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Ricard

90 Years of Iconic Objects

Guillaume Picon

Olivier Moritz

ISBN	9782226500007
Publisher	Albin Michel
Binding	Hardback
Territory	World excluding France
Size	280 mm x 260 mm
Pages	240 Pages
Illustrations	100 color, 100 b&w
Price	£55.00

- To mark the 50th anniversary of the Pernod Ricard group in autumn 2025, the first book on its legendary advertising history
- Iconic items from popular design
- A celebration of the French "bistrot" heritage

This book pays tribute to nine decades of iconic advertising items from the Ricard brand retracing their history and their impact on our collective memory since the invention of pastis.

From the first bottles to the emblematic carafes and ashtrays, each item tells a part of the Ricard's history, shaped by the creative vision of Paul Ricard and his successors. The book delves into major advertising campaigns from the first poster with Darcelis "Garçon ! A Ricard" to the commercial jingles on the radio, painted walls, artistic collaborations and collections designed by renowned creators (Garouste and Bonetti, Yves Oppenheim, Olivier Gagnère, Marc Newson, Ronan and Erwan Bouroullec, studio 5.5, Yorgo Tloupas etc.)… Not to mention bucket hats, parasols, Citroën 2CV and other advertising caravans!

After revisiting the history of Ricard "*the real pastis from Marseille*" and its iconic bottle, the book showcases numerous Ricard items and comes back to its greatest advertising campaigns.

Text in English and French.

Guillaume Picon is a historian specialising in the study of institutional archives. He is the author of various books:*Larousse guide to kings of France* (Larousse, 2008), *Versailles: private invitation* (Flammarion, 2015), *Orient-Express: from the history to the legend* (Albin Michel, 2017).







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