



Petrusse

P A R I S

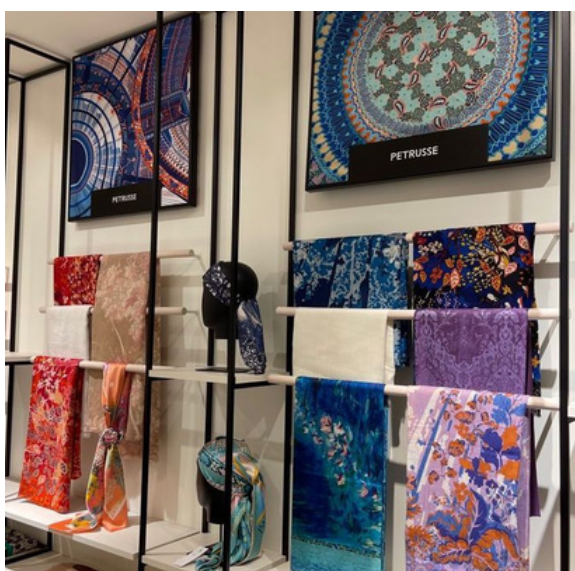
COMPOSITEUR D'ÉTOILES



OVER 25 YEARS OF EXCELLENCE IN THE SERVICE OF CREATION AND ARTISTIC HERITAGE

The beautiful story begins at the end of the last century... Inspired by the beauty of Indian cashmeres, the first Petrusse stoles were created in 1997. 25 years later, the soul of the House vibrates more than ever in unison with artistic, cultural or simply human emotions. Here is an overview of a quarter century of creation driven by excellence and the search for meaning.

At the origin of these 25 years of creation, a formidable emotion gathered in the heart of the Indian sub-continent.





EDITOR

For over 25 years, excellence has been our thread. Creativity, the link with artists and the art world, our pigment. What are we aiming for? Beautiful horizons.

We have always celebrated the combination of culture and craftsmanship. Inspired by artists, we have forged a free spirit and a vibrant signature, where colour relentlessly serves expression and emotion.

The year 2023 was marked by the launch of the Petrusse Art Gallery, a space dedicated to the exhibition and sale of certified unique pieces and stoles from iconic collections in limited series. Because a stole is above all dreamed and designed as a work of art, our Maison does not hesitate to invest in other universes along the red thread of creation and inventiveness.

We are also fully aware of the times and the issues at stake as we look to the future. Between social and environmental responsibilities, we are committed to creating meaning and links.

Our stoles are designed to last. Always. Fabrics created to embrace you and never leave you. We have created this new Storyfeeling collection, stories on the skin that are as alive and vibrant in colour as our creative impulses. Each scarf with a unique story has been designed as a limited edition. Each piece becomes even more precious when it comes into contact with your skin and becomes part of your daily life and stays there for a long time.

We share our dreams and utopias with you. A place where art, energy and intuition are one. Metamorphoses, outbreaks, immersion, meditation, peace. Absolute calm. Enter the dream of Petrusse...

Florence Lafragette,
President and Artistic Director of Maison
Petrusse

A RESPONSIBLE DEVELOPMENT

Limited and exclusive editions, reissues of timeless and eternal models, expanded artistic collections... all initiatives that allow this artistic heritage company to continue to shine in the firmament of creation. Collection after collection, Florence Lafragette has considerably expanded the catalog, notably with the launch of new products and new lines such as decoration.

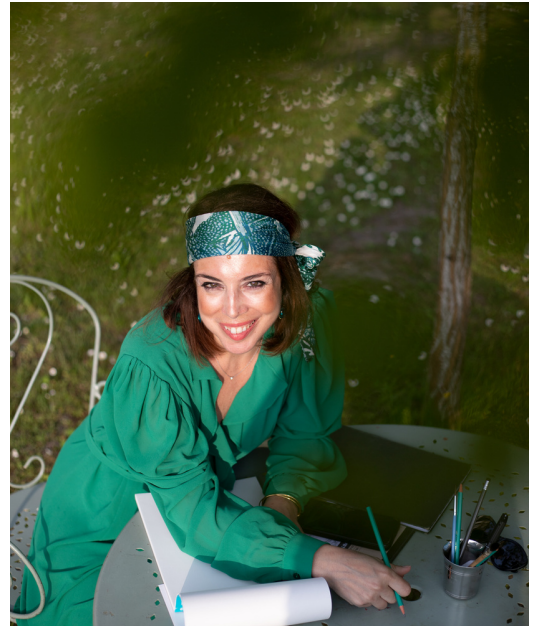
It also redesigned the brand's communications, developed digital tools and supported the company's expansion into a larger number of international markets. Not to mention a strong commitment to sustainability, which has resulted in the relocation of part of the production to France. An increasingly significant portion of which is produced in the Château Mauriac workshops.

FLORENCE LAFRAGETTE BRINGS A NEW MOMENTUM

2019 will be the year of a handover. After a brilliant start to her career in the worlds of wine and cosmetics, Florence Lafragette is buying the company with multiple ambitions: to perpetuate this human adventure of transmission and passion, to continue the creative momentum, to strengthen the artistic and patrimonial anchoring of the company's values and to adapt it to the environmental and societal issues of the 21st century. En peu de temps, la nouvelle Présidente et Directrice Artistique s'impose comme une créatrice de talent.

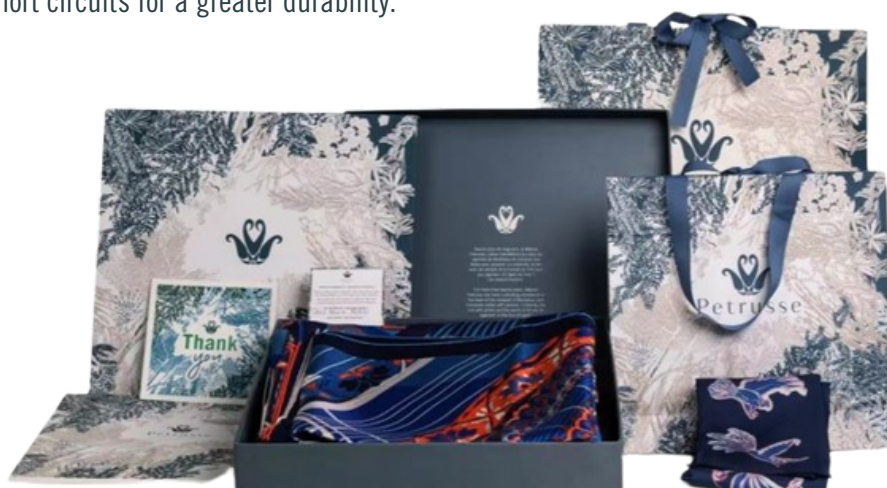
Collection after collection, the brand's catalog is enriched: to the lines developed for women and men, a home decoration line (fabrics and wallpapers) is now added. A new partnership was formed to create yoga mats with the patterns and colors of a signature print of the House. International expansion was consolidated with significant gains in market share.

Under the leadership of Florence Lafragette, the values of the Maison truly become the cornerstone of its development. As a company of artistic heritage, Petrusse intensifies its collaborations with the world of Art and offers a range of products that are ever more inspired. If passion remains at the origin of the creations, the ethical and responsible dimensions are also at the heart of the concerns. The materials are respectful of the environment and the manufacture privileges the short circuits for a greater durability.

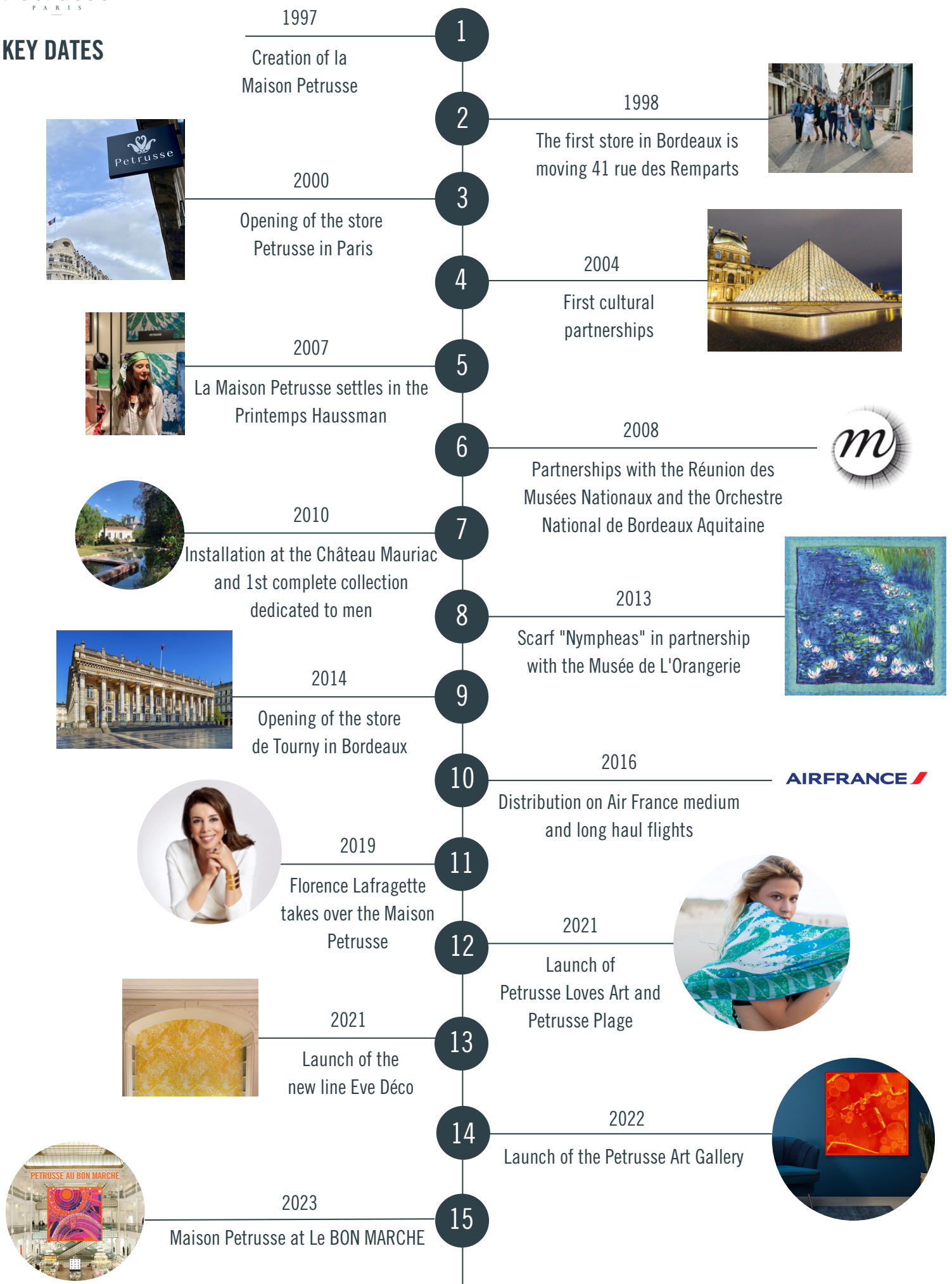


2022 promises to be a great year, marked by two dazzlingly creative collections, numerous solidarity actions and a special focus on eco-responsibility.

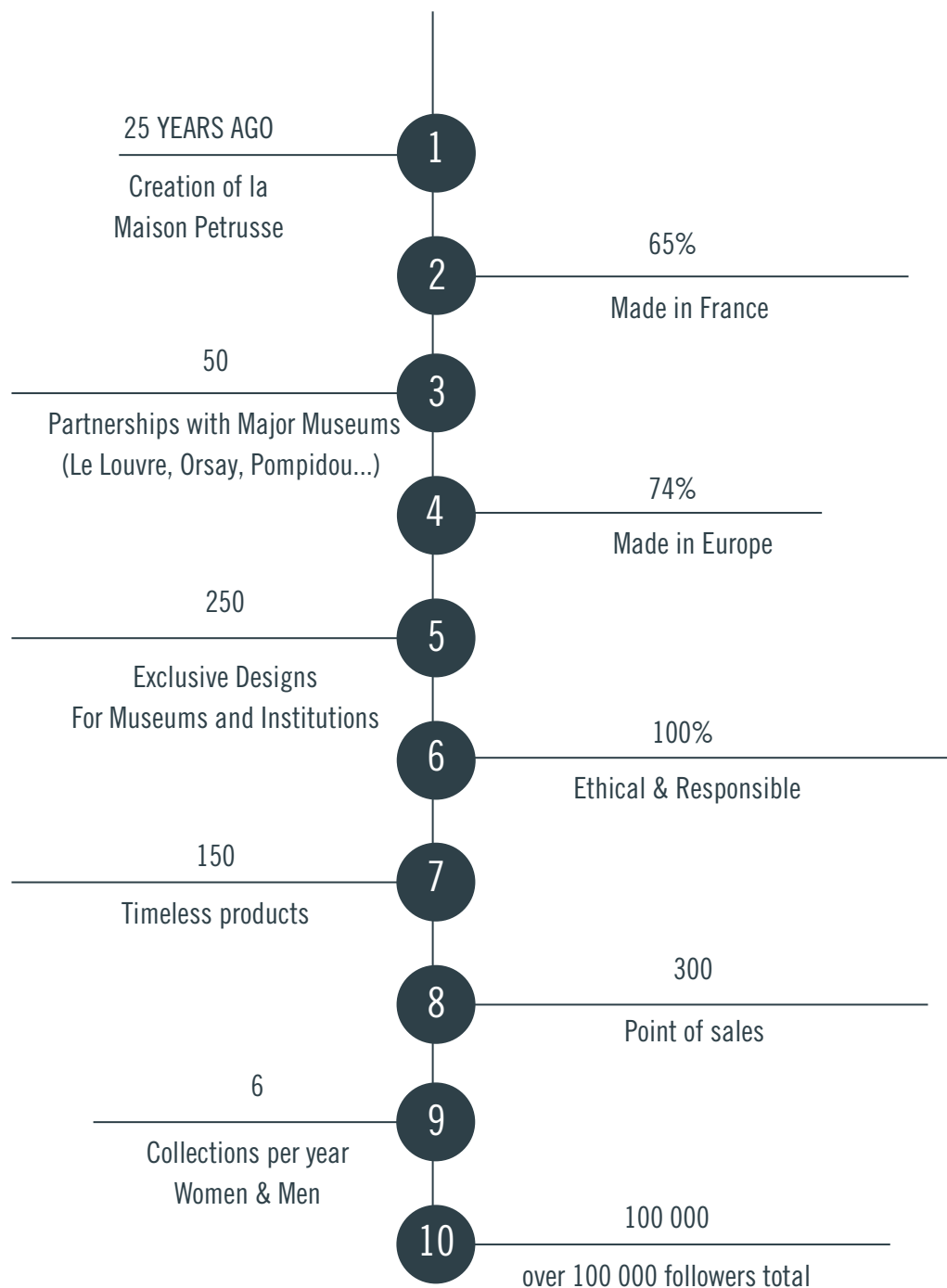
Like a new start, this 25th anniversary is written into the history of the brand as an impulse to take a new impulse that is resolutely creative, ethical and responsible. La Maison Petrusse is more than ever turned towards the future, with passion and determination.



KEY DATES



KEY FACTS





INFORMATION & CONTACTS

Our Atelier

Château Mauriac
33210 Langon Bordeaux, France

Our Stores

8 allée de Tourny – Bordeaux
1 rue des Remparts – Bordeaux
46 boulevard Raspail – Paris VIIème (with show room)

The products of Maison Petrusse are available at:

Printemps Haussmann et réseau Printemps

Le Bon Marché

Galleries Lafayette

As well as over 300 POS world wide

Contact

Florence Lafragette | CEO and Creative Director
florence.lafragette@petrusse.com

Valerie Alessio | Business Development
reve@petrusse.com

To follow Petrusse online :

www.petrusse.com

 [creationPetrusse](#)

 [petrusse_official](#)

 [petrusse](#)

 [Petrusse](#)



Petrusse

P A R I S

