



Suggested retail price:
LOUIS XV DECK: \$160

GRIMAUD

On sale on GRIMAUDPARIS.COM
& LE BON MARCHÉ RIVE GAUCHE



GRIMAUD REISSUES ITS LOUIS XV PLAYING CARDS IN COLLABORATION WITH {BnF} Bibliothèque nationale de France

Maître Cartier Grimaud has partnered with the BnF (National Library of France) to reissue its iconic Louis XV deck, first printed around 1895 and preserved today in the esteemed collections of the Bibliothèque nationale de France.

A timeless objet d'art rich in history, it will soon be available on Grimaudparis.com and at the Grimaud corner in Le Bon Marché Rive Gauche, Paris.



N° 1503

Jeux Louis XV
• Paris •
Jeux 53 Cartes

N° 1504

THE LOUIS XV DECK: ANATOMY OF AN ICON



This deck of cards was invented by Baptiste-Paul Grimaud in the 1890s. Its creation marked the desire of the Parisian Maître Cartier, renowned for the quality of his printing, to enrich his catalog with “fantasy” cards — in this case, transporting the player back to the court of King Louis XV. This imagery, steeped in references to the opulence and refinement of the Ancien Régime, gave rise to a deck designed for salons and private gaming circles. Cards to be admired... if you're lucky enough to hold them in your hands.



AN ARTISTIC AND HISTORICAL SENSIBILITY

At the time of the deck's creation, the Grimaud company was under the direction of one of the founder's nephews, Georges Marteau, a collector and lover of Japanese art and Persian miniatures. He enlisted the talents of artist Jules Habert-Dys, painter, engraver, and illustrator, an advocate of the burgeoning Art Nouveau movement, whose influence is

visible in the curves of the feminine faces and the floral and plant motifs. Chromolithography showcased the finesse of the drawings, and the first touches of dolphin blue and coral red appeared on the back of the cards and on the cases — signature colors of Grimaud card decks as we know them today.



Reissued for the holiday season, the Louis XV deck stands out as an exceptional gift to slip under the Christmas tree — ideal for game lovers and history enthusiasts alike. With its Art Nouveau-inspired figures and refined aesthetic, it will captivate aesthetes, collectors, and anyone seeking a unique, elegant present. Whether to embellish a festive table, liven up a family evening, or simply delight a curious mind, the Louis XV deck is an invitation to experience a timeless moment where heritage meets the joy of play.



PRESS CONTACT

SÉVERINE MORISSEAU — +33 (0)6.61.30.03.72
CONTACT@SEVERINEMORISSEAU.COM





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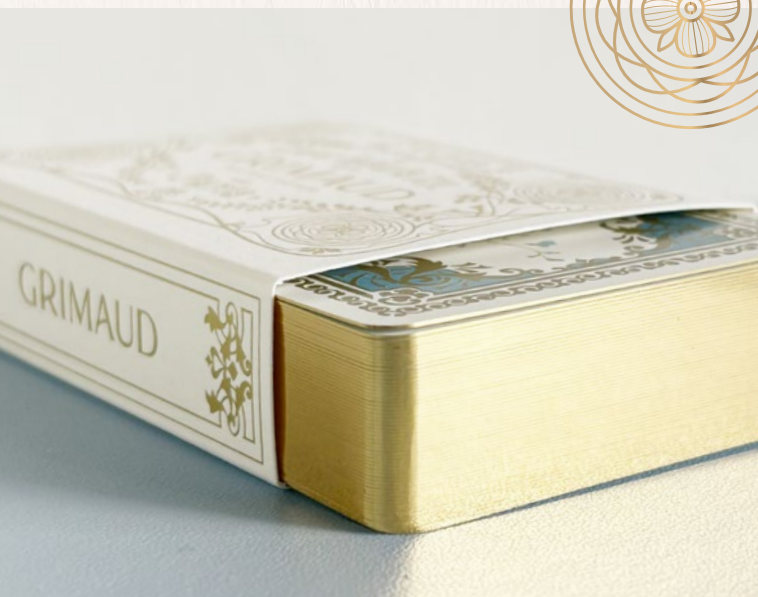
GRIMAUD AND THE BNF: A STORY OF FRANCE

The Grimaud firm and its heirs have enriched the French National Library's collection of playing cards through legal deposit and donations from Georges Marteau in 1916 and Paul Marteau in 1966, ensuring the preservation of the company's artistic choices and technical innovations.



Grimaud's story began in Paris, rue de Bondy, and continued in 1865 at 54 rue de Lancry, which housed the factory for 90 years. One year after the founder's death in 1899, Grimaud received its highest honor: The Grand Prix medal at the 1900 Universal Exposition. With this rich heritage, Grimaud celebrates the craftsmanship of yesteryear with passion, creating original card games and accessories for precious moments to share.

This reissue is thus part of the ongoing historical dialogue that has been nurtured for over a century between two emblematic institutions, united by a shared commitment to passing on heritage and upholding excellence in craftsmanship.



The Louis XV deck has been reissued today in its original Whist format — a very popular game in the 18th and 19th centuries. Grimaud cards feature innovative details introduced by Baptiste-Paul Grimaud, who not only popularized rounded corners but also introduced gilded edges to make the cards more resistant to shocks and bends.



Grimaud's mission: to offer the most beautiful playing cards possible, with the finest illustrations and finishes imaginable. The Maître Cartier collaborates with the best French artisans — from printing to illustration, embossing, and packaging design. The packaging itself is crafted by a renowned specialist based in the Bastille district of Paris.

Grimaud and the French National Library worked hand-in-hand to bring this historical deck back to life, respecting its technical specifics and remaining faithful to the original designs, thanks to an in-depth study of the BnF's precious collections.



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GRIMAUD REINVENTS GAME

Since its return in 2024, Grimaud has reconnected with its heritage while asserting a resolutely contemporary vision of gaming. The House produces a range of luxury card games and accessories, blurring the lines between works of art and popular entertainment. From the Tarot of Marseille to bridge, as well as the Oracle of Belline or dice games, several exceptional editions are offered to discerning enthusiasts as well as to passionate players seeking a sophisticated and lasting experience.



Baptiste-Paul Grimaud opened his workshop in Paris in 1848. This historic Maître Cartier relaunched in 2024 in the high end playing card market, with a focus on honoring paper craftsmanship from traditional printing to artistic illustration, all the way to eco responsible and high quality packaging.

The Bibliothèque nationale de France safeguards collections assembled over five centuries, primarily through the legal deposit established in 1537 by François I. It ensures the conservation and restoration of unique collections, totaling over 40 million documents of all types: books and periodicals, manuscripts, photographs, prints, maps, plans, scores, coins, medals, theater sets and costumes, audio and audiovisual materials, video games... Gallica, its digital library, allows free access to more than 10 million documents.



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