



Petrusse
PARIS

COMPOSITEUR D'ÉTOILES





EDITO

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.

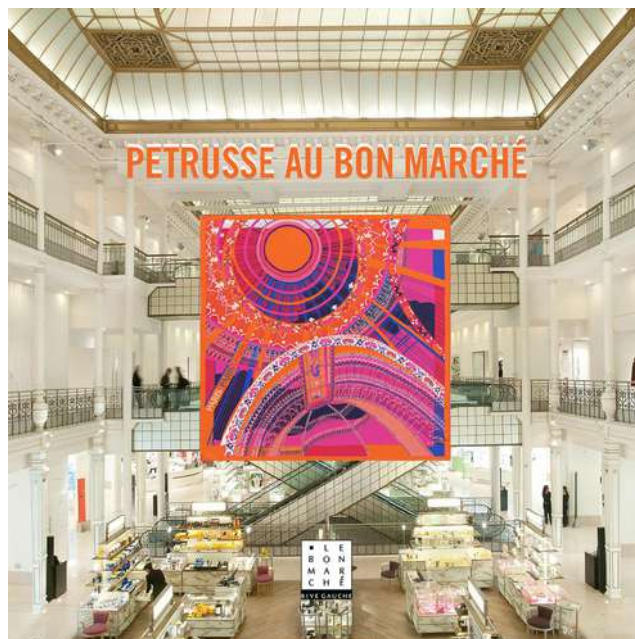
We share our dreams and utopias with you. A place where art, energy and intuition are one. Metamorphoses, outbreaks, immersion, meditation, peace. Absolute calm. Enter the dream of Petrusse...

Florence Lafragette,
President and Artistic Director of Maison
Petrusse

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.



An Indian inspiration

For all travel and art lovers, India remains a destination like no other. Between initial shock and dazzlement, it is difficult not to be amazed by the beauty of the local ornaments and the large stoles worn by the Indians in all circumstances. Shimmering colors, varied patterns, textiles of infinite finesse, weavers who perpetuate ancestral traditions...

For Maison Petrusse, the delicacy of these woven shawls and the fascinating world of traditional know-how will be the starting point of a new story. The objective? To create stoles and scarves conceived as true works of art.

Shortly after, the first pieces are born. Silky stoles, elegant scarves, warm shawls and precious fabrics... officially founded in 1997, the Maison Petrusse is gradually imposing its personality and reviving the fashion of the cashmere pattern in France.





DIVERSIFICATION AND ARTISTIC HERITAGE

The first boutique opens in Bordeaux, soon followed by another on the boulevard Raspail, in Paris. The creations diversify. The collections grew and the first partnerships were formed with cultural institutions, such as the Réunion des Musées Nationaux and the Orchestre National de Bordeaux Aquitaine.

2010 is a key date for Maison Petrusse. In view of the success of the brand and the necessary development of its workshops, the House acquires the Château Mauriac, located in Langon. A romantic place if there is one since it was built in 1860 by the grandfather of the writer François Mauriac.

That same year, the first collection dedicated to men is launched. Over the years, the House of Petrusse continues to impose itself in the respect of the weaving traditions. It also innovates with artistic creations that tell a story. The greatest museums and castles call upon the inspiration and know-how of the house to translate the most beautiful pieces of their heritage into scarves or stoles.



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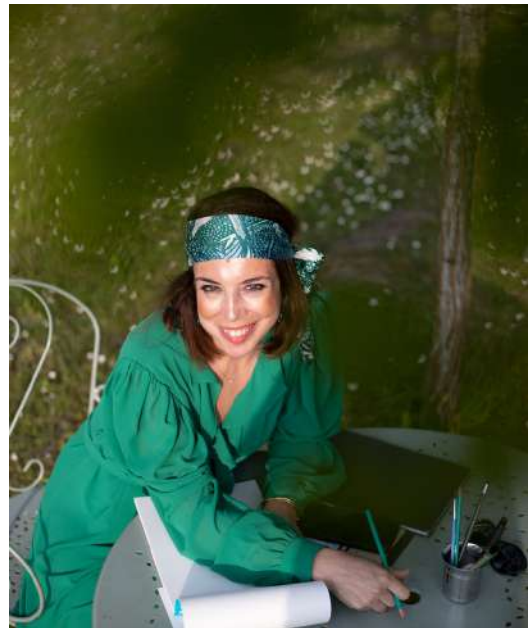


FLORENCE LAFRAGETTE BRINGS A NEW MOMENTUM

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.

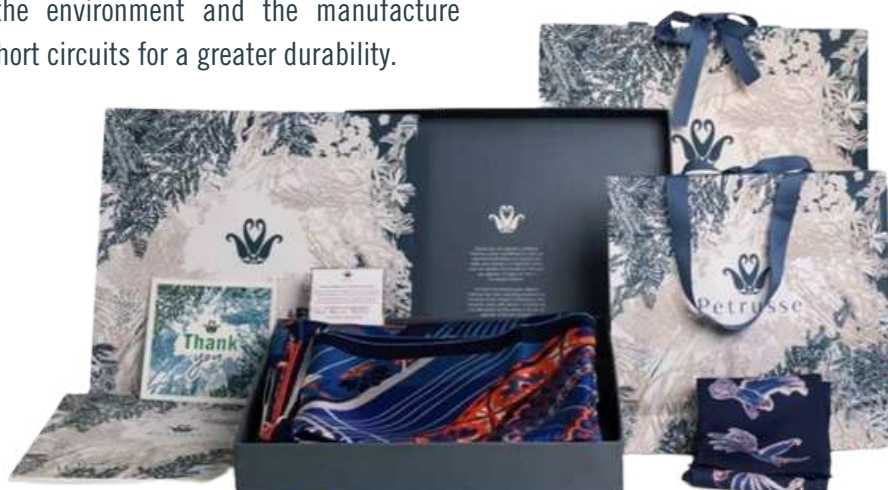
Collection after collection, the brand's catalog is enriched: to the lines developed for women and men, a home decoration line (fabrics and wallpapers) is now added. A new partnership was formed to create yoga mats with the patterns and colors of a signature print of the House. International expansion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



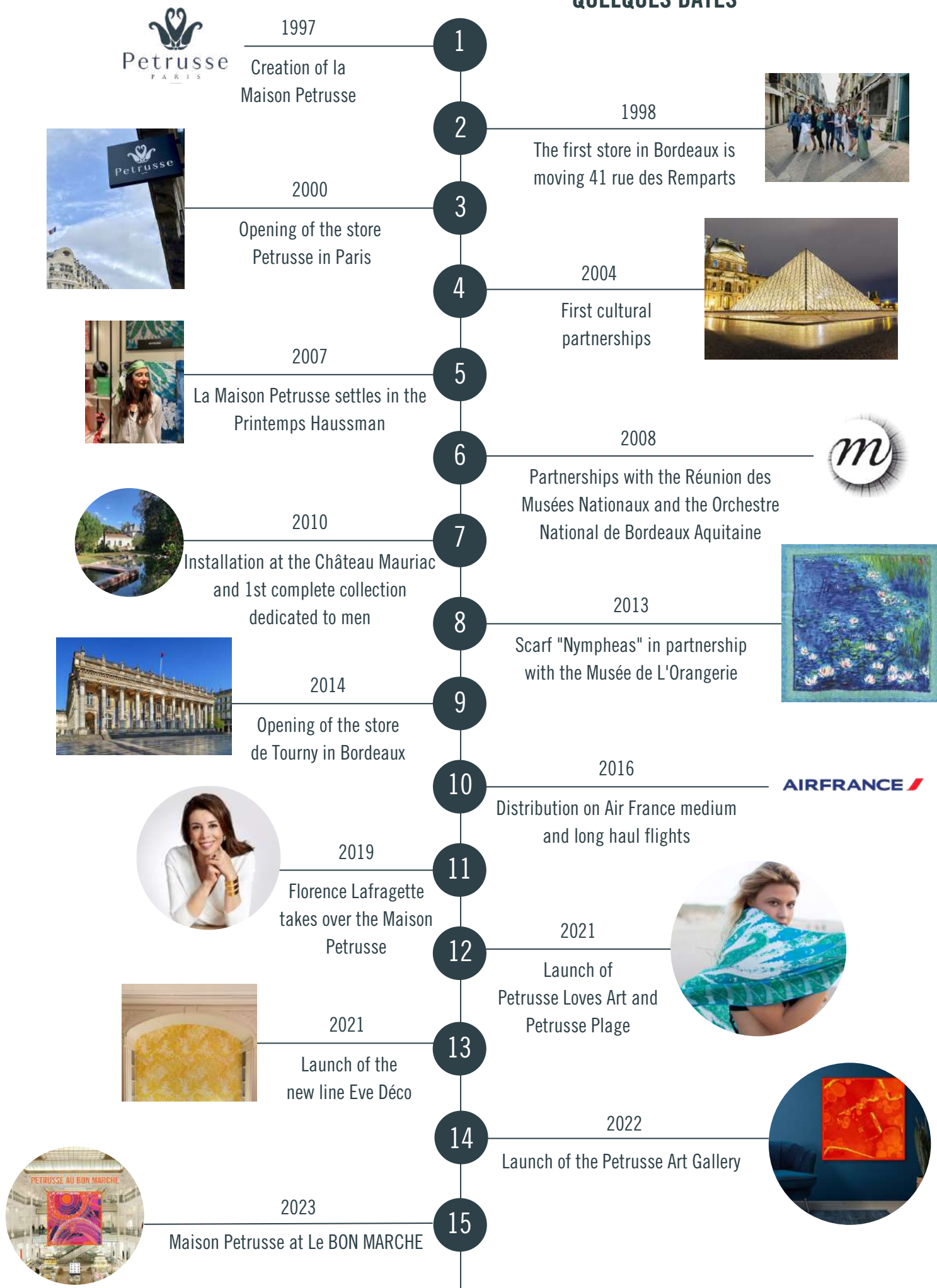
2022 promises to be a great year, marked by two dazzlingly creative collections, numerous solidarity actions and a special focus on eco-responsibility.

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.





QUELQUES DATES



FLORENCE LAFRAGETTE ITINERARY OF A PASSIONATE

The arrival of Florence Lafrayette at the head of Maison Petrusse in 2019 marks the opening of a new chapter in the life of the company. Let's take a look at the career path of a woman who is as inspiring as she is inspired and who has never hesitated to take 180-degree professional turns!

Born in Bordeaux into a family of six generations of winegrowers, Florence Lafrayette was not, however, destined for a career in the wine industry.

FROM VINEYARDS TO COSMETICS

Tempted for a time by the profession of lawyer, she was caught up in her family history during a stay in California. Seduced by the vineyards and vintages of the Napa Valley, she returned to her roots and took over the management of the family châteaux.

At the age of 25, she took over the management of three châteaux (Médoc, Pessac-Léognan, Graves) and created an association of women winegrowers called "Les Médocaines" with three other women producers. The objective? To promote wine tourism and bring more conviviality to the sector by telling stories through wine.



A few years later, her pronounced taste for innovation and new horizons pushed her to radically change course. She headed for the capital and the multinational L'Oréal. She became International Director of Communication and Digital Marketing for the famous cosmetics brand Helena Rubinstein.

Following this valuable leadership experience, Florence became Deputy Executive Director of the L'Oréal Foundation, where she developed social impact programs focused on education and cosmetic care programs for women on the road to rehabilitation or recovery.



A NEW CREATIVE IMPULSE

After a few successful years, this art lover was caught up in the need to express her creativity and tell stories through her drawings. Florence wants to imagine, invent, dream... and get back to a meaningful entrepreneurial adventure.

By chance or coincidence, she found La Maison Petrusse on her way, whose creations she has always adored. Between the founder and Florence Lafrayette, the passing of the baton is obvious. Florence becomes President and Artistic Director in 2019. Three years after taking office, Florence Lafrayette has naturally taken on the artistic and heritage values of the brand and has reenchanting them to make them more vibrant.



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 Lafrayette 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.

THE CHÂTEAU MAURIAC, AN ADDRESS STEEPED IN HISTORY AND IN THE VINEYARD OF BORDEAUX

Since 2010, the creation and manufacturing workshops of Maison Petrusse have taken up residence at Château Mauriac, in the heart of the Bordeaux vineyards. A romantic place if ever there was one, the Château Mauriac has become the perfect setting for a brand that maintains privileged links with the world of art and culture.

Originally, the brand was located in the suburbs of Bordeaux. Caught up in its success, the company had to look for new premises to ensure the development of its activity.

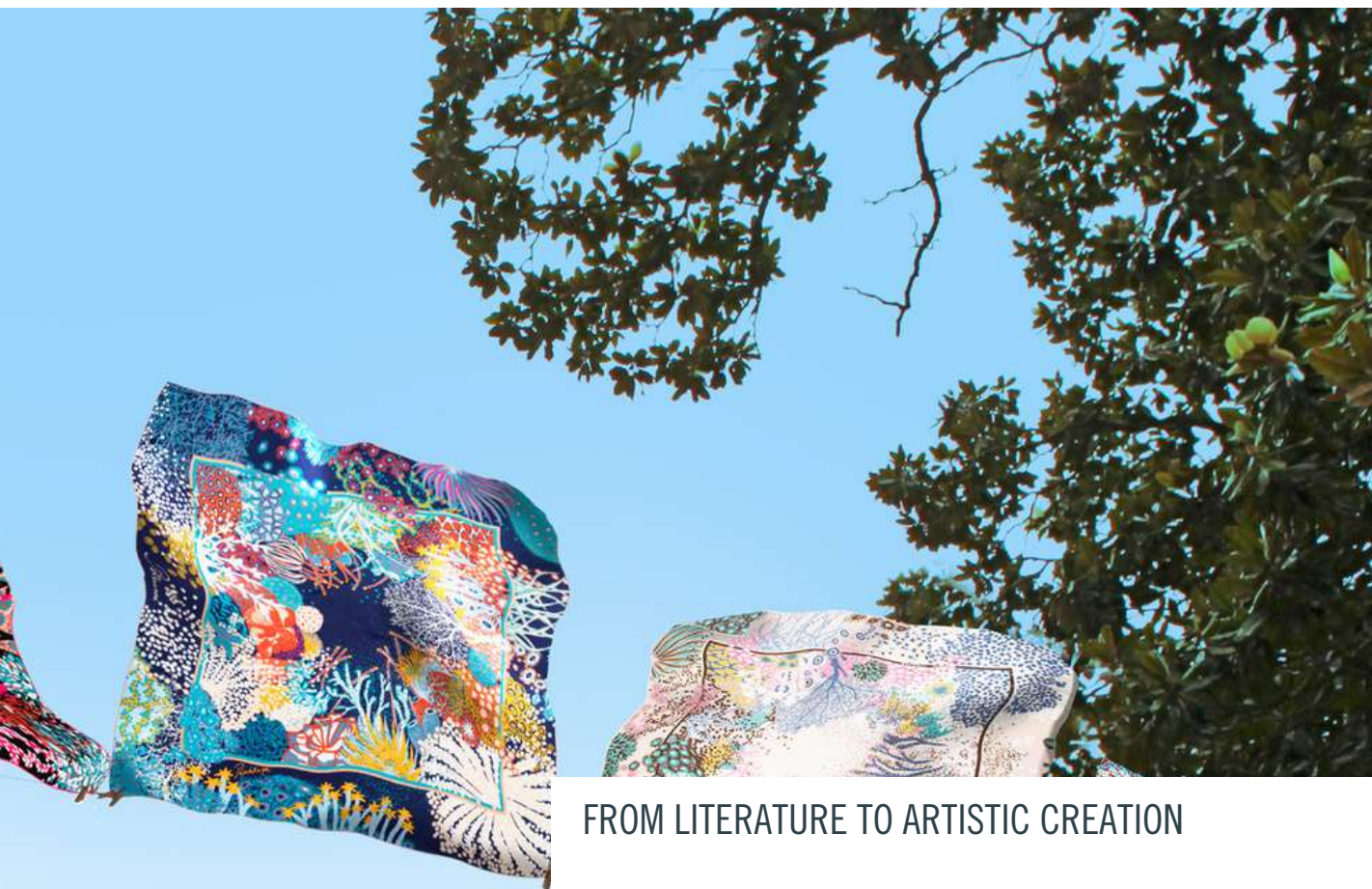
A UNIQUE HEAD OFFICE

In 2009, the founder decided to acquire the Château Mauriac located in Langon, in the heart of nature and the Bordeaux vineyards. A sumptuous house with luminous rooms that will give her space and inspiration to expand her collections.

Between this place where imagination reigns and the inspired textile creations, the alliance was predestined. Because the Château Mauriac is not just like any château!

François Mauriac's grandfather, it was built in 1860 by Jacques Mauriac, is a place full of history and culture where the spirit of the author and Nobel Prize of Literature still reigns. The place was the setting for *Génitrix*, the best-selling novel of the famous writer, published in 1923. The stones (petrus in Latin) of this magnificent building are therefore forever imbued with art and literature.





FROM LITERATURE TO ARTISTIC CREATION

Each room becomes an inspired space for creativity. From the first floor to the first floor, the collections come to life between sketches, patterns, materials and workshops. The shelves are adorned with fabrics and threads in shimmering colors.

Trend books are displayed on the walls and the new models are elegantly displayed on the couture mannequins.

The castle with its literary past is transformed into a resolutely artistic universe, marked by excellence, meticulousness and know-how. It is in the workshops of the Château Mauriac that the most beautiful models are decorated by hand with feathers, trimmings, fake furs or embroidered pearls.

It is also here that ribbons, headbands, kimonos, muffs, tiaras, scrunchies and other accessories made of silk, wool and cashmere are made with the greatest skill by expert and passionate teams.

Currently, more than twenty employees of the Petrusse House work in connection with the Château Mauriac, divided between the creation workshop (design, composition workshop, manufacturing workshop for prototypes, sublime products and accessories, masks), the shipping department and the sales and finance team.



WHEN THE TEXTILE BECOMES ARTISTIC EXPRESSION...

Since its creation, Maison Petrusse places Art at the heart of its creative approach and works hand in hand with artists and cultural institutions. A red thread amplified by its new Director, Florence Lafragette. And a positioning resolutely inscribed in the DNA of the brand: to make of the textile a fantastic support for the artistic expression. For Maison Petrusse, the artistic orientation was obvious.

A know-how in the service of artistic heritage

The very first creations of stoles, shawls and scarves reflected the emotions provoked by the beauty of Indian fabrics and the finesse of traditional adornments: colorful shades, refined paisleys, silky materials and meticulous weaving techniques.

Since the foundation of the House, the creations have been considerably diversified and some collections have been composed with the participation of renowned artists. A single watchword: to combine art and fashion. To make textiles a true medium of expression and an elegant source of emotions.

In view of the proximity developed by Maison Petrusse with the world of Art and culture, the greatest institutions call upon its inspiration to translate on stole all the nobility of their heritage.

Thus, several partnerships were tied with the great national museums. And new Petrusse creations are born, inspired by famous paintings of Auguste Redon, Berthe Morisot or Claude Monet.

Florence Lafragette, the new President and Artistic Director of Petrusse, is an avid lover of art and culture and has made the most of the last three years

to considerably widen the links of Petrusse with the artistic milieu.

Hundreds of collaborations and creations

Season after season, Maison Petrusse continues to weave collaborations with renowned artists such as Rodolphe Martinez, Arnaud Bruhknoff, Denys Beaumatin or Nicolas Delas.

Music is also a powerful source of inspiration for the House. Last year's summer collection was inspired by the stage design and the opera singers of the Bordeaux National Opera. The weave of scarves and stoles was then transformed into a stave on which the House of Petrusse made patterns and colors resonate.

The year 2021 saw other beautiful novelties such as the Bashung stole, composed with Chloé Mons, the wife of the late artist.

2021 also allowed Petrusse to vibrate alongside artists and lovers of theater and cinema through its participation in many festivals: Festival d'Avignon, Festival of Cannes, Festival Ciné-Comédie of Lille, Festival International du Cinéma des Antipodes of St Tropez, FIFIB de Bordeaux and Vincennes Film Festival "Au-delà de l'écran".

Nowaday, Petrusse has developed more than 50 partnerships with museums and cultural institutions. Without forgetting more than one hundred collaborations with artists. Within the framework of these collaborations, no less than 250 stoles have been created and made in the workshops of the House.



COMBINING CREATIVITY AND RESPONSIBILITY

For Florence Lafragette, dynamic and committed President of Maison Petrusse, this 25th anniversary is the occasion to reaffirm an ecological and ethical orientation. Social and environmental responsibility is more than ever the cornerstone of the company's development.

As soon as she arrived at the head of the company in 2019, Florence Lafragette was keen to instill a new dynamic, both creative and meaningful. Fully aware of societal and environmental issues, the new Artistic Director has set a course for development by reaffirming the company's social responsibilities.

An ecologically and ethically thought-out development, articulated around three pillars: respect for the environment, products designed to last and the need to move towards greater solidarity by exchanging, creating links and making a real contribution to society.



A CONCRETE COMMITMENT TO SUSTAINABILITY

La Maison Petrusse has set itself concrete objectives that cover the entire value chain, from the creation of products to their distribution. At each stage, the same objective: to work for a more ethical, more respectful and more sustainable future.

Thus, La Maison Petrusse has considerably modified its manufacturing circuits. Today, with the exception of cashmere and jacquard weaving made in India, everything that can be produced in France has been repatriated to France. In particular, linen weaving. The flax flower used by Maison Petrusse is harvested near Normandy. Once transformed into yarn, this biodegradable material is woven, assembled and dyed in France.

After two years of research to find quality French cotton, the company uses for the first time this year French cotton in its spring/summer collection

A first jacquard weaving has also been realized in Petrusse's workshops.

Suppliers are now carefully selected to shorten the supply chain and reduce as much as possible the impact on the environment.

Another important component of this environmental commitment is the choice of resolutely innovative materials. For example, the spring/summer 2022 collection will see the arrival of the first products in Cupro, a responsible fiber produced from cotton linters. Fluffy and short, this fiber wraps the seeds of the cotton plant. Excellent thermoregulator, Cupro is also hypoallergenic and 100% biodegradable. In addition, the waste produced during the creation of Cupro is completely recycled.



A COMPANY AWARE OF THE TIMES AND ITS CHALLENGES

Art, environment, local solidarity and education; all these elements are real axes of action for Maison Petrusse.

The commitment to responsibility at all levels of production is also reflected in the use of locally produced packaging. In parallel, Petrusse supports major environmental causes such as the protection of the oceans or the fight against climate change. In 2021, the company is committed to the Tara Ocean Foundation created by Agnès B. A portion of the sale of each silk square "Mes Nymphéas" was donated to this Foundation, which is very involved in raising awareness and preventing climate risks. Artistic collaborations are also a source of commitment. For example, 10% of the sales of the stoles created in partnership with the Bordeaux Opera were donated to the Opera to support the activities of the Chœur.



The values of solidarity have not been forgotten! The reception of young people is particularly encouraged at Château Mauriac. For Florence Lafrayette, the House must make its contribution to give them a foot in the door and allow them to become familiar with the professional world.

Finally, Maison Petrusse was one of the first companies in New Aquitaine to take up the challenge of making protective masks in the early days of the Covid-19 epidemic. 100% handmade from recycled fabrics, the masks were added to the production of overcoats made for the region's caregivers and in response to requests from local companies. Several collaborations have been initiated with the Langon hospital, the Fondation de France, the Maison Rose and the Sud Gironde hospital.

RETAIL EXCELLENCE

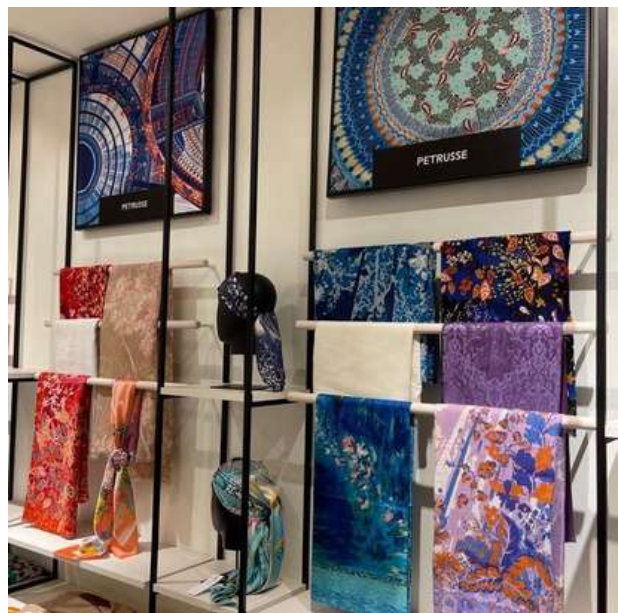


LE BON MARCHE, PARIS

PRINTEMPS HAUSSMANN, PARIS



ONE OF OUR STORES



SHANGHAI








Petrusse
PARIS
COMPOSITEUR D'ÉTOILES

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PETRUSSE ART GALLERY

An emblematic house of cultural and artistic heritage, Petrusse composes stoles that are all inspired creations. Supported by its President and Artistic Director Florence Lafrayette, the Petrusse House is now expanding its artistic approach with the launch of the "Petrusse Art Gallery". Since December 1, 2022, a space on the Petrusse.com website is dedicated to the exhibition and sale of certified unique pieces and stoles from iconic collections in limited series.

A lively and colourful gallery

Whether you are a fan of the famous stoles or simply passionate about art and culture, everyone is invited to discover a unique space of expression on the Petrusse.com website. Celebrating creation, know-how and imagination, the first selection of the Petrusse Art Gallery includes a dozen references, divided between unique pieces and small series (5 copies maximum) of numbered iconic pieces.

The objective of the House? To offer to customers who wish to buy pieces signed by Petrusse, unique and authenticated as such. To allow them to find, among the rare creations offered for sale, the motif that will inspire them, the unique harmony of colours that will underline their personality. To offer or for yourself, the unique pieces of the Petrusse Art Gallery are framed on a frame. Just like a painting, they can decorate the walls to enhance an interior decoration.

As the months, collections and periods of the year go by, new pieces will be added to form a real living and colourful gallery. It is also possible to acquire certain pieces in unframed format, to be worn as a scarf with a real guarantee of a limited series.

Unique and authenticated pieces

The first collection of the Petrusse Art Gallery highlights three unique pieces from the Alice Feu, Idylle Bordeaux and Bohème vol de nuit ranges. These very special pieces are the result of the extreme creativity of the House's workshops, which sometimes produce the same model in unique shades.

The small series are from the Alice Néon (launched on this occasion), Rêve Orange, Kupka, Paris Rouge, Charme Vert, etc. ranges. They are sold in 5 numbered copies for each reference.

Like authenticated works of art, the stoles offered for sale on the Petrusse Art Gallery are certified by ARTTRUST. ARTTRUST is a specialist in the certification of works of art and uses the most advanced technologies to secure the works listed. Each piece purchased is given a unique reference, a bubble code and a QR code. Each piece is associated with a seal registered on www.arttrustonline.



Petrusse
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WOMEN'S FASHION

The silk squares

A true emblem of French chic, the silk square embodies the excellence of the brand. Proudly declined in Made in France mode, the house creations combine finesse of design and research of nuances. From the gavroche to the large square, the Petrusse silk scarf allows you to reinvent yourself every day in a thousand and one ways.

Cashmere

Combining softness and finesse, the cashmere models are sublimated by patterns inspired by nature, historical monuments or photographs signed Rodolphe Martinez. Céleste, the cashmere model with the iconic pattern of the house, is obtained through the technique of diamond twill weaving. The result is a fabric that is as light as it is strong, with a unique soft touch.

The stoles

From the nobility of the materials to the beauty of the ancestral Indian gestures, the Maison Petrusse reinvents the greatest weaving traditions with patience and high standards.

Workshop parts

Spotlight on refined and exclusive creations. The most beautiful models are adorned with feathers

hand-embroidered trimmings or rhinestones in the workshop of Château Mauriac.

Women's accessories

A selection of ribbons, headbands, scarves, jewelry, scrunchies and other elegant touches, 100% handmade from recycled materials. Made in the workshops of Maison Petrusse, these essential accessories can be slipped into the hair, brighten up the collar of a jacket, be tied around an arm or a handbag for an even more chic look.

Women's essentials

Iconic creations of the House of Petrusse, these timeless stoles and squares express the values and creative inspirations. Regularly reissued for over twenty years, they have become a must-have.

Prices : from 140 € to 340 € TTC

The artistic creations " Petrusse Loves Art"

For more than twenty years, the greatest museums and castles have called upon the inspiration and know-how of the Maison Petrusse to translate into stole all the beauty and diversity of their heritage.

To be found in stores and on www.petrusse.com





MEN'S FASHION

A collection dedicated to men: "Hommage".

Attentive to the needs and the desire for softness, quality and large formats. Petrusse has created a collection entirely dedicated to them, "Hommage".

In this intentionally warm collection, rich in connections and stories, we plunge into the depths of the world's soul with vibrant, intense, thoughtful tones. Like the caress of foliage, a protective and reassuring breath, the soft and responsible materials come to life.

A truly contemporary range, imbued with noble materials, the collection leaves in its wake an assertive style and a fragrance of eternity.

Scarves

From the most sober to the most luminous shades, soft and fluid materials, dynamic or more classic patterns; the perfect detail to complete a stylish outfit.

Cashmeres

Models of incomparable softness, iconic patterns, pure colors, men's cashmeres sublimates a dressy outfit and can be worn in all circumstances.

Woolen squares

Large squares of noble materials and inspired patterns, to be tied around the neck or worn as the perfect complement to an elegant coat or a more casual outfit.

Men's essentials

Cocooning stoles to alternate between sophisticated and casual-chic looks. Comfortable or silky textures, vibrant colors and sumptuous patterns inspired by the Maison Petrusse's collection of antique cashmeres.

Men's accessories

For the ultimate touch of masculine elegance, clutches and cufflinks are handcrafted in the House's workshops in a spirit of upcycling and reuse of old pieces.



To be found in stores and on www.petrusse.com





Interior design: Eve Deco Line

A first range of fabrics and wallpapers that declines the signature motif "Eve" in an infinite palette of colors and combinations. A project rooted in the House's heritage, as it is from the great cashmeres of the old collections and masterpieces of French heritage that Petrusse has created this timeless line; designed for elegant interiors, both classic and contemporary.

Each creation has been worked with precision in the Ateliers du Château Mauriac to find the most beautiful shades and colors to enhance the interiors. Four shades are proposed, combining softness and personality:

Sand : a soft, neutral and soothing beige

Sun : a vitaminized and sunny yellow

Sky : a sweet and bewitching blue

Night : an intense blue with a lot of character

An endless palette is available for custom projects.

Upholstery fabric is a versatile, high quality cotton sateen that is suitable for many uses including curtains. Easy to hang, the wallpaper is also lightfast. They are made in France to order and available to measure.





Petrusse
PARIS





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

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