

Exclusive licences for the
unique Le Corbusier colours



“Colour is an incredibly effective stimulating tool. Colour is a factor of our existence”

Le Corbusier

LE CORBUSIER – A UNIQUE PERSONALITY

Le Corbusier (Charles-Édouard Jeanneret, * 06.10.1887 in La Chaux-des-Fonds, Switzerland – † 27.08.1965 in Roquebrune-Cap-Martin, France) is considered the most important architect of the modern age. He shaped the perceptions of modern architecture and of modernity itself.

Based on his exceptional experience, Le Corbusier developed – as a veritable masterpiece – a timeless colour system: the “Polychromie Architecturale”. The 63 colours are the formalization of Le Corbusier’s way of working and thinking, all inspired by nature. Le Corbusier’s life’s œuvre is one of abundance: many pioneering buildings

and influence on numerous important urban development around the world. He created impressive works of art ranging from paintings and sculptures to tapestries and engravings. He also designed timeless furniture classics that were well ahead of his time. Today, the Fondation Le Corbusier in Paris administers Le Corbusier’s œuvre.

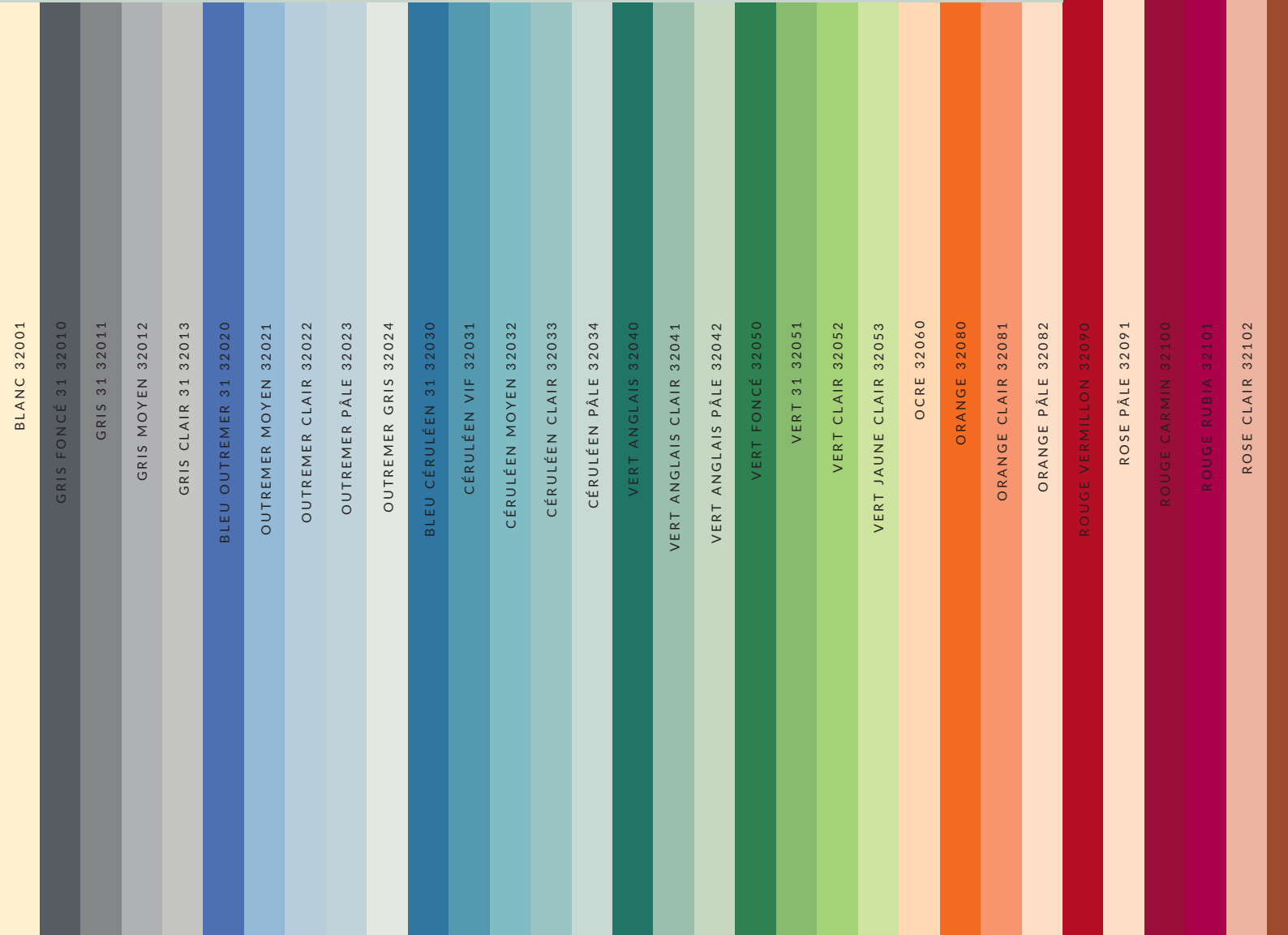


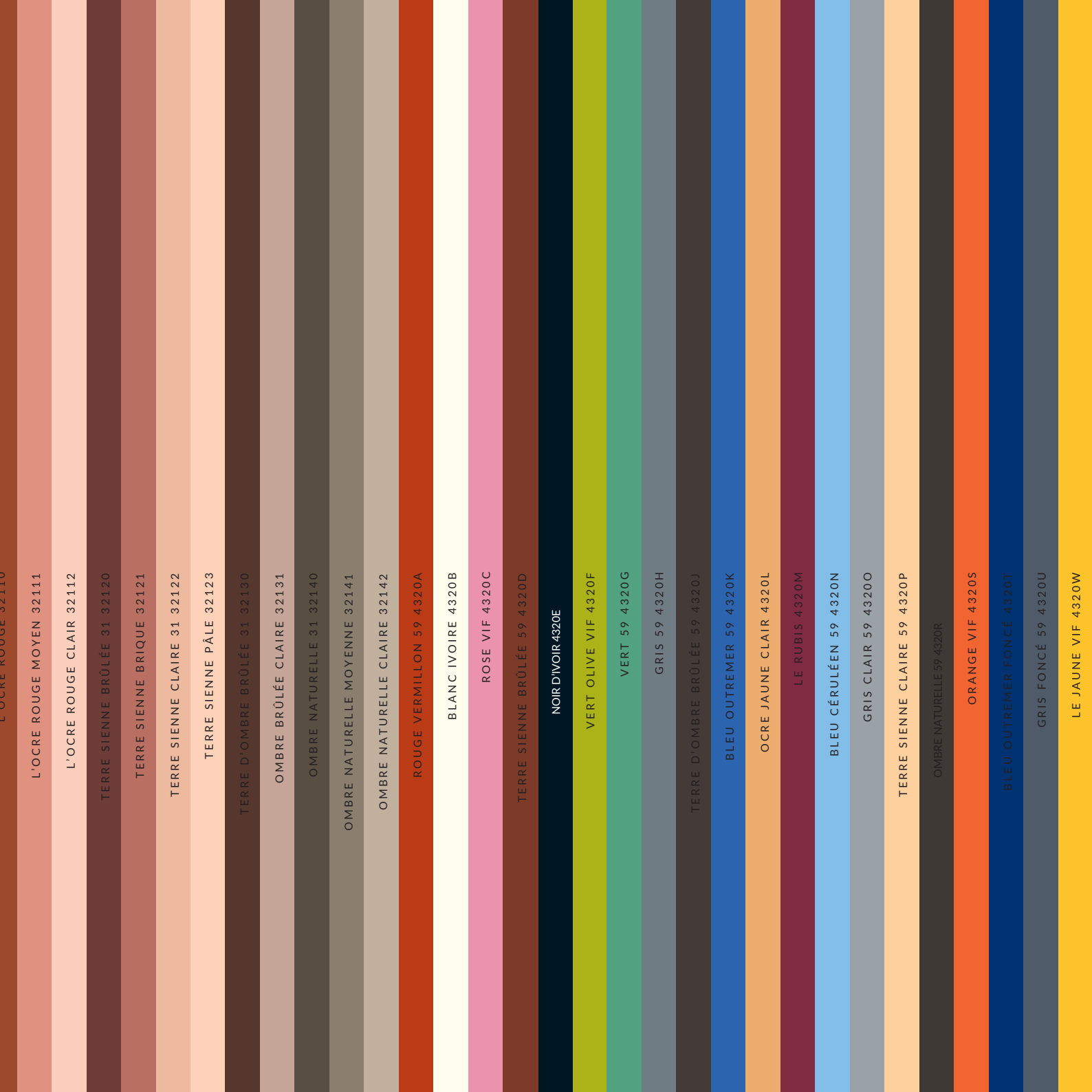
FONDATION LE CORBUSIER

The Fondation has exclusively entrusted the dissemination of the Architectural Polychromy to Les Couleurs Suisse AG.

LE CORBUSIER'S POLYCHROMIE

63 harmonious colours for unique design





L'OCRE ROUGE 32110

L'OCRE ROUGE MOYEN 32111

L'OCRE ROUGE CLAIR 32112

TERRE SIENNE BRÛLÉE 31 32120

TERRE SIENNE BRIQUE 32121

TERRE SIENNE CLAIRE 31 32122

TERRE SIENNE PÂLE 32123

TERRE D'OMBRE BRÛLÉE 31 32130

OMBRE BRÛLÉE CLAIRE 32131

OMBRE NATURELLE 31 32140

OMBRE NATURELLE MOYENNE 32141

OMBRE NATURELLE CLAIRE 32142

ROUGE VERMILLON 59 4320A

BLANC IVOIRE 4320B

ROSE VIF 4320C

TERRE SIENNE BRÛLÉE 59 4320D

NOIR D'IVOIR 4320E

VERT OLIVE VIF 4320F

VERT 59 4320G

GRIS 59 4320H

TERRE D'OMBRE BRÛLÉE 59 4320J

BLEU OUTREMER 59 4320K

OCRE JAUNE CLAIR 4320L

LE RUBIS 4320M

BLEU CÉRULÉEN 59 4320N

GRIS CLAIR 59 4320O

TERRE SIENNE CLAIRE 59 4320P

OMBRE NATURELLE 59 4320R

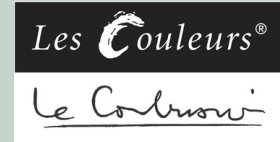
ORANGE VIF 4320S

BLEU OUTREMER FONCÉ 4320T

GRIS FONCÉ 59 4320U

LE JAUNE VIF 4320W

SIX REASONS TO BECOME A LICENSING PARTNER



BRAND OF AUTHENTICITY

The registered Les Couleurs® Le Corbusier® brand, with the original signature of Le Corbusier, represents the master's original colour collection and stands for the highest standards of colour quality and authenticity. Our manufacturers have the right to use the exclusive premium brand Les Couleurs® Le Corbusier® to differentiate themselves in a highly competitive marketplace.

AWARENESS

The name Le Corbusier guarantees to attract attention. With a unique trademark like Les Couleurs® Le Corbusier®, you can not only anticipate tremendous awareness when launching a new product line, but you can also breathe new life into an existing classic. Over 65,000 Les Couleurs accredited architects and designers worldwide actively support the brand.

PREMIUM NETWORK

Being part of an international network of award-winning brands with long-term partners results in outstanding leverage. The Les Couleurs® Le Corbusier® network allows significant synergies for both top line and effectivity matters. It creates a joint go-to-market impulse as well as cross-product inspiration based on the unique colours that allow a combination all the way through.

EMOTIONS

This powerful combination of colours and the Le Corbusier brand create an emotional tie with your clients and will meet all your own customers' needs in a unique and compelling way. Les Couleurs® Le Corbusier® combines your exclusive product lines with an emotional, easily recognised bond and works as a clear differentiator in your marketplaces.

63 UNIQUE COLOURS

The Les Couleurs® Le Corbusier® colour scheme offers 63 unique colours, each of them with a name and its own compelling story. Based on its multi-pigmented nature and its harmonic behaviour, the colour scheme is unique and has remained so over the years. The consistency is guaranteed by Les Couleurs Suisse AG entrusted by the Fondation Le Corbusier.

UP- UND CROSS-SELLING

With our award-winning, high-end and exclusive positioning Les Couleurs® Le Corbusier® brand, you can generate a tremendous pull effect that will positively impact your sales and how your company is perceived. This up- and cross- selling opportunity has already been successfully sized upon by several premium partners.

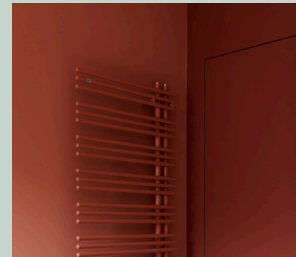


OUR PARTNERS:

PAINTS & POWDER COATINGS



IGP POWDER COATINGS



KABE FARBEN PAINTS

FEATURED IN:



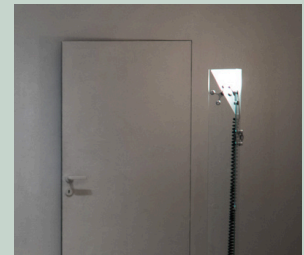
ZENTRUM
PAUL KLEE



KUNSTHAUS
MUSEUM



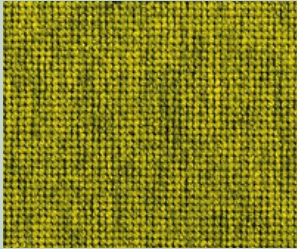
BAUKULTUR



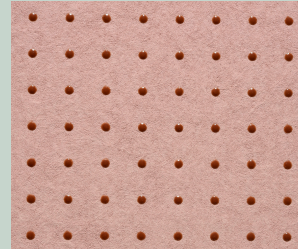
CØR
STUDIO



INTERIOR DESIGN



ANKER TEXTILE FLOOR



ARTE WALLS



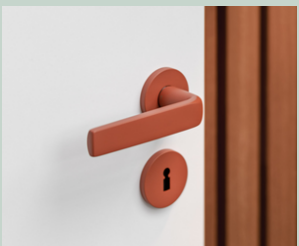
GIGACER CERAMIC TILES



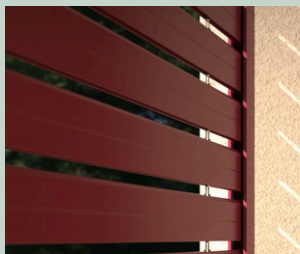
JUNG LIGHT SWITCH



FSB HARDWARE



BUILDING ENVELOPE & FURNITURE



REGAZZI SHUTTERS



HEROAL DOOR/WINDOWS



LEICHT KITCHENS



BOSSE | DAUPHIN GROUP

DESIGN LIFESTYLE PRODUCTS



TEKLA FABRICS



RADO WATCH



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With just 63 intelligently selected shades, Le Corbusier created colourful and emotionally beautiful atmospheres. This purist selection transforms Le Corbusier's polychromy into an aesthetically sophisticated, unique colour system and design tool in architecture.

Peter Ullmann, KARL BUBENHOFER AG, (CH)

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For us, Polychromie Architecturale is an essential and efficient design tool. It enables harmonious and coherent overall concepts through a targeted choice of colours that are both aesthetically and functional.

Ivan Marty, Architect, marty architektur ag

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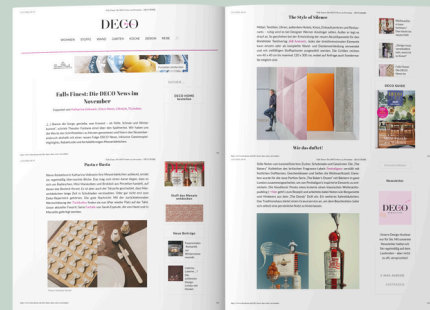
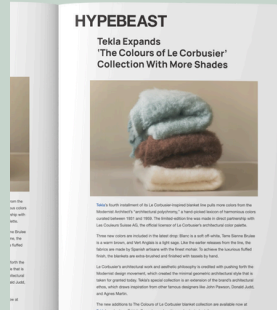
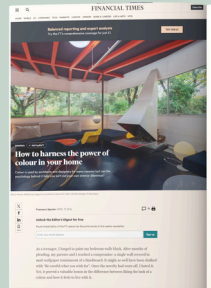
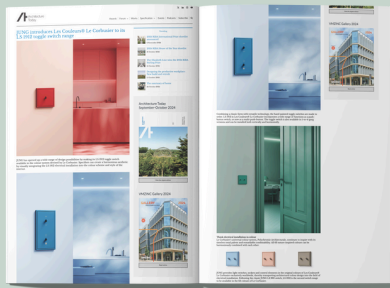
In the interior design industry, the name Le Corbusier® is an icon, a constant presence. Associating our wallcoverings with this name adds significant credibility. Since we strive for perfection in colour in all our designs, Le Corbusier® is an ideal match.

Philippe Desart, CEO, Arte International

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Move forward with the exclusive network.



BECOME A LICENSEE NOW

- Leverage of an authentic, strong brand
- Connect with architects and designers worldwide
- Arouse emotions and set accents
- Achieve sustainable up- and cross-selling of existing product lines
- Use inimitability as a unique selling proposition
- Benefit from the international and award-winning partner network
- Jointly develop additional growth markets and target groups

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GET IN CONTACT

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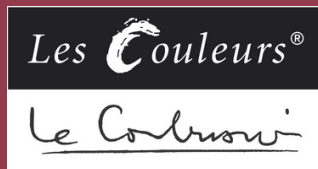
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SOCIAL MEDIA

IG: [@les_couleurs_le_corbusier](https://www.instagram.com/les_couleurs_le_corbusier)

FB: [@lescouleurslecorbusier](https://www.facebook.com/lescouleurslecorbusier)

Linkedin: Les Couleurs® Le Corbusier®



Les Couleurs® Le Corbusier® Worldwide exclusive
license for the original Le Corbusier colours

www.lescouleurs.ch

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