

# **Press Releases**



The mysterious love lock

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## The mysterious love lock

As people around the world prepare to celebrate Valentine's Day, Phileas le cléateur offers us a wonderful love story...

Remember, in 2015, he was trying to save from destruction the symbols fixed by lovers on the railings of the Pont des Arts.

Among the hundreds of padlocks rescued, Phileas falls upon a rare nugget: a lovelock eroded by time, rain and pollution.

Engraved inscriptions leave the rescuer speechless.

#### Stack side: Michelle & Barack. Love forever



Such an association of uncommon first names can only point to the former first lady and the former President of the United States of America.

#### Face side: 20 years, 2009



The couple actually met in 1989 and were on an official visit to Paris in 2009.

#### A single thing to do: return the padlock to Michelle and Barack.

The aim of this Pont des Arts rescue mission is to return to lovers their padlocks, which they had considered lost for good.

Today, Phileas and his wife Amina dream to meet the illustrious lovers to personally return their love locks.

Furthermore, they wish to offer an exceptional present to Michelle ...

Help Phileas and Amina to make possible this incredible project: please, relay this beautiful story and watch the video which tells it.

https://youtu.be/XVmCvxTt\_UA

http://www.cadenasdamour.paris/

# **Historical background**

### Love locks: And if their rescuer was Phileas le cléateur?



Remember the Pont des Arts, the high place of world romanticism?

It welcomed numbers of couples, artists, film-makers, advertising executives. They came to place a love lock, with the intention to be inspired by the loving atmosphere of this place.

For almost 10 years, millions of padlocks accumulated on its parapets. 50 tons additional weight on this bridge, which had not been planned for such enthusiasm.

Couples, anonymous or famous, came from all over the world to increase the intensity of love in the center of Paris.

In 2014, the City hall of Paris decided to remove everything since the bridge was going to collapse.

Media companies began reporting this story, breaking the hearts of lovers around the world.

Among all these lovers, a Chinese couple refusing to let its padlock end in the trash, strives to find it.

After a few investigations on the Internet, our Chinese lovers discover a jeweler, *Le cléateur* which upcycles antik keys as jewelry items.

And it is exactly of an antik key and a carrier of keys which they needed to hope to save the testimony of their love.

And most importantly *Le cléateur* is situated in Paris...they just had to establish the contact and express their wish.

Phileas and Amina, co-founders of the brand of jewels, are touched by this request. For months, Phileas will furrow the bridge provided with old keys (the raw material of their creations of jewels) in search of this love lock.

During all winter and the spring 2015, he looked for it in vain.

At the same time, with the idea that other couples could make the same request, Phileas delicately opened hundreds of padlocks which he guarded in a safe place.

On June 1st, 2015, the City hall of Paris, gave the order to close Pont des Arts to the public, before total dismantling all the parapets.

In breaking news, part of the 65 tons removed from the various Parisian bridges will be sold by auction at this beginning of year 2017.

The proceeds from this sale are promised to be allocated to actions of solidarity and support for the refugee communities.

Only the lovelocks that Phileas rescued have a chance to find their happy owners.

## WHO ARE PHILEAS & AMINA?

# Phileas and Amina are the co-founder of the jewelry brand jewels *Le cléateur*.

#### Le cléateur creates unique, authentic, meaningful jewels.

Created in 2014, the company proposes a range of restored antik keys <u>plated</u> by precious metals such as gold.

Customers are invited to attribute a strong symbol to their key jewel; **the key of the happiness** or **the key of the heart** for instance.

For example, a father gives **the key of success** to his musician daughter for her first album release.

A man ordered **the key of "endless fountain of youth**" for his wife for their sixtieth anniversary.

Another customer ordered **the key of love** and **the key of the birth**, to celebrate a happy event.







https://www.le-cleateur.com/ https://www.le-cleateur.com/medias

# The video



https://youtu.be/XVmCvxTt\_UA

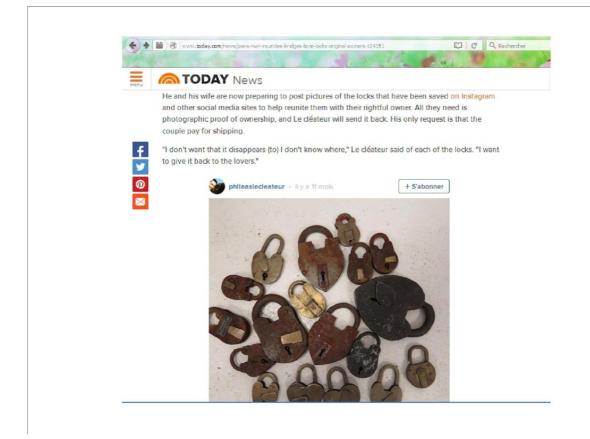
# **Press Review**





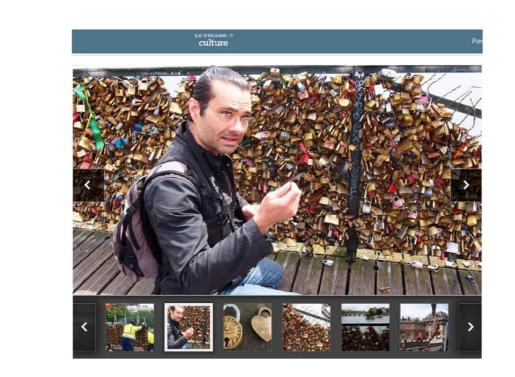
http://www.nbcnews.com/watch/nbc-news/key-to-the-heart-one-mans-campaign-reuniteslocks-and-lovers-454931011775





http://www.today.com/news/paris-man-reunites-bridges-love-locks-original-owners-t24151

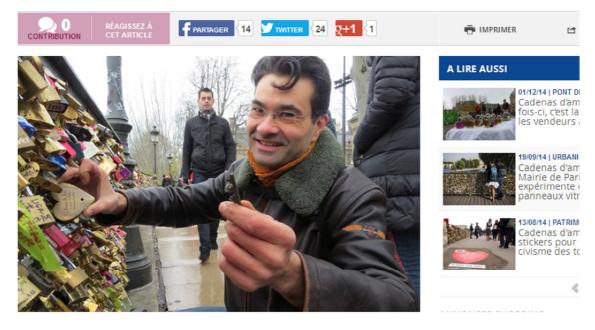
# LE FIGARO fr



http://www.lefigaro.fr/culture/2015/06/01/03004-20150601ARTFIG00343-cadenas-d-amour-le-pont-des-arts-se-met-a-nu.php



### Cadenas d'amour: Et si leur sauveur, c'était Philéas Le Cléateur?



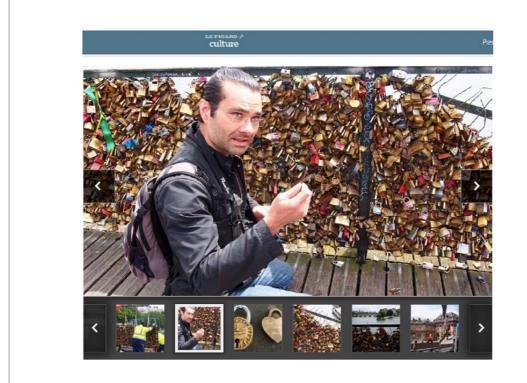
http://www.20minutes.fr/paris/1503087-20141218-cadenas-amour-si-sauveur-phileascleateur





http://www.bfmtv.com/societe/phileas-l-ange-gardien-des-cadenas-du-pont-des-arts-891303.html

## LE FIGARO fr



http://www.lefigaro.fr/culture/2015/06/01/03004-20150601ARTFIG00343-cadenas-d-amourle-pont-des-arts-se-met-a-nu.php





http://www.metronews.fr/paris/cadenas-retires-du-pont-des-arts-lundi-l-amoureux-contreattaque/moeE!fm8FV09TEthc/

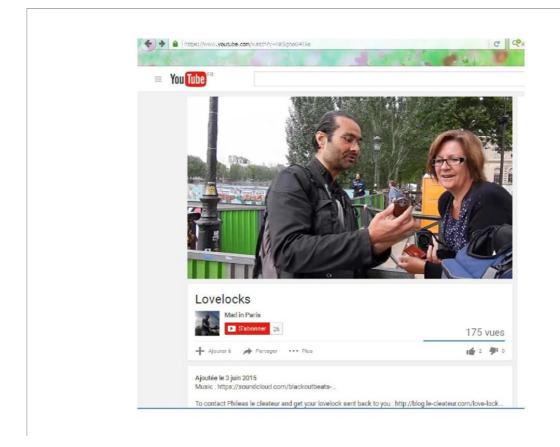




http://www.epochtimes.com/b5/15/6/8/n4453004.htm



#### MAD IN PARIS



https://www.youtube.com/watch?v=NKSghoG4YAs



#### REPORTAGE VIDEASTE.eu



DOCUMENTAIRE: Phileas le cléateur, sauveur des cadenas d'amour (www.videaste.eu)

https://www.youtube.com/watch?v=0pqnA-ZP5ls&feature=youtu.be

## Do you want to know more about it?

Did you watch the video? https://youtu.be/XVmCvxTt\_UA

Do you need further information? Don't hesitate to contact us.

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