

The image features two black metal lanterns with glass panels, set against a background of vertical wooden planks. The lantern on the left is smaller and has its door open, revealing a lit candle. The lantern on the right is taller and also contains a lit candle. The word "PRESENTATION" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

PRESENTATION

JDL
Jeanne d'Arc Living

Who is JEANNE D'ARC LIVING?

French heroine Jeanne d'Arc was a fantastic woman with an unusual willpower and determination. She didn't care about what one could and couldn't do at that time. She did her own thing and fought for her principles until the very end. We use her name in connection with our company because we believe that we can all learn something from her – also now, 600 years later. We should all have the courage to do our own thing and be different from the rest. From the very beginning, this has been one of our most important goals for our company. We still try to think out of the box and fight for what we believe in.

It's all about passion!

Lifestyle and furnishing the home and garden is something that interests most people, including us. Still, we've never just followed the latest trends but prefer to do our own thing and use our creativity. Recycling and flea market treasures have always played an important role in our lives and even as children, the joy of going "hunting" and finding unique things was almost indescribable. We get a similar feeling now when we renovate or patinate an old piece of furniture. Old things with lots of soul and story are essential to our lives, and as a natural consequence, the country style has always been close to our hearts.

All the best,

Vivian & [Signature]





Products

The company has various departments, including publishing of our own magazines and books. The red thread in anything we do – and our big passion – is the French/Nordic country style. In addition, we run a retail company featuring our own designs that are produced either in Denmark or abroad. We offer a wide selection of chalk paint, arts and crafts, clothing, home textiles, handmade items, DIY articles etc. All the products are designed by us and many of them are handmade.



Vision

Our dream is to be an internationally known company that always sticks to the original. We work in a determined way for unique products and good quality. Personal service must always be at the core. Our goal is to collect everything that our customers need to furnish their homes in true country style. All the products must be either our own design or reproductions of old things. We always strive to add the right patina to the items to make them look as authentic as possible.



Mission

We wish to create the characteristic, special and evocative French/Nordic country style which is all about small details. We strive to help people who are also passionate about this style and therefore, we've set the goal of offering useful tips and ideas to our customers, at the same time servicing them at a high, personal level.



PRODUCTS



VINTAGE PAINT

This fantastic feeling that arises the first time you paint with chalk paint is indescribable...something just happens to you when you find out how easy it is to use. No need for pre-treatment or preparations of any kind. It sticks to everything. We usually call it "girlie paint" because you're almost done before you've even started, and that fits nicely to our somewhat impatient temperaments here at the office. In addition, the result is just the way you want it: the authentic limestone look of old furniture. The paint's got no obnoxious smells and it's very easy to apply. Everybody here at the editorial office is crazy about this paint, and every Monday when we meet again after the weekend – and also sometimes during the week – we tell each other about our latest painting projects. The paint offers lots of combination options and you can mix, dilute and combine the colors in endless ways. We're passionate about offering you basic knowledge about the paint and lots of ideas on how to combine it.





Inspiration

The more we work with this paint, the more ideas we come up with.

We offer lots of inspiration on how to be creative with it through magazines and books, brochures and YouTube films.

More than just paint

The collection is very broad and includes all the accessories that you can think of: wallpapers, stencils, antique wax, various effect paints and much more.



JDL CLOTHING

The idea for our clothes collection is based on our own desire for a clothes style which is different from the typical style in the clothes stores and features a better fit.

We have two parallel collections. The relaxed "Casual" collection, which is classic with a twist and shows our love for simple details, and the romantic style which is the original JDL style, featuring a mixture of romantic, Victorian and bohemian styles.

The materials are usually cotton, linen and lace of a good quality, and the clothing is very comfortable and can be used all year round. This is something that we really appreciate. The collection also includes accessories such as bags and scarfs to complete the look.

Collections

The relaxed "Casual" is classic with a twist, and the romantic collection goes all the way and has lots of details and lace.

Design

Everything is designed with love for those details that make JDL Clothing absolutely unique.



FURNITURE

We've always loved furnishing our homes, preferably with lots of antiques, flea market finds and recycled furniture. Soon, however, we realized that much of the furniture that we needed for this particular style was quite difficult to get a hold of. That's why we've included a furniture reproduction department in our company. Mostly, we make reproductions of original French items but we also design furniture that fits the authentic country style. Furniture that we're missing in our homes or when we furnish a room for a magazine article.

The collection is very broad: anything from romantic, classic, white and worn items to raw, industrial furniture. We stick to the original but at the same time we contribute to creating the new interior design trend that's been developing for the past few years. To us, this combination turns into a very beautiful and personal interior design style.



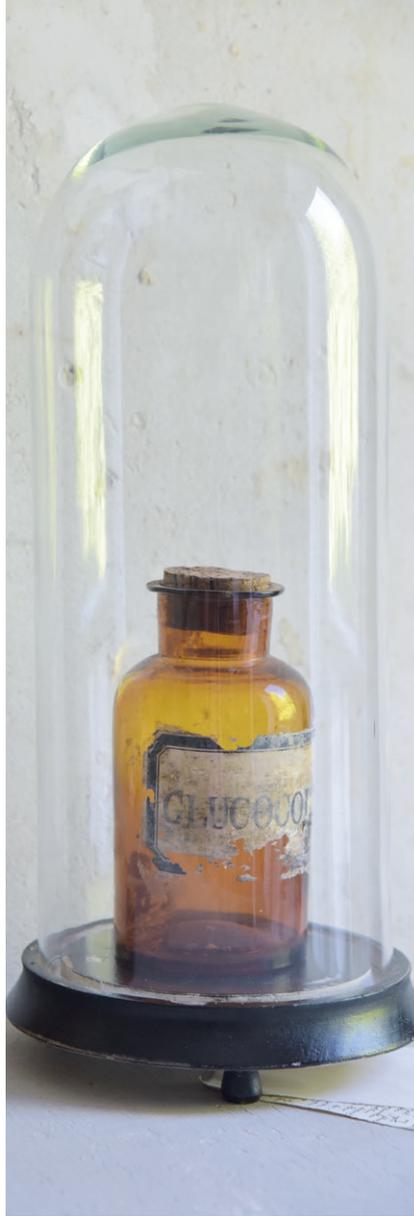


Style

The collection is very broad: anything from romantic, classic, white and worn items to raw, industrial furniture.

Atmosphere

We're crazy about French antiques, flea market finds and recycled furniture, and the atmosphere that they add to a room.



ARTS AND CRAFTS

Many things just "belong" to this interior design style and we've gradually added all of them to our collection of arts and crafts as standard goods. We focus on our desire to always offer these items: no matter how the trends of arts and crafts and interior design change, you know what you get at JDL. We stick to the style. That doesn't mean that we don't add new items or slightly change the style along the way, but basically, the original JDL style is still very popular. Again, many of our items are fine reproductions but some of the things are also designed by us because we're missing them in everyday life. Or because what's available on the market doesn't match our expectations.

Look

We want the products to feature the "right" authentic look with patina that resembles the original look as closely as possible.

Design

We've got fine reproductions but also many things designed by us.



HOME TEXTILES

Almost 14 years ago, we started out by turning some old flour bags with print into cushions. They became a small collection of home textiles made of linen with print, inspired by such old bags. The cushions were a huge success and throughout the years, our customers have connected those cushions with JDL. Today, our various collections are very broad.

The collections of home textiles made of linen are still very popular and they match most homes these days, but also the more romantic collections with insertions, which make us think of the original country style, are in high demand. Now, our collections for the living room, kitchen, garden, bedroom or bathroom are also supplemented with blankets and mats with beautiful designs that match the style.





Collections

We have home textiles for all the rooms in the house, and the garden. Today, our collections are very broad.

Materials

The materials that we use are always natural materials because that's what we like the most: nice linen and cotton qualities.



HANDMADE

Our handmade products have a very special story – in fact, they were the ones that started or founded JDL. Back then, as now, we produced a wide selection of cards, decorated boxes and wrapped soaps, and we also produced handmade Christmas and Easter decoration items at home in our living rooms. It was just Lonnie and myself, and our children were running around next to us. In this way, the handmade products are kind of our DNA.

The products are still both designed and produced here; not in our living rooms, or at least not that often, but at our small workshop here by the main office. This is also where stencils and posters are produced, and where the products are wrapped nicely to make them look good in the stores.

The products

Our handmade products are produced at our own small workshop.

Design

All our handmade products are designed by us with lots of love.



Jeanne d'Arc Living MAGAZINE & BOOKS

When JDL was founded, Lonnie and Vivian created articles for various home and lifestyle magazines as freelance writers. Today, their company is a retail company but also a publishing company where their own magazines and books are published.

The magazine Jeanne d'Arc Living is an ad-free lifestyle magazine which is published 8 times a year. It's full of creative DIY ideas, simple recipes, inspiring articles and beautiful stories about inspiring homes, furnishing items, European garden design and flower decorations – everything in French and Nordic country style. We create a magazine that sticks to the style without any disturbing ads. Obviously, that's a challenge which requires lots of editorial work and we do most of the work ourselves to keep costs down. The magazine is published in 7 languages and sold in large parts of the world. The books that we've published all cover a similar style and offer further inspiration on interior design. Two of our books are intended as inspiration on using our Vintage Paint.





The magazine

The magazine Jeanne d'Arc Living is an ad-free lifestyle magazine which is published 8 times a year in 7 languages.

Books

We've published lots of lifestyle books – most recently our annual calendar and two books full of inspiration on using our Vintage Paint.

**PETROL BLUE,
 LIGHT PETROL, OCEAN BLUE
 OG CHOCOLATE BROWN**

Vi elsker de petrolblå farver, som faktisk var de første vi valgte at få med i sortimentet dengang vi startede med at lave maling. De er alle stærke, stenede og neutrale. De er så smukke og anvendelige synes vi. Blår sammen med brun, får de her blå farver et fantastisk liv. Blå skulle virke berolgende og udstråle kramtænder. Mange af os elsker de bløde nuancer, som vi forbinder med naturen, himlen og havet. Måske netop derfor er det så flot sammen med træ. Blå er det vejrtrådt, der er næsten helt lyt efter mange års vind og vej og sammen med det mørke, rustikke træ. Det er alle sammen naturens smukkeste farver og de kan bruges alle steder. Du kan lave virkelig flotte møbler ved at kombinere disse farver.

Petrol blue Light petrol Ocean blue Chocolate brown



MARCH 2019 - WEEK 12

FRIDAY 22.

SATURDAY 23.

SUNDAY 24.

Chances aren't something you get but something you take.



Want to find out more?
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