

LELIEVRE

P A R I S

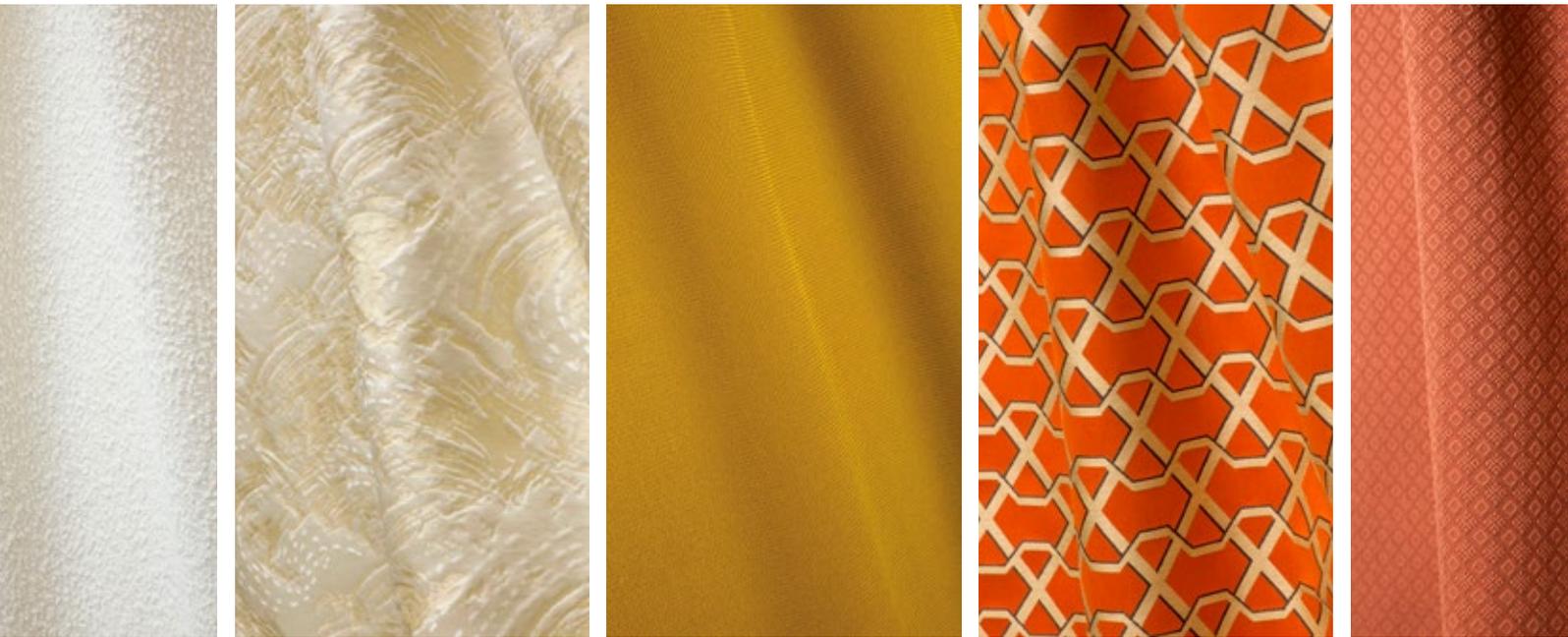
STUDIO D'ÉDITION ET DE CRÉATION
DEPUIS 1914

PRESS KIT
2017

ABOUT LELIEVRE

LELIEVRE PARIS

Studio d'édition et de création
depuis 1914



400 000 meters of fabrics are woven per year by Lelievre... 400 kilometers: this is the distance from Paris to Lyon, the silk road.

Since 1914, Lelièvre is a creative textile studio and global reference when it comes to high-end upholstery fabrics, since 1914. Focusing on contemporary design and bespoke pieces, Lelièvre exclusively creates highly imaginative collections of high-end textiles and coordinating home accessories.

Their fabrics are inspired by an eclectic and audacious world where fashion, travel, art and stunning natural textures prevail.

Lelièvre is a French company fully owned by the Lelièvre family. Lelièvre also own and run the Tassinari & Chatel brand whilst the Jean Paul Gaultier and Sonia Rykiel Maison ranges are licenses that are exclusively distributed by the company.

**Lelièvre owns today more
than 100 000 archives**

MANIFESTO



Maison Lelièvre has been running for four generations and boasts 100 years of savoir-faire, history, beauty and stunning creative design.

Lelièvre is proud to be incredibly timeless. The brand is current yet will always last the test of time. This contemporary flair can be seen in all of its fabrics, from its silks to its flame retardant fabrics, which Lelièvre has brought to the table with ever increasing creativity and elegance. This can also be seen in its contemporary patterns, which the art team design freely and harmoniously.

Lelièvre's designs do not stagnate at the idea stage, they then take form in the workshops in Lyon, where the unique expertise and savoir-faire of their craftsmen translates into stunning products, making any utopia or dream come true.

With its brand Tassinari & Chatel, the company offers designs and bespoke creations inspired by archives that date back to three hundred years with satins in remarkable colours that one would expect in a dream world. This same excellence can be seen in the outstanding collaborations between Lelièvre and couture brands over the years, which have been selected with the same degree of thoroughness for their aesthetics and creativity.

This same energy also gives life and rhythm to one of France's last-surviving set of skills, in a world where everything is so fast paced. Lelièvre embrace that their level of excellence takes time and that the ever-changing style seen throughout their collections will always be underpinned by one thing, which is beauty. Beauty that remains discreet, as one does not need to resort to exuberance nor to gadgetry to make oneself noticed.

That's the Lelièvre style. It flourishes in its timelessness. It has a cosmopolitan edge that is undeniably French in its approach. It is elegant and without fuss. Exceptional yet understated.

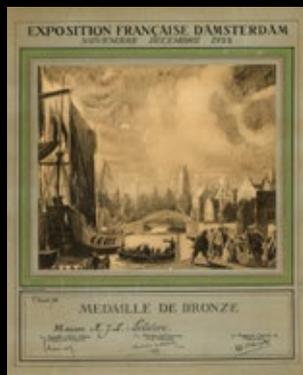
Lelièvre's inspired creative team brings life and soul to interiors worldwide, constantly rising to the challenge to design timeless collections that we will fall in love with today, and cherish forever.

**Lelièvre, Studio d'édition et de création
depuis 1914.**

HISTORY

1914

Henri Lelièvre, the founder of Maison Lelièvre, established the company in 1914 after acquiring the Maison Piquée and Logerot on 36 rue des Petits Champs in the second arrondissement of Paris.



1922

Lelièvre received the bronze medal for commerce during the French exhibition in Amsterdam. Only a year after its buy-in, the company declared a turnover of 74,800 gold francs.

1932

Their catalogue consisted of around 70 fabrics and a total of 200 colours. Prices varied from 38 to 165 francs reaching up to 245 francs per metre for a 60cm wide velvet carpet in the style of Louis XV. Lelièvre supplied a famous clientele, including the eminent decorator Jansen, and to add a touch of history, the houses of Tassinari & Chatel and Manach were already buying their velvet from Lelièvre at the time. Internationally, Lelièvre had orders from Algeria, Switzerland, Belgium and Holland.

1935

Following the early death of Henri Lelièvre, Madeleine Lelièvre ran the company, before her son could take over once he had finished his studies.



1942

Paul Lelièvre took over the family business and started to develop silk velvets.



1954

Lelièvre left rue des Petits Champs and moved close-by, also in the second arrondissement of Paris, to 13 rue du Mail where it remains today.

1963

The Kennedy chose Lelièvre fabrics for two salons in the White House.



1970

Paul Lelièvre acquires Victor Coates, company founded in 1972 and specialized in english patterns. Lelièvre Paris generates a turnover of 20 millions francs and numbers 70 persons.



1972

Patrick Lelièvre joins the company



1973

Lelièvre Paris acquires "Quenin", in Lyon: a manufacture specialized in the weaving of silk, included their precious fabrics archive.

1976

"Athena" is the best seller of the year



1985

Paul Lelièvre acquires a land in Compiègne (France) to build a logistics centre to centralize, store and ship fabrics from a single point in France to the whole world.



1997

The company acquires one of the icon of French savoir faire: Tassinari & Chatel.



2001

Launch of the first Lelièvre accessories collection



2009

Emmanuel Lelièvre is now the general manager of the company. He represents the 4th generation of the family... Under his leadership, the house become ever more creative and audacious. Lelièvre is distributed worldwide, with 4 subsidiaries (Germany, Italy, Dubai, United Kingdom) and a distribution network covering China, Russia, the United States and the United States.

2012

First Jean Paul Gaultier for Lelièvre collection





2016

Yuza, is the best seller
of the year



2017

First wallpaper collection,
« Les Papiers » by Jean Paul
Gaultier for Lelièvre



2017

The restaurant «Rech by Alain Ducasse»,
designed by Marie Deroudhilhe, at the
InterContinental Hong Kong, features our
Astral «fabric in a Trevira CS version.
Lelièvre was one of the first editors to develop
entire collections dedicated to the
specificities of the hotel market.

2017

Lelièvre changes its baseline:
more design, more creative.

IDENTITY CARD

CREATED :

1914

LEGAL FORM :

LELIEVRE SAS, Family company

HEAD OFFICE:

13 rue du Mail, 75002 Paris

PRESIDENT:

Patrick Lelièvre

CEO:

Emmanuel Lelièvre

ACTIVITIES:

**Artistic direction and design creation, manufacturer
and distributor of high-end fabrics and decorative accessories**

TURNOVER:

19M € in 2016 of which 60% achieved through Export

NUMBER:

150 Employees

SUBSIDIARIES & INTERNATIONAL:

5 subsidiaries (UK, DE, CH, BE, Dubai)

PRESENCE:

**Presence on continents of North America,
South(Brazil), Australia, Asia (China, Japan), Eastern Europe (Russia)
- more than 35 countries**

PRODUCTION:

**1 weaving workshop based in La Croix-Rousse in Lyon (69)
and 1 factory in Panissières (42)**

LOGISTICS:

A storage / preparation platform for orders in Compiègne (60)

WEBSITE:

www.lelievre.eu

SOCIAL MEDIA:

Facebook, Instagram, Pinterest @Lelievreparis



EMMANUEL LELIÈVRE
General Manager of Lelièvre Paris

After attending a business school in Bordeaux, Emmanuel Lelièvre continued his studies in England where he obtained a BA in order in international Business He begins his career in NYK, then in London both in finance. He finally becomes Trader, working for interest rate-derivative at BNPPARIBAS.

After almost 10 years spent abroad, he came back to France to take over family affairs. Even if finance is far from the muted universe of decoration and luxury fabrics, the idea of taking over the reins of society has been in his mind for a few years, as personal and professional challenge. He joined the company in 2009 and he is now general manager.

LELIEVRE'S SAVOIR FAIRE



The textiles created by Lelièvre are a harmonious fusion of their incredible savoir-faire, craftsmanship and latest technology available today.

Lelièvre remains one of the rare textile companies that have their own weaving mill. Located in the Loire near Lyon and equipped with stunning original weaving looms, the Lelièvre workshops produce exceptional silk fabric collections with a highly-developed sampling system.

In 1997, Lelièvre took over the Manufacture Tassinari & Chatel that was originally founded in 1680. Their exceptional weaving knowledge and archives of over 100 000 documents enable them to offer historic and prestigious silks.

LELIEVRE'S SAVOIR FAIRE



We offer 220 silk designs, all available and in stock :

- contemporary silks, from the Lelièvre Signature collections
- classically styled silks representing the Lelièvre Style collections
- all the Tassinari & Chatel fabrics from their original archives, making up the Patrimoine collection

The various qualities of Lyon weaving are represented including damask, lampas, brocatelle, cut velvet, drugget, satin, printing and taffeta. Our logistics service offer express delivery within 24 hours to France and 48 hours to Europe and worldwide.

In France :

Château de Chantilly, Château de Compiègne, Château de Fontainebleau, Château de Versailles et des Trianon, Hôtel de Ville de Paris, Musée du Louvre Paris, Hôtel de Beauharnais Paris, Hôtel de Talleyrand Paris, Palais de la Légion d'Honneur Paris, Shangri-La Hôtel Paris, Ritz Hôtel Paris.

Internationally:

*Colonial Williamsburg Foundation, Williamsburg - USA
De Young Museum of Legion of Honor, San Francisco-
USA, Gatchina Palace, St Petersburg - Russia,
Royal Palace, Madrid - Spain, Royal Lazienki Museum,
Warsaw - Poland, La Mamounia Marrakech - Morocco,
Sheraton Hotel, Bucarest - Romania, Sofitel Hotel
Moscow - Russia, White House Washington - USA*

BESPOKE SERVICE

Emmanuel Lelièvre, the CEO of Lelièvre, is very proud of the bespoke service that the company can provide. For custom orders, Lelièvre has a dedicated team that will work together with specific design requirements in mind. The Lelièvre savoir-faire offers an infinite world of possibilities:



- Modifications of colour, quality, scale and the assembling of patterns from collections or archive designs
- Reproduction of all types of designs: a weaving sample, personal design supplied by a client, archive, drawing or even a photograph can be used to create a woven silk which will be unique, exclusive, classic or contemporary, created on Lelièvre's mechanical looms or hand looms to guard the authenticity of the brands traditional weaving skills
- The substitution of other fibres, including those that are flame retardant, for any design or archive in order to respond to specific quality needs of consumer standards, the hospitality market, administrations, institutions...

Collections

LELIEVRE



Lelièvre celebrated its 100 years in business and is looking forward to the next 100 ! The creative team continues to design with innovation in mind rather than design led by the current trends that would not last the test of time. The Lelièvre studio boasts incredible creativity whilst remaining simple to leave space for the stunning colours, materials and textures to come through. The fabrics of the Lelièvre collections are never obvious and do not follow codes imposed by trends, but rather their very own artistic direction. The Lelièvre team is inspired by art, travel, history and French heritage. One thing is certain, Lelièvre textiles embody the contemporary spirit of the company and showcase an emotion hardly ever found in fabrics of their kind, characterised by both elegance and innovation.

Lelièvre Collection

Signature

A complete range which is both elegant and audacious, which reflects the spirit of Lelievre : Creative and inspiring designs, Luxurious plains and semi plains, Interesting and some unique use of textures.



Lelièvre Collection

Style

Lelièvre Style is inspired from the historic savoir-faire shown in their traditional weaving mills in Lyon, which create elegant and sophisticated collections for a discerning interior design. A complementary selection of fabrics, whether natural, soft or matte are available for upholstery, curtains and wallcoverings. A contemporary interpretation of the French classic style, inspired by archive motifs and traditional craftsmanship to create varied collections which will continue ever year with original and inspiring fabrics.



Lelièvre Collection Essentiel

Lelièvre Essentiels offers a large choice of plain fabrics, textures and velvets which are at a considered price and remarkable quality. The many different colours available will work for all upholstery, curtain, wallcovering and accessory needs.



Collection Lelièvre Contract

Lelièvre Contract is a fantastic solution to the requirements of the hospitality industry. Their ease-of-use, technical performance and contemporary spirit of these stunning collections also appeal to the residential and hospitality markets.



FOR THE LOVE OF DESIGN



Chairs «Lean», Woud

Every season, Lelièvre's designs are expressed in a very exclusive approach in collaboration with emerging designers.

The collaborations for 2017 are below:

Charlotte Juillard and her daybed Lavastone with the Tropical fabric and Pigment velvet

Two Woud chairs, Lean model, upholstered in the Kasai fabric inspired by African tribes and the Art Deco movement

The LoveSeat by Curiosity Paris, in the Vacoa fabric inspired by the weaving of the Vacoa plant

The Napali armchair by Insidherland upholstered in the Lama fabric of pure wool...

The Nansa swing by Mermelada Estudio, edited by Moroso, which displays the Evasion collection motifs



Daybed «Lavastone», Charlotte Juillard



Swing «Nansa», Memelada Estudio



Love Seat, Curiosity Paris

Collections

JEAN PAUL GAULTIER



Lelièvre and Jean Paul Gaultier have collaborated since the signing of a licence agreement between the two brands in 2012. So far, there have been four collections of fabrics and accessories developed through the craftsmanship of Lelièvre and the talent of fashion designer Jean Paul Gaultier. The inspirations, such as Oxydation, Azulejos, Botanique, the celebrated marinière stripe and the spirit of Paris are all recognisable areas of expression used by Jean Paul Gaultier and played out in the motifs of the fabrics and accessories. The year 2017 will mark a turning point in the history of Lelièvre with the launch of the first wallpaper collection under the name Jean Paul Gaultier by Lelièvre. The collection shows Jean Paul Gaultier's most iconic designs and the wallpapers are produced by European manufacturers using the latest printing technology.

In total there are 15 designs and 42 colours for this remarkable first wallpaper collection.



Collection Nature et Découverte



Collection Paris so Métis



Collection Le Défilé



Collection Ça c'est Paris

Collections

TASSINARI & CHATEL

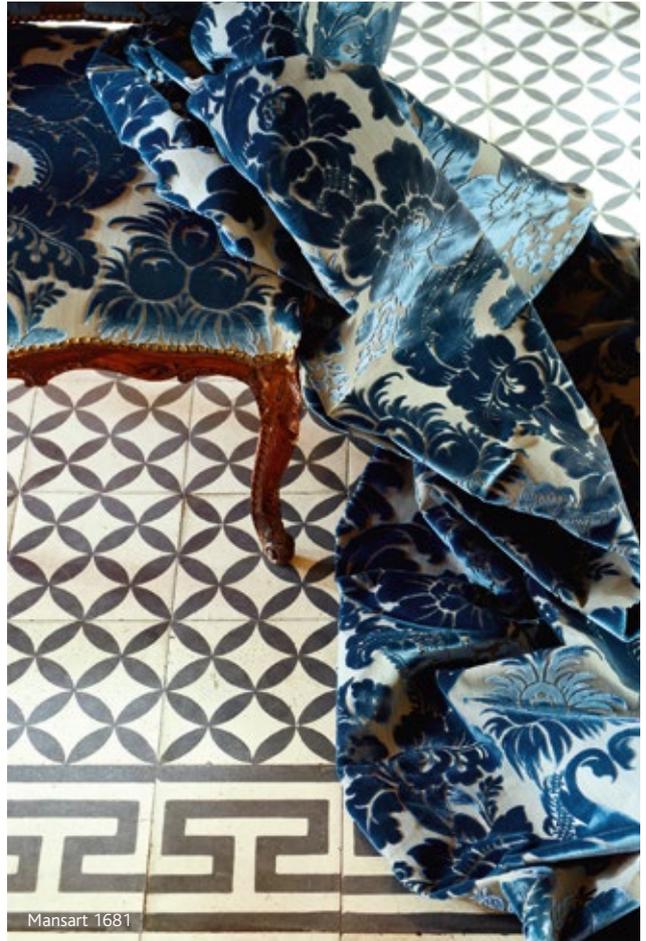


Tassinari & Chatel have created an enviable reputation as silk-weavers in Lyon for over three centuries, with their technological innovation and traditional savoir-fare to create exceptional silks.

The family firm of Tassinari & Chatel is the culmination of a long lineage with four generations of Pernon, two generations of the Grand family, four generations of both the families Tassinari and Chatel and now two generations of Lelièvre.



Leonardo 1691 & Da-Vicni 1692



Mansart 1681



Trianon 1664



Verdi 1683

HISTORY OF TASSINARI & CHATEL

The 17th century, birth of the manufacture

Louis Pernon, a “weaver of cloths of gold and of silver” created a factory in 1680 at the height of the reign of Louis XIV. This atelier was in Lyon, which had become the cradle of silk weaving since Francois 1er established a free zone in the so-called “Griffon Quarter”. The Griffon is still the emblem of the company today.



The 18th century and European expansion

France’s influence extended well beyond its borders during the Age of Enlightenment and across the whole of Europe as there was a growing demand for French products. In the reign of Louis XV, Camille Pernon, the fourth generation of silk-weavers, took advantage of the reputation established by his predecessors and, through his own encounters, established the manufacturing process beyond French borders into wider Europe.



The end of the 18th century witnessed some exceptional creations for Louis XVI and Marie-Antoinette in the Palace of Versailles, Compiègne and Saint Cloud. The manufacturing process soon spilled over into silk garments and word spread quickly across Europe through a network of travellers and artists. Technical innovation started with the hand-weavers, the famous silk-weavers, who established Lyon's supremacy in all aspects of silk. It was at Tassinari & Chatel, much later in 1806, that Jacquard installed his weaving machine to which he gave his name. In the meantime, it was through this manufacturing process that lampas, brocade damasks, brocades and other silk fabrics found their finest expressions. The artists of the day came to the factory as only the unique technical skills of the company could guarantee the savoir-faire necessary for the successful interpretation which their creations deserved.

Creations made for National Palaces such as the Tuileries, Versailles, Fontainebleau, Malmaison, Compiègne all contributed to the growing reputation of the company which was to become the sole supplier of silk furnishing fabrics for Napoleon I.

Throughout the 19th century, commissions flowed from members of the royal family, following those granted by the imperial authorities.

The 20th Century, creation and restoration

The reputation of French haute couture spread world-wide and called increasingly upon Tassinari & Chatel. Famous decorators brought a new look to the world of interior decoration, developing into a new style: Art Deco. The end of the 20th century was a period of intense restoration. Tassinari & Chatel confirmed its savoir-faire by exactly replicating designs from original documents. Since 1945 up to the present day, the factory has restored many of the interiors in Versailles, Compiègne, the Elysee Palace and Fontainebleau with the mottled velvet from Napoleon's bedchamber. Beyond France, Tassinari & Chatel has worked for many chateaux and historical monuments in Europe and worldwide.



Today

Anyone who loves refined fabrics of exceptional beauty can take advantage of the same savoir-faire for unique, bespoke orders or the silks part of the Patrimoine collection.

Tassinari & Chatel has kept in perfect working order one of the last surviving ateliers that employs traditional silk-weavers at La Croix-Rousse which consists of a collection of traditional hand looms, and at the same time has developed the latest generation of machine looms.

This subtle juxtaposition of ancient and modern, of discipline and boldness, of respect for the past and innovation for the present and future, is what assures the continuing reputation of Tassinari & Chatel.



Tassinari & Chatel unites technological innovation with its traditional savoir-faire to create exceptional silk fabrics. Tassinari & Chatel has succeeded in maintaining its traditional savoir-faire in tandem with the perfect operation of one of the last ateliers of highly skilled silk-weavers of Lyon, enabling the company to perfectly recreate from original documents.

This atelier, in the inner suburbs of Lyon and only a short walk from La Croix-Rousse, has under one roof a collection of hand-loom which offer a unique savoir-faire. A team of artisan weavers, wedded to their craft, can fulfil all manner of special silk orders for classic properties, including chateaux and museums: lampas brocades, chiselled velvets, silk brocades with gold and silver threads. All of these fabrics are produced by means of the Jacquard system, installed and perfected in the manufacturing ateliers by 1806. This manual weaving process proceeds at the rate of anything between a few centimetres to several metres per day, depending on the complexity of the work.

However, today, with the help of the latest generation of machine looms, the modern atelier of Tassinari & Chatel can reproduce the majority of either ancient designs or contemporary creations with incomparable quality, making them available to a much wider public.

The famous brand has been granted recognition from the Entreprise du Patrimoine Vivant (Living Heritage Company) which is given by the French State to reward French firms for the excellence of their traditional and industrial skills.

Tassinari & Chatel's ateliers and workshops are in the Loire, in the heart of The Croix-Rousse in Lyon.

LELIEVRE

P A R I S

STUDIO D'ÉDITION ET DE CRÉATION
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COLLECTIONS 2017

LELIEVRE

A sensory and cultural mix, Lelièvre fabrics are enhanced by diversity of graphics, textures, animals, vegetation, wilderness and folklore. A work of contrasts and delicious paradoxes are found in the shadows that play with light, in neutral and colours and the taming of the wild. It is an inspiration which has travelled between crafts, traditional ethnic decorations and their craftsmanship such as basketry, braiding, rope making, jewellery, ornaments, embroidery, tapestry, belts and fringes.

Evasions is the new Lelièvre collection which is a ballad on endless trails, a sensory escapade and vision of decorations that these fabrics will influence whether bohemian, utopian, contemporary or timelessly classic.





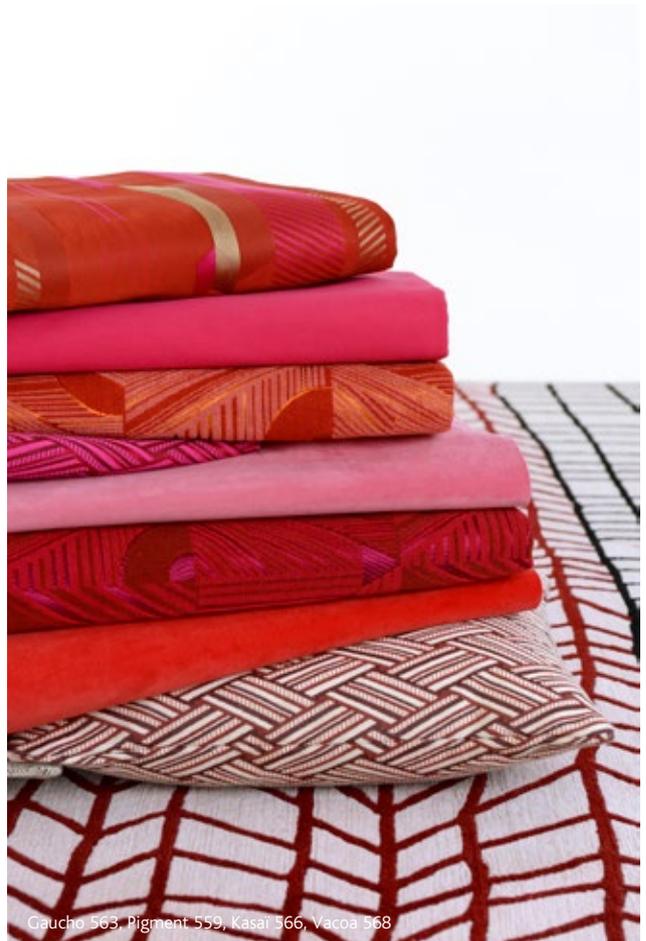
Kasai 566



Tamis 1364



Kasai 566



Gaucho 563, Pigment 559, Kasai 566, Vacoa 568

JEAN PAUL GAULTIER

The collection shows Jean Paul Gaultier's most iconic designs. The wallpapers are produced by European manufacturers using the latest printing technology. In total there are 15 designs and 42 colours for this remarkable first wallpaper collection.





Enlacés 3308



Vert de gris 3305



Porto 3304



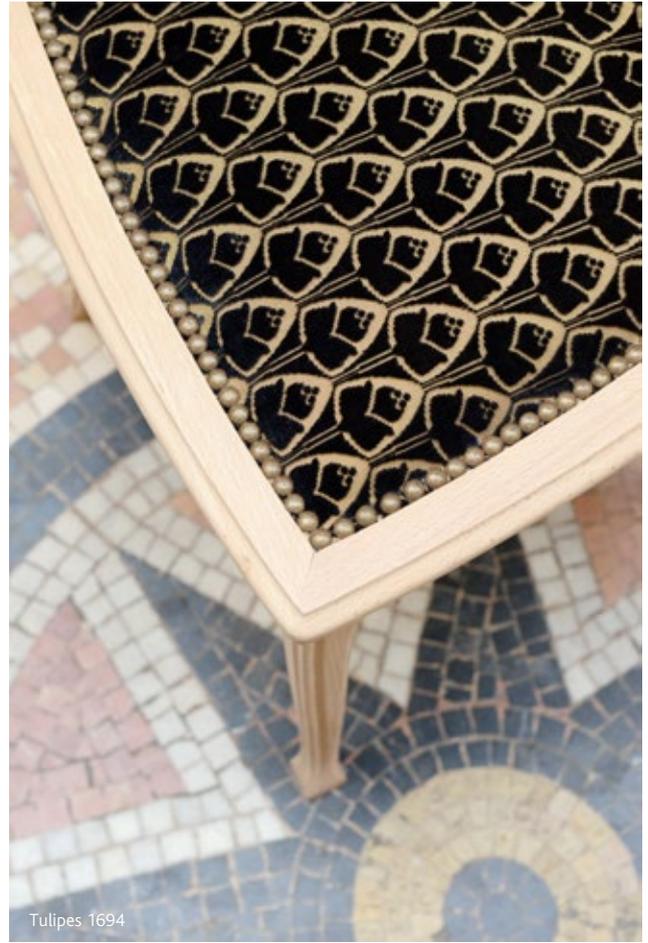
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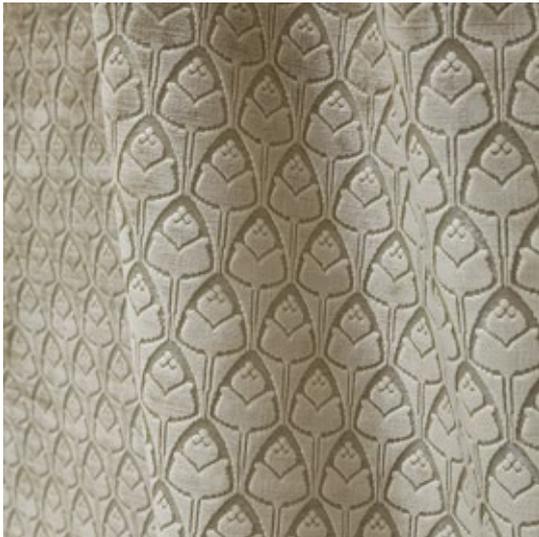
TASSINARI & CHATEL

La collection Patrimoine

Tassinari & Chatel remanufactures archive designs for a graphic 2017 collection. This inspiring collection is born from the excellent craftsmanship of Lyonnaise silk and the expert interpretation of the brand's archives. Tassinari & Chatel has an exceptional archive of more than 100,000 documents covering three centuries of French decorative history. The brand is part of the Entreprise du Patrimoine Vivant (Living Heritage Company) which is a mark or recognition of the French State, put in place to reward French firms for the excellence of their traditional and industrial skills. The brand is one of the last to use silk-weavers in their historic craftsmanship in Lyon.







TULIPES 1694

A velvet composed of stylised tulips on a delicate backdrop. The frosted softness of the fabric is enhanced by the subtly oxidized shades of the lurex threads on the velvet background. There are 6 different variants of density and luminosity to upholster furniture in this style or even more contemporary.

JARDIN D'HIVER 1696

This was created in 1866 from a Japanese design by Grand Frères. His design of a tree of life, luxuriant flowers, fruits and multi-coloured birds flourishing on 3 branches with a height of 87cm. The designs have all the freshness and delicacy typical of Japanese prints and ceramics imported into Europe in the second half of the 19th century.



VITRAIL 1695

This elegant design by Maurice Dufrene has a motif inspired by vegetation with tangled undulating curves typical of the Art Nouveau style, balanced symmetrically with clear rhythmic graphic lines, characteristic of Art Deco.

