

LEFRANC
BOURGEOIS

PARIS-1720



DARE
Flashe®



Made in France





Flashe®

Extra-Fine
Multi-Surface
Ultra-Matt
Velvet Effect
92 Shades

Made in France



THE HISTORY OF *Flashe*®

For over 300 years, Lefranc Bourgeois has been innovating to offer artists paints worthy of their creativity. The first modern paint, Flashe, launched in 1954, perfectly illustrates this quest. Originally designed to meet the specific needs of theatres and operas, where sets on all surfaces had to be painted and repainted quickly with opaque and mate layers, Flashe quickly established itself as a reference in the fine art world. From its inception, the Flashe range became iconic with legendary artists such as Vasarely, Niki de Saint Phalle, Andy Warhol, JonOne, and many others.



Tim Zdey

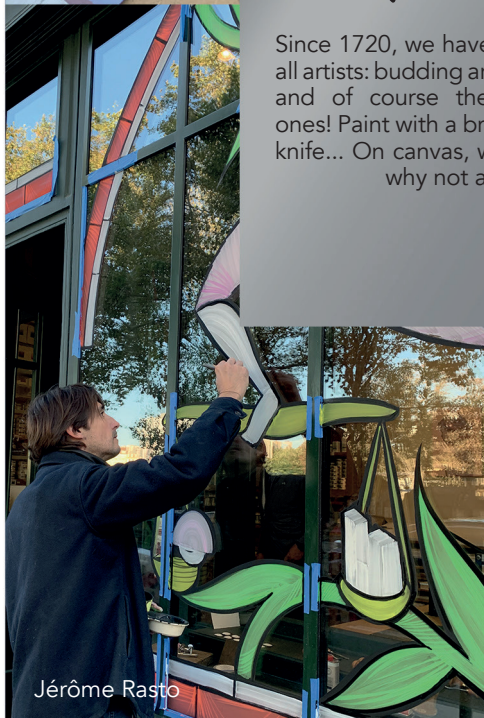


Paolo Troilo

We believe you can have fun painting.
So...

DARE TO *paint*

Since 1720, we have been by the side of
all artists: budding artists, weekend artists,
and of course the most experienced
ones! Paint with a brush, finger, or palette
knife... On canvas, wood, metal, glass or
why not all surfaces!



Jérôme Rasto



Sifat



NEW

Flashe® BIOSOURCED

Lefranc Bourgeois enriches its iconic range with 16 new biosourced colours, designed for artists seeking sustainable solutions. True to its identity, Flashe Biosourced offers an ultra-matt finish and precise coverage, whatever the surface: wood, canvas, paper, metal, glass, or ceramic. Made in France, this paint embodies a more environmentally friendly approach thanks to its 97% biosourced binder and its pot made from recycled and recyclable plastic.

16 NEW FLASHE COLOURS TO ENRICH THE PALETTE



16 new pastel shades complete the Flashe palette, perfectly integrating into the existing colour range.

These various hues make it easy to create:

- Pure and intense mixes: cadmium-free yellow light, cadmium-free orange, cadmium-free red deep



- Portraits: straw yellow, mars orange, manganese blue hue, bayeux violet, brueghel red



- Landscapes: pale ultramarine pink hue, powder blue, sea urchin grey, pale umber, pale terracotta, almond green, pale olive green, lilac violet



These new colours complement an already rich and varied range, offering artists even more creative possibilities.



« Painting with a biobased paint, like the new Flashe, allows me to remain consistent in my artistic approach, which I want to be virtuous.»

Tim Zdey

Tim Zdey is a muralist. He regularly creates monumental frescoes in public spaces and also works in his studio on canvas and wood. His work is inspired by natural optical phenomena and the infinite palette offered by living things.

True to his values of respect and sharing, he chooses to create his works with products that have meaning and a story to tell.

In the 1980s, Victor Vasarely, the great master of optical art, helped make Flashe's properties even more exceptional by collaborating with Lefranc Bourgeois' chemist experts to create a signature Flashe x Vasarely collection.

The first modern paint adopted by the greatest artists, Flashe celebrated its 70th anniversary in 2024. On this occasion, six international artists, all fans of Flashe, were invited to the factory to create their own colour and redesign the Flashe pot label: JonOne, RaKaJoo, Agnes Cecile, Thierry Lefort, Paolo Troilo, and Kelly Anna.

These artists were chosen for their ability to push limits and break boundaries.

Whether painting with their fingers, on sculptures, or investing monumental wall murals, they embody freedom, daring, and joy.

This unique meeting between art and chemistry, organised at the Le Mans factory, forever marks the history of Flashe.

Flashe® Collector Edition





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I came here to make my dream come true: to create my own colour with Lefranc Bourgeois.

JonOne's Colour: School Bus Yellow

JonOne created the «School Bus Yellow,» recalling his childhood memories in New York when he took the bus to school. A vibrant shade that evokes the energy and joy that flow through his work.

“

You're neither the beginning nor the end, you're a circuit through which colour will pass.

RaKaJoo's Colour: RakaJoo Red

RaKaJoo created the «RakaJoo Red» to symbolise his personal and artistic journey. This intense red is directly linked to his experiences, representing passion and determination. «RakaJoo Red» has become his signature, marking his work with a unique imprint and vibrating with an energy that is his own.



“

Visiting the factory was a rare and precious experience. The opportunity to create a colour that represents me is a dream come true for any artist. I am deeply grateful for this chance and will never forget it..

Agnes Cecile created Sakura Pink, a shade imbued with melancholic softness. Inspired by the delicate blooming of cherry blossoms, «Sakura Pink» often appears in her paintings, evoking intense emotions in her subjects and adding a poetic and expressive dimension to her work.





“

I create a colour and I really feel like I'm part of a small, humble piece of Lefranc Bourgeois history.

Thierry Lefort's Colour: Californian Blue Lefort
Thierry Lefort created «Californian Blue Lefort» in reference to the unique light and atmosphere of the urban landscapes of California, particularly Los Angeles and San Francisco.

“

Today has been a great day because I met the people who are at the base of my work and who participate every day in research to make my work even more precious with the paint I use.

Paolo Troilo's Colour: Troilo Grey

Using only his fingers to paint, Paolo Troilo developed a distinctive style where grey plays a central role. For him, this colour symbolises the depth and complexity of human emotions, oscillating between shadow and light, nuances and contrasts. «Troilo Grey» reflects both the technical mastery and the exploration of life and creation that characterises his work.



“

I'm at Le Mans to create my own paint colour, which is the most exciting thing I've done this year.

Kelly Anna's Colour: Kelly Anna Blue
Kelly Anna created «Kelly Anna Blue,» symbolising the strength and energy of the silhouettes she draws, celebrating well-being and bodily expression. A vibrant blue that captures the essence of movement and can be found in each of her works.





MULTI-SURFACE APPLICATION

Innovative, Flashe is an extra-fine paint offering unparalleled application freedom.

Thanks to its unique composition, it adheres directly to a wide variety of surfaces: canvas, wood, fabric, leather, metal, paper, polystyrene, plastic, and glass. Its uniform velvet finish restores the full power of colours, regardless of the surface, for taut matt coverage.

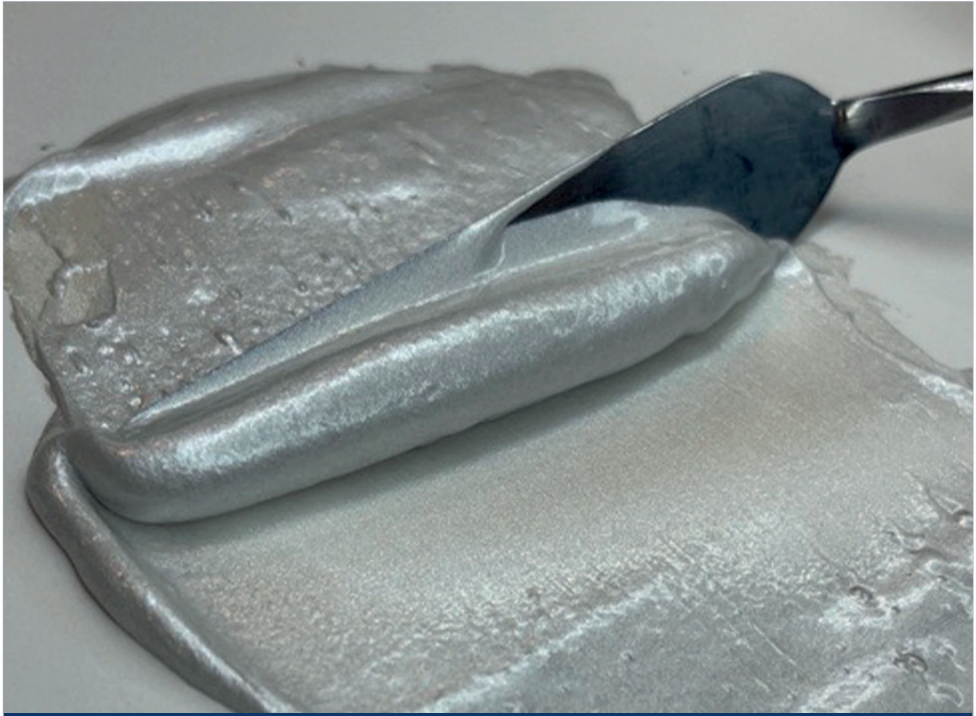
ULTRA-MATT



Its ultra-matt finish makes it the ideal ally for perfect coverage, precise details, and bold overlays. This finish enhances the depth of colours, sublimating them in all their nuances, and gives them a velvet effect.

The colour remains intact, without being altered by reflections. The total absorption of light by the paint preserves the richness and intensity of the shades.





UNIQUE TEXTURE

Soft, Elastic, and Creamy

Flashe's velvet texture, achieved with a vinyl resin and high-quality pigments, ensures smooth application and taut, sharp coverage.

- Creamy texture: allows for spontaneous brushwork.
- Soft and elastic texture: transforms into taut flat coverage.
- High coverage*, especially effective for opaque colours, it can also be used as a base for Oil or Acrylic, perfect for large formats and flat colour play.
- Durability: protects colours against the effects of time thanks to the exceptional quality of the resin and pigments.

Flashe allows coverage of an area five times greater than a standard Acrylic paint.

RICH PIGMENT COLOURS



An extra-fine paint with unique optical properties, Flashe enhances the beauty of shades. Special care is taken in selecting pigments to make Flashe a vibrant, absolute colour.

Developed in Le Mans, it is made from high-quality pigments specifically chosen for fine arts. Their high purity ensures brilliant colours, even when diluted, while offering exceptional durability.



La palette de couleurs *Flashe*®

92

Colours, ranging from solid tones to biosourced, pastels, iridescents, or fluorescents, made in France, make up the palette.

In addition to the new biosourced colours, other special colours are available:

FLUORESCENT Colours:

6 ultra-luminous and iconic shades.

- Light saturation: electrifying effect for the paint.
- Exposure to black light: optical and spatial, vibrant effect.

IRIDESCENT COLOURS:

12 iridescent shades for even more possibilities.

- Made from metallic pigments: provides a satin finish.
 - Metallic aspect: increases vividness.
 - Subtly reflects light.

Flashe® A PALETTE OF

JAUNE CITRON LEMON YELLOW 169	JAUNE JAPONAIS CLAIR JAPANESE YELLOW LIGHT 183	JAUNE SAHARA SAHARA YELLOW 194	ORANGE JAPONAIS JAPANESE ORANGE 476	ORANGE 201	ROUGE VERMILLON VERMILION RED 393	ROUGE D'ORIENT ORIENTAL RED 382	ROUGE RUBIS RUBY RED 388
S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■
PV4 M	P PV74 M	PV65 M	PV65 PV9	PV65 PV9	P PV9 M	PV122 M	P PV19 M
VIOLET PASTEL PASTEL VIOLET 785	BLEU OUTREMER ULTRAMARINE 043	BLEU REX ROYAL BLUE 047	BLEU DE COBALT (IMIT.) COBALT BLUE HUE 064	BLEU HOGGAR PHTHALO BLUE 036	BLEU OCEAN OCEAN BLUE 904	BLEU DE PRUSSE (IMIT.) PRUSSIAN BLUE HUE 046	BLEU CENDRÉ ASH BLUE 052
S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■
PV6 PV29 PV23	PV29 M	PV29 PV6	PV29 PB15.0 PV65	PV15.0 M	P PB15.3 PV6	PV29 PBK11 PB15.3	PV6 PBK11 PB15.0
VERT BRILLANT BRILLANT GREEN 550	VERT ÉCLATANT BRIGHT GREEN 554	VERT ANGLAIS CHROME GREEN 504	VERT OXYDÉ DE CHROME CHROMIUM OXIDE GREEN 543	VERDACCIO 500	TERRE VERTE CLAIRE LIGHT GREEN EARTH 860	VERT DE GRIS GREY GREEN 547	STIL DE GRAIN VERT STIL DE GRAIN GREEN 547
S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■
PV3 PV6 PV65 PB15.0	PV3 PV2 PV6	PV4 PV42 PB15.0	PV17 M	PV17 PBK11 PV42	PV17 PBK11 PV6 PV42	PV6 PV17 PBK11	PV129 M
TERRE D'OMBRE BRÛLÉE BURN'T UMBER 017	GRIS ROSE PINK GREY 254	TERRE D'OMBRE NATURELLE RAW UMBER 478	BRUN SÉPIA SEPIA BROWN 107	GRIS DE PAYNE PAYNE'S GRAY 204	GRIS GALET STONE GREY 242	GRIS NEUTRE NEUTRAL GREY 250	NOIR BLACK 265
S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■	S2 ★ ★ ★ ■	S1 ★ ★ ★ ■	S1 ★ ★ ★ ■
PV6 PV7	PV6 PV67	PV42 PV7	PV101 M	PV29 PV9 PV87	PB11 PV6	PB11 PV6	PB11 PV87
STIL DE GRAIN IRIDESCENT IRIDESCENT STIL DE GRAIN 638	ROSE DE PARME IRIDESCENT IRIDESCENT PINK PINK 639	BLEU CENDRÉ IRIDESCENT IRIDESCENT ASH BLUE 840	TERRE VERTE IRIDESCENT IRIDESCENT GREEN EARTH 861	GRIS ROSE IRIDESCENT IRIDESCENT PINK GREY 842	BLANC FLUIO FLUORESCENT WHITE 818	JAUNE FLUIO FLUORESCENT YELLOW 163	ORANGE FLUIO FLUORESCENT ORANGE 208
S2 ★ ★ ★ ■	S2 ★ ★ ★ ■	S2 ★ ★ ★ ■	S2 ★ ★ ★ ■	S2 ★ ★ ★ ■	S3 ■	S3 ■	S3 ■
5 PM1 PV74	5 PM1 PV122	5 PM1 PV29	5 PM1 PV23 PV15 PV13	5 PM1 PV23 PV87			

FLASHE BIOSOURCÉE / FLASHE BIO-BASED

JAUNE CLAIR SANS CADMIUM CADMIUM-FREE YELLOW LIGHT 897	ORANGE SANS CADMIUM CADMIUM-FREE ORANGE 919	ROUGE BRUEGHEL BRUEGHEL RED 359	ROUGE FONCÉ SANS CADMIUM CADMIUM-FREE RED DEEP 895	VIOLET LILAS LILAC VIOLET 640	ROSE D'OUTREMER PÂLE (IMIT.) PALE ULTRAMARINE PINK HUE 600	GRIS OURSIN SEA URCHIN GREY 885	VIOLET DE BAYEUX BAYEUX VIOLET 603
S3 ★ ★ ★ ■	S3 ★ ★ ★ ■	S2 ★ ★ ★ ■	S3 ★ ★ ★ ■	S2 ★ ★ ★ ■	S2 ★ ★ ★ ■	S2 ★ ★ ★ ■	S2 ★ ★ ★ ■
		PV65 PV9		PV6 PV122 PV23	PV6 PV23	PV6 PBK11 PB170	PV19 PV23

SOLIDITÉ À LA LUMIÈRE / LIGHTFASTNESS

★★ Couleurs d'une solidité complète même très dégradées
Colours with excellent lightfastness even when reduced

★ Couleurs très solides
Colours with very good lightfastness

★ Couleurs solides employées pures
Colours with good lightfastness when used pure

OP

□

92 COLOURS

MADE IN FRANCE

ROSE 351 S1 *** █ PWS PY19	ROUGE CARMIN CARMIN RED 366 S1 ** █ PR170 PR12	ROSE DE VENISE VENETIAN PINK 335 S1 *** █ PWS PR101	MAGENTA 432 S1 *** █ PR122 M	VIOLET ROUGE RED VIOLET 418 S1 *** █ PR122 PY19	ROSE DE PARME PARMA PINK 430 S2 ** █ PR12 PY19 PWS	VIOLET MINERAL MINERAL VIOLET 426 S1 ** █ PR122 PV23	VIOLET DE DIOXAZINE DIOXAZINE VIOLET 473 S1 ** █ PV23 M
BLEU DE CÉRULEUM (IMIT.) CERULEAN BLUE HUE 465 S1 *** █ PB15.3 PWS	BLEU LAGON LAGOON BLUE 449 S2 *** █ PB15.0 PWS	BLEU TURQUOISE TURQUOISE BLUE 450 S1 *** █ PWS PR16	VERT ÉMERAUDE (IMIT.) VIRIDIAN (IMIT.) 544 S1 ** █ PY3 PB15.0	VERT PHTALOCYANINE PHTHALOCYANINE GREEN 598 S1 *** █ PG7 M	TON VERT VÉRONÈSE VERONESE GREEN HUE 551 S1 ** █ PWS PWS PG7 PYL	VERT SOURCE WATER GREEN 557 S2 *** █ PWS PG7	VERT PRINTemps SPRING GREEN 544 S1 ** █ PYL PG7
JAUNE DE NAPLES NAPLES YELLOW 816 S1 *** █ PWS PWS PY42	JAUNE DE NAPLES CLAIR NAPLES YELLOW LIGHT 897 S1 *** █ PWS PY42 PBk11	IVOIRE IVORY 019 S1 *** █ PWS PY42	OCRE JAUNE YELLOW OCHRE 302 S1 *** █ PY42 M	TERRE DE SIENNÉ NATURELLE RAW SIENNA 482 S1 *** █ PY42 PB101	OCRE ROSE PINK OCHRE 817 S1 *** █ PWS PY42 PB101	OCRE ROUGE RED OCHRE 306 S1 *** █ PR101 M	TERRE DE SIENNÉ BRULÉE BURNT SIENNA 481 S1 *** █ PR101 M
BLANC WHITE 022 S1 *** █ PWS M	BLANC NACRÉ IRIDESCENT IRIDESCENT PEARL WHITE 827 S2 *** █ S MICAS	ARGENT IRIDESCENT IRIDESCENT SILVER 828 S2 *** █ S MICAS PBk7	NICKEL IRIDESCENT IRIDESCENT NICKEL 823 S2 *** █ S MICAS PBk7	OR CLAIR IRIDESCENT IRIDESCENT LIGHT GOLD 834 S2 *** █ S MICAS	OR FONCÉ IRIDESCENT IRIDESCENT DEEP GOLD 835 S2 *** █ S MICAS	CUIVRE IRIDESCENT IRIDESCENT COPPER 836 S2 *** █ S MICAS	BRONZE IRIDESCENT IRIDESCENT BRONZE 837 S2 *** █ S MICAS
ROUGE FLUO FLUORESCENT RED 409 S1 *** █	ROSE FLUO FLUORESCENT PINK 408 S1 *** █	BLEU FLUO FLUORESCENT BLUE 083 S1 *** █	VERT FLUO FLUORESCENT GREEN 340 S1 *** █				

BLEU POUDRE POWDER BLUE 870 S2 *** █ PWS PB29	BLEU DE MANGANÈSE (IMIT.) MANGANESE BLUE HUE 041 S2 *** █ PWS PB15.3	VERT AMANDE ALMOND GREEN 015 S2 *** █ PWS PY184 PG17	VERT OLIVE PÂLE PALE OLIVE GREEN 548 S2 *** █ PWS PY101 PY42 PG7	JAUNE PAILLE STRAW YELLOW 375 PWS PY184 PY45	TERRACOTTA PÂLE PALE TERRACOTTA 841 S2 *** █ PWS PR101	ORANGE DE MERS MARS ORANGE 367 S2 *** █ PR101 PY42 PBk11	TERRE D'OMBRE PÂLE PALE UMBER 862 S2 *** █ PWS PBk11 PY42 PB101

OPACITÉ / OPACITY

☐ Couleurs transparentes
Transparent colours
 ☐ Couleurs semi-transparentes, semi-opaques
Semi-transparent colours
 ☐ Couleurs opaques
Opaque colours
 S1 Série 1
Series 1
 S2 Série 2
Series 2
 S3 Série 3
Series 3
 M Couleurs mono pigment
Single pigment colours
 P Couleurs primaires
Primary colours
 S Aspect satiné
Satin finish

A COMPLETE RANGE

Lefranc Bourgeois offers **a complete range** of paints, sets and additives, as well as accessories to accompany all types of technique (brushes, stretchers and paper).

Products that allow every artist to create works where passion and emotion come together in a blend of colours and materials. All the additives and mediums in the Lefranc Bourgeois Acrylic range are compatible with the Flashe to create infinite possibilities.

Lefranc Bourgeois has thought of every artist, with packaging to suit every colour, from the small, light and easily transportable 80ml tube, the famous small 125ml glass jar, as irresistible as it is iconic to place on your palette, or the large 400ml, 750ml or 5kg jars for frescoes and other monumental works.





DARE
Flashe®



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