, with the moon just above it. In my mind's eye, the moon became a giant golf ball and the Eiffel Tower a huge tee! Back home I made few rough sketches and realised that the proportions worked out: I could re-invent the Eiffel Tower as a Golf tee!!» admits the creator of French Tees, Emmanuel Lapalus.



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### DESIGN

As for the French Tee design, Emmanuel Lapalus consulted an architect and friend, Mathieu Lesavre, who specializes in 3D modelling.

Together, they created a minimalist interpretation of the Eiffel Tower: graphic and modern, respecting the monument's proportions but removing some of the details to focus on the tower's clean lines and strong «silhouette effect»

### PACKAGING

#### **J'adore Paris !!**

French Tees are packed by the dozen in a chic printed sachet.

The packaging design evokes the skyline of some of Paris' timeless monuments recognized the world over with a transparent sachet reminiscent of colourful candy treats.

### COLOURS

French Tees are currently available in 4 colours: Pure White, Ink Black, Candy Pink and Fire Red



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### UNBREAKABLE

French Tees are made of soft plastic designed to preserve club heads during impact. They are unbreakable – unlike most wooden golf tees.

### SIZE

French Tees stand 2.8 inches (7cm) high.

### STANDARD

French Tees have been tested and approved by professional golfers, and can be used with woods and irons.



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### MADE IN FRANCE

French Tees are conceived, designed and manufactured in France.

For Emmanuel Lapalus, this is a key point :

«We are proud to have been able to work with French suppliers to control quality and remain competitive. The production process is closely monitored to achieve the desired result.»

### SOLD AT COLETTE

French Tees are sold at Colette, the famously trendy Parisian concept store.

The buyers at Colette found French Tees unique, exclusive, and chic - totally adapted to the store's renowned eye for style and innovation.

### DIFFUSION

The concept of the French Tees goes beyond the golfing world to reach a wider target than golf Pro-shops, and can also be found in dry goods stores, major department stores, airports, designer boutiques and, of course, online.





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## LES TEES "TOUR EIFFEL" FRENCH TEES



### INTERNATIONAL

French Tees offer the perfect opportunity to show off your eye for "French chic".

After all, what could be chicer than bringing a touch of Paris with you to your next golf game in New York or Tokyo?

### INTERNET

French Tees may be ordered online at

**[www.vanitee.fr](http://www.vanitee.fr)**

### CORPORATE GOODIES

Perfect for the corporate market as client gifts and promotional items as packaging and tees may be customized and branded.

### VANITEE

VANITEE is the trading company selling French Tees.

### PRICE

French Tees are sold around 8 € per pack of a dozen tees

### CONTACT

[www.vanitee.fr](http://www.vanitee.fr)

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