

COMMERCE

Christofle speaks to younger generation with impromptu entertaining

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Christofle Mood

By STAFF REPORTS

French silversmith Christofle is speaking to the changing norms of entertaining with a new self-contained set of flatware.

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Christofle's Mood is a 24-piece set of silver-plated forks, knives and spoons that fits into a specially designed egg-shaped stainless steel holder. The case of flatware is meant to blend form and function, keeping the set contained while also looking stylish.

Unplanned occasions

Mood contains six table settings, allowing consumers to host small gatherings, whether outdoors or around a dinner table. The brand intends the collection to be displayed on a table, counter or console.

Showcasing the many scenarios in which Mood would be a fitting companion, Christofle created a short film that brings the flatware to life.

At the start, a table setting sits on a table as classical music plays. All of the silverware except the fork disappears, and the fork moves to rest on the edge of the plate, creating the image of a turntable as the music turns to a pop tune.

The two halves of the Mood orb take on the image of speakers, as they vibrate with the music.

Mood then reappears outside at a picnic. The flatware leaps out of the container and takes places around a blanket, the pieces giggling as they interact.

Another scene portrays a romantic date, with a fork and knife as lovers. The couple looks on as other cutlery perform a dance, eventually forming the shape of a gem. This leads to an embrace and a kiss between the pair.

Showing Mood's place in the everyday, Christofle also shows the egg appearing at breakfast, as forks play around with the food laid out.

Mood by Christofle

Christofle has seen that the formal dinner is not as common as it once was, particularly among a new generation of consumers. Mood, which retails for \$1,000, enables the process of table setting to be a communal affair allowing for unfussy meals taken together.

In 2014, the silversmith hosted a series of dinners throughout North America to introduce its selection of tableware. Christofle's "Art of the Table: Traditional Dining for a Modern World" gathered 10 to 15 guests at one of the brand's showrooms or a private venue to explain trends in table settings. Giving an idea of new pieces and options for tablescapes may have inspired consumers to update their current silverware ([see story](#)).

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