



2016 Press Kit

**LIMOUSIN**

THE DAWNING  
**OF LUXURY**

Limousin Tourism Board

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Further information :  
[www.limousinnewsensation.com/en](http://www.limousinnewsensation.com/en)

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## LIMOUSIN, THE DAWNING OF LUXURY

Limousin gets its generous nature from two simple ingredients : water and earth. The people of Limousin added resistance, ingenuity, creativity and energy to these basic ingredients, engendering skills which have given the region its international prominence : porcelain, enamel, tapestry, lace...

*Made in Limousin* attracts and inspires France's finest brands, the world's most renowned artists, designers, architects, creators and researchers, who come to Limousin to confront their talent to its expertise and research.

Limousin takes you to the dawning of luxury; the choice is yours: our nature and heritage which inspired figures such as Coco Chanel and many famous Impressionist artists, its businesses and their unique skills, its markets where consumers can buy goods directly from local farmers...

Limousin, a luxury that is yours to define and to live !





# Chanel, Correzian elegance

French fashion designer Mademoiselle Chanel was 12 years old when she was sent to Aubazine abbey orphanage in Corrèze (1895). It was a stark, frugal life, demanding strict discipline. She learned to sew during the six years she spent living there.

The elegance of simple fabrics, the refinement of sober colours... Coco Chanel drew her inspiration from this majestic place. In fact, the prestigious Chanel logo comes from the intertwining letters "C" on the abbey's stained-glass windows.

[www.chanel.com](http://www.chanel.com)

The abbey, with its pure architectural lines and stone walls, is nestled in a preserved decor at the heart of the medieval village of Aubazine. It was built in the 12th century and is a listed Historical Monument.

It attracts many visitors and numerous events take place here each year.

[abbaye.aubazine.com](http://abbaye.aubazine.com)



Le jardin de La Pausa - Février 1935 - Magazine Plaisir de France - © Plaisir de France (3)  
Remerciements à la Maison Chanel



Les fenêtres d'Aubazine - Année 1910 - Photographie - © Droits réservés  
Remerciements à la Maison Chanel

## *Sur les pas de Coco Chanel / holiday pack « In Coco Chanel's footsteps »*

Holiday in Aubazine, in an old priory  
From €232 for a 3 day/2 nights' stay for 2,  
in a double room, breakfast included.

[www.sejournenlimousin.com](http://www.sejournenlimousin.com)





# Porcelain kaolin clay and fire

The beauty of Limoges porcelain and the skill required to make it are simply fascinating. What makes Limoges porcelain unique is its whiteness, translucence and its finesse. Its reputation, a combination of tradition and modernity are unmatched. It originated with the discovery of kaolin clay in Saint-Yrieix, in the south of Haute-Vienne, in 1768. Limoges porcelain is a subtle mixture of minerals and it is mostly used for tableware. It symbolizes "Art de Vivre" on the tables of presidents, royalty and ambassadors around the world. Today, designers keep the art of Limoges porcelain alive with remarkable contemporary pieces.



## ESPRIT PORCELAINE

Esprit Porcelaine is an internationally renowned collective of porcelain designers and artists who create tableware as well as indoor and outdoor decoration. They combine porcelain with wood, glass and other material and are in the forefront of contemporary porcelain creation. The collective exhibits its works in European museums such as the Design Museum in Gent (Belgium).

[www.espritporcelaine.fr](http://www.espritporcelaine.fr)

## ADRIEN DUBOUCHÉ NATIONAL PORCELAIN MUSEUM IN LIMOGES

Adrien Dubouché Museum holds the world's largest Limoges porcelain collection. The great steps in the history of ceramics are represented here, in a journey through time, beginning with Antiquity, across continents and civilizations, taking visitors all the way back to today's modern pieces. Part of the museum is dedicated to porcelain-making techniques, enabling visitors to grasp just how challenging it is to create. The museum and its prestigious collections contribute to Limoges's international fame in the field of ceramics.

[www.musee-adriendubouche.fr/en](http://www.musee-adriendubouche.fr/en)

## BERNARDAUD PORCELAIN

Bernardaud was founded in 1863. Visitors can tour the old factory workshops, discover ancient porcelain-making techniques and even touch objects and tools. This original concept allows visitors to « experience » the creative techniques and gestures used to make porcelain.

The Bernardaud factory outlet offers a large choice of table sets and gifts. Visitors can also buy prestigious contemporary items. Each summer, Bernardaud organizes a major exhibition where porcelain is used in various artistic expressions. Many famous designers imagine and produce unique pieces of art (Jeff Koons, Sophie Calle, David Lynch...).

[www.bernardaud.fr](http://www.bernardaud.fr)



### Jeff Koons's elephant cup

*Bernardaud made a series of 2.500 elephant cups, designed by famous artist Jeff Koons.*

# Enamel earth and fire

Limousin's granitic underground contains numerous minerals, including gold. There were many goldsmiths in the region. Our forests supplied wood, used for baking religious coins during the Middle Ages. Nowadays, enamel is associated with contemporary material thanks to young designers who create original and unusual works of art. The Enamel House in Limoges is dedicated to contemporary enamel art.



## THE FINE ARTS MUSEUM IN LIMOGES

The museum is set in a majestic building which used to be an Episcopal Palace, by Limoges cathedral in the Saint-Etienne medieval quarters of Limoges. It was renovated in 2006 and 2010.

It is internationally renowned for its enamel collection. It offers a wide panorama of Limousin enamel production from the 12th century to today ("champlevé" enamel, Renaissance painted enamel, modern and contemporary enamel), as well as pieces from all over the world.

Don't miss the museum's paintings by Renoir and Valadon, sculptures, Egyptian antiques and the exhibit about Limoges's 2000 year old history.

[www.museebal.fr/en](http://www.museebal.fr/en)

## LA GALERIE DU CANAL

An artist collective with 6 enamel artists, a coppersmith and a ceramist who work together in an old stable in the historical Butchers' quarters in Limoges. A great occasion to discover contemporary works of art and to discuss with the gallery's artists..

[www.galerieducanal.fr](http://www.galerieducanal.fr)

## LISE RATHONIE GALLERY

Lise Rathonie is a contemporary visual and enamel artist from Limoges. The artistic approach she uses, applying enamel on metal, is quite unusual. Her works are essentially based on searching for new techniques and textures, respecting age-old know-how, and constantly striving to broaden and renew her artistic scope. The themes she approaches are graphic research taken from photographs, references to the historical aspect of her trade and art, and a glance at our society. Paintings, furniture, art works... nothing can stop this artist who tirelessly works to give enamel a new image !

Her gallery, located on Louis Blanc boulevard, opened in 2007. It is both a showroom and a workshop where her art is exhibited along with pieces by many other artists and craftspeople. The atmosphere is immaculate and pure, with various decorative objects, jewellery, lamps, furniture, sculptures and paintings, staged and regularly renewed by Lise Rathonie.

[liserathonie.com](http://liserathonie.com)





# Leather, cattle and water

Leather tanning is complex and unique. It requires a great amount of knowledge about skins and mastering an infinite amount of details and gestures in order to approach perfection. Saint Junien in Haute-Vienne is Limousin's well spring of leather tanning, thanks to the quality of the river Vienne's water and to the importance of cow breeding in the area.



## AGNELLE GLOVEMAKERS : THE ROLLS ROYCE OF GLOVES

Agnelle was founded by Joseph Pourrichou in 1937, and is now managed by his great-granddaughter Sophie Grégoire. In 2006, Agnelle obtained a "Live Heritage Company" label. Sophie Grégoire's passion for gloves and fashion, combined with her love of leather, give birth to exceptional models, hailed by deluxe brands and top fashion designers such as Dior, Jean-Paul Gaultier, John Galliano, Burberry, Louis Vuitton, Givenchy, Lanvin... as well as stars such as Madonna and Sharon Stone, to name a few. Agnelle gloves are sold in over 500 shops throughout France and 200 shops in over a dozen countries. You can visit her workshop (Booking required : contact Saint Junien Tourist Office).

[www.agnelle.com/en](http://www.agnelle.com/en)  
[www.saint-junien-tourisme.fr/  
index.php/en/](http://www.saint-junien-tourisme.fr/index.php/en/)

## DAGUET BELTS AND BAGS

In 2009, when Thibault Favre de Lapailherie was 28 years old, he purchased the Daguet company (after becoming one of France's prestigious "Compagnons du Tour de France"). Back in his early teens, he had spent some time doing work experience for Daguet. He worked for several of France's finest fashion designers and knew everything there was to know about leather. "We do not dominate leather, leather dominates us", as he likes to say. Each new season brings a new collection where quality and innovation are essential: custom-made bags, belts, Iphone holsters... There is a factory outlet shop in Saint-Junien.

[www.daguet.me](http://www.daguet.me)

## LE TANNEUR : DELUXE HANDBAGS

Le Tanneur et Cie was founded in 1898. The company combines creativity and innovation with ancestral leather tanning techniques. Be sure to visit the factory outlet in Bort-les-Orgues and take advantage of factory prices on handbags, luggage and small leather goods. Le Tanneur also commercializes "Soco" brand items.

[www.letanneur.com/en](http://www.letanneur.com/en)

## DID YOU KNOW ? WESTON MAY SOUND ENGLISH, BUT IT IS 100% LIMOUSIN!

The « JM Weston » brand was created by the Blanchard company which was founded in Limoges in 1891. Blanchard specialized in deluxe shoes. In 1904, Eugène Blanchard travelled to Boston to learn new techniques from « Good Year », in order to perfect the company's sewing methods.

In 1910, Blanchard represented France at the World Expo in Brussels and was awarded a diploma of honour. In 1926, Eugène Blanchard brought sophistication to a whole new level by creating 5 new widths in the company's shoe sizes, to fit customers' feet perfectly. These custom-made shoes are what made Weston a success.

The Weston factory outlet in Limoges offers about a 20% discount on many shoes.

[www.jmweston.fr/en](http://www.jmweston.fr/en)

*Do not miss "Les Portes du Cuir",  
a huge yearly leather event in autumn.*

[www.saint-junien-tourisme.fr/index.  
php/en/](http://www.saint-junien-tourisme.fr/index.php/en/)



# Aubusson tapestry Water and Wool

ON UNESCO'S WORLD HERITAGE LIST

Aubusson tapestry is a local tradition, a fine art and a luxurious product. It is the result of five centuries of history and skills in southern Creuse. It is renewed today with contemporary creations. In Aubusson, weavers use horizontal looms known as "basse lisse" looms : this technique involves weaving on the rear side of the tapestry-in-the-making.

Weavers are artistic tradesmen / women whose task is to carry out projects thought up by artists. A great amount of skill is required . Jean Cocteau used to refer to weavers as "harpists", juggling between the art of "textile translation" and the art of colours.

Many famous artists came to work in Aubusson : Dom Robert, Braque, Picasso, Le Corbusier, Léger, Cocteau, Lurçat, Vasarely, Kandinsky, Caldre, Dufy, Toffoli, Folon, the Delaunays, Garouste, Castelbajac, Zadkine, Pifarretti, Sarkis, Mosset, Stella, Bertrand Clément, Opalka... to name a few.

## THE BRAND NEW « CITÉ INTERNATIONALE DE LA TAPISSERIE » INTERNATIONAL TAPESTRY MUSEUM

The "Cité de la Tapisserie" opens on July 10th, 2016 and will greatly contribute to the revival of Aubusson tapestry.

Various Aubusson productions will be exhibited here, from major historical works to contemporary ones. La Cité offers visitors a spectacular tour with an original scenography, particularly with its « nef des tentures » (the tapestry hanging nave), a 700m2 multi-purpose cultural venue, built much like a theatre. It will be located in the old Decorative Art School. It will also be a wonderful workplace for young artists and a platform for contemporary creation.

[www.cite-tapisserie.fr](http://www.cite-tapisserie.fr)



## PINTON WORKSHOP IN FELLETIN

Since 1867, Pinton has been renowned for its mural tapestries and exceptional carpets, made using secular techniques. Pinton tapestries can be found all over the planet! The company's manager, Lucas Pinton perpetuates this French savoir-faire with audacity, creativity and innovation. Pinton has created tapestries for the finest international artists... Etel Adnan and Ahmed Moustafa, to name a few.

Religious buildings, embassies, theatres, airports, presidential palaces, luxury hotels, private jets, deluxe fashion designers (Chanel, Dior)... many public and private places across the world proudly boast tapestries, rugs and even wall to wall carpeting by Pinton.

Felletin's Tourist Information Office organizes guided tours of the factory, located in a building designed by architect Jean Willerval. Visitors are invited to discover the different steps involved in tapestry and carpet-making.

In Paris, a PINTON Showroom recently opened (71 rue du Cherche-Midi). It is open Monday through Friday from 11am to 7pm.

## DID YOU KNOW ?

PINTON made a 7 x 3 metres tapestry dedicated to John Lennon, ordered by Amnesty International's founder, Bill Shipsey. It was inaugurated on Ellis Island, in July of 2015, in presence of Yoko Ono, his widow, as well as Bono from U2. It is exhibited at the National Immigration Museum.

[www.ateliers-pinton.com](http://www.ateliers-pinton.com)





# Luxe & Excellence Association

This association was created in 2010. Its 18 members are companies who work in the luxury goods industry. They employ 495 people and their turnover amounts to 44 million Euros. The association's guarantees : all goods are top of the range, made in France, and made using renowned, ethical techniques.

## THE « LUXE & EXCELLENCE » SHOWROOM

In the summer of 2015, the « Luxe & Excellence » showroom opened in Limoges, on boulevard Louis Blanc (n°15) : a total immersion into the universe of luxury and excellence ! An opportunity for the members of the « Luxe & Excellence » network, to present and sell their prestigious "Made in Limousin" creations to the public. In the beginning of 2017, a larger venue will be opening on boulevard de Fleurus in Limoges. A true Limousin Excellence showroom, open to other creators as well.

[www.luxeetexcellence.com/en](http://www.luxeetexcellence.com/en)



## SOTHYS, BEAUTY AT ITS FINEST

"Sothys", who was the Egyptian goddess of beauty, is the name given to this Corrèzian firm, located in Brive.

Over the last 60 years, Sothys has developed produced and commercialized deluxe beauty care products all over the world.

Bernard Mas, the managing director of Sothys, is attached to sustainable development and the firm has developed a range of "Beauty Garden" nature-friendly products. You can visit Sothys Gardens in Auriac, Corrèze.

[www.sothys.fr](http://www.sothys.fr)

## LOU KASATCHÉ, LIMOUSIN FASHION DESIGNER

In 2011, Bernard Blaizeau used the know-how he acquired managing his C2000 workshop, to set up his own fashion house, Lou Kasatché, in Limoges.

The Lou Kasatché range is inspired by the pre-war period, when great talents such as Gabrielle Chanel turned the world of fashion and design upside down. Lou Kasatché aims to bring the concept of fashion designers up-to-date, offering designs for wedding and cocktail dresses, women's custom-made clothing and individual accessories. Customers are encouraged to take time to try clothes on, discuss with staff and give their point of view. Lou Kasatché works with the world's most famous fashion houses.

[www.luxeetexcellence.com/en](http://www.luxeetexcellence.com/en)

## PATRICK CRESPIN, GLASS ART

In his workshop in Bessines-sur-Gartempe, master glass-maker Patrick Crespín creates astonishing light fittings. His contemporary, colourful style gives life to a magical, poetic world, collection after collection. From wall lights to much larger light fittings, he adapts the sizes and colours of existing models and/or studies, designs and makes exclusive creations. Pierre Cardin, Maxim's, Crazy Horse are just a few of his prestigious customers. His creations have been exhibited in major American galleries: Corning, Gump's, etc. In addition to his Art Nouveau light fittings, he has become a specialist in antique restoration.

[www.crespinpatrick.com/index.php](http://www.crespinpatrick.com/index.php)

## CHÉRI BIBI HATS

Combressol : Picture a workshop in a wooden chalet, in a small town on the Millevaches Plateau. Step inside! Sewing machines, felt, silk, feathers, ribbons, colourful spools... labels with prestigious names... Dior, Balenciaga, Rykiel, Vuitton ... Welcome to Chéri Bibi, Marie-Claire Barban's workshop ! Marie-Claire is an extremely talented hat designer. She owns another workshop in Paris, but Corrèze is where her heart is. In 2000, she was elected "One of France's Best Workers" and, in 2009, the company was awarded the "Entreprise du Patrimoine Vivant" (Living Heritage Company) label. You can visit her workshop and see how hats are made (booking required).

[www.cheribibi.fr](http://www.cheribibi.fr)



# Contact

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 I love Limousin

