

A series of overlapping, golden-brown scribbled lines that form a horizontal, somewhat elongated shape. The lines are thin and vary in length and direction, creating a sense of movement and texture. The text 'PRESS KIT 2010' is centered within this scribbled area.

PRESS KIT  
2010



**PERRIN & FILS**



## CONTENTS

### **PART I : PERRIN & FILS, SERVING EXCELLENCE FOR 80 YEARS**

I1. BACKGROUND	p 1
I2. THE KEY TO SUCCESS	p 2
I3. PERRIN & FILS ORGANISATION	p 3
I4. KEYS DATA AND FIGURES	p 4

### **PART II : LES TISSAGES PERRIN**

II1. LES TISSAGES PERRIN, since 80 years	p 8
II2. LES TISSAGES PERRIN, the inauguration of its new premises	p 9
II3. LES TISSAGES PERRIN, the production	p 11
II4. LES TISSAGES PERRIN, the markets	p 13
II5. LES TISSAGES PERRIN, the collections	p 14
II6. LES TISSAGES PERRIN, the making-up manufacture	p 17

### **PART III : VELOURS BLAFO**

III1. VELOURS BLAFO, background	p 19
III2. VELOURS BLAFO, the markets	p 20
III3. VELOURS BLAFO, perspectives	p 21

## PART I : PERRIN & FILS, SERVING EXCELLENCE FOR 80 YEARS

### I1. BACKGROUND : A FAMILY BUSINESS

The story of our company started at the beginning of the last century.

Eugène Perrin, the father of Edouard and Bernard, was born in Aprieu, in Isère. At the turn of the century, aged 18, he started working as a mechanic at the Bianchini-Férier mill in La Tour du Pin. Little did he imagine his good fortune.

At the time Bianchini-Férier were world leaders in the textile market. No doubt it was here that Eugène Perrin acquired a taste for good quality work and a fair amount of weaving know-how. Even today, weaving specialists still remember this famous firm.

In due course Eugène was despatched to the United States to manage the Bianchini-Férier mill in Port Jerwis. He set out with his wife and eldest son Edouard (Bernard was not yet born) to develop silk sales on the US market.

In 1928 Eugene returned to France, determined to set up his own business and capitalize on his experience abroad.

To begin with, Perrin worked in a small workshop, assisted by the whole of the family, weaving to order for a Lyon manufacturer. He opted to concentrate on natural silk.

Edouard and Bernard took over from their father, sharing creative and business tasks.

Jean-François Perrin, Edouard's son, represents the fourth generation. He joined the firm in 1971 and currently his both sons Jean-Laurent and Jean-Hugues are leading the firm.

Perrin & Fils is one of France's top haute couture manufacturers, comprising several production units: Tissages Perrin (natural silk, stretch fabric, making-up), and Velours Blafo (velvet production).

## 12. THE KEY TO SUCCESS

Perrin & Fils is the largest silk manufacturer in Rhône-Alpes. It is France's top consumer of silk, accounting for 60% of imports of raw silk or thread. It is also the country's largest manufacturer of this fine fabric. It is keen to carry on operating at a human scale and leaves the various companies that make up Perrin & Fils plenty of creative latitude. On the other hand, there is plenty of encouragement to take advantage of synergies between the group's many skills.

### From silk to stretch

Perrin & Fils manufactures fabric for silk squares, ties, lingerie, haute couture and off-the-peg wear, swimwear and furnishing. All the companies that make up Perrin & Fils can call on irreplaceable experience. Thanks to their experience working with silk, which is a remarkably lively material, they have been quick to master stretch fabrics.

### An integrated production for additional services

In keeping with a longstanding tradition among Lyon silk manufacturers, Perrin & Fils completes the whole production process in-house: throwing, weaving, and assembly of accessories. Integrated production is vital for a global service, based on the ability of companies to pool forces to offer a top quality response, in itself a source of added value. Perrin & Fils is determined to meet even the most demanding requirements. 10% of staff carry out quality control work every day. After all there can be no better ambassador for a company than a satisfied customer, a point demonstrated by Hermès and other leading names, who have been Perrin customers for 50 years.

### Constant creativity

Technology intelligence and creativity are the two golden rules for companies in Perrin & Fils. The integrated design studio is constantly on the look-out for innovation, covering all the main shows. It decides the content of each collection. Work focuses on stimulating customer demand, constantly exchanging ideas with customers, and sometimes, coming up with surprises. Perrin & Fils can make a key contribution to the creative process. Its skills range from the development of specific fabrics to the design of the pattern and its colours.

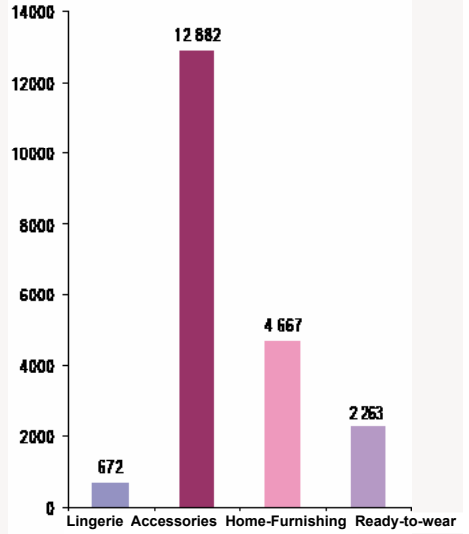
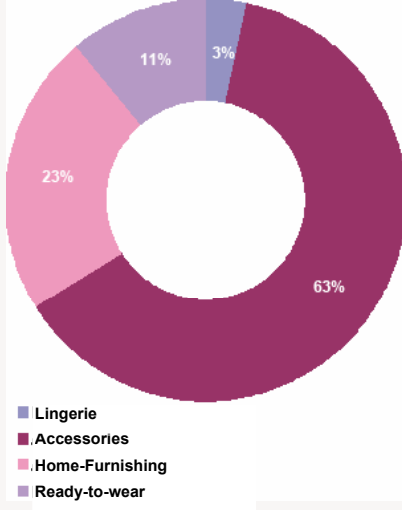
### 13. PERRIN & FILS ORGANISATION



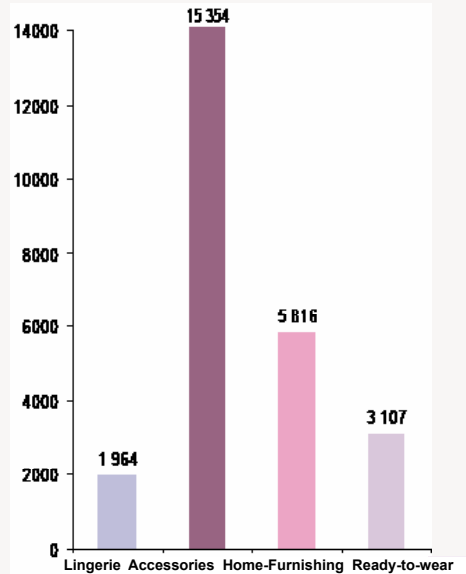
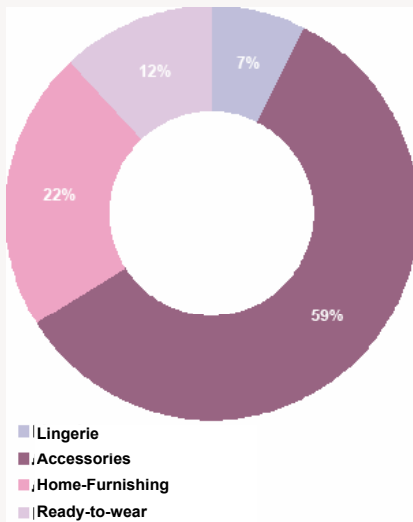
## 14. KEY DATA AND FIGURES

### Overall turnover Overall by classification in K€

Year 2009

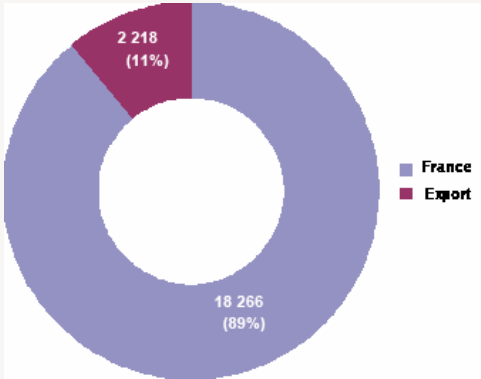


Year 2008

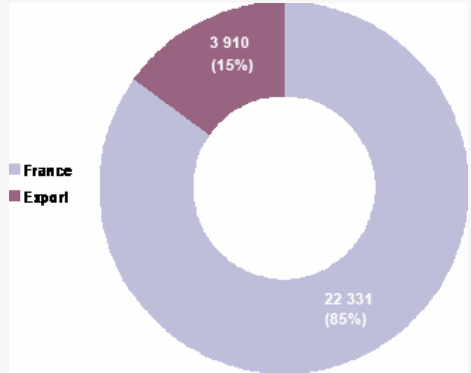


## Turnover France-Export in K€

Year 2009

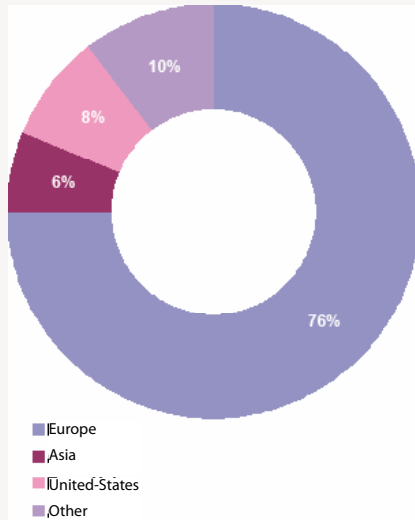


Year 2008

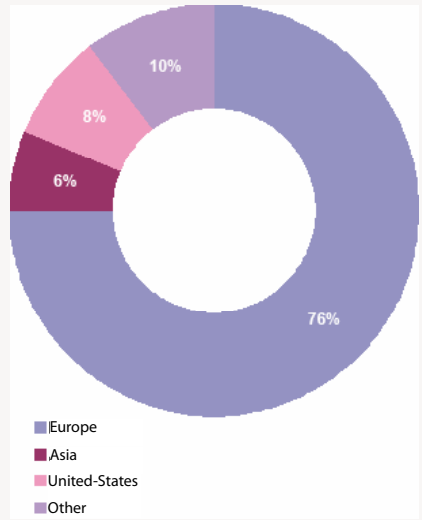


## Turnover : salesover for export in K€

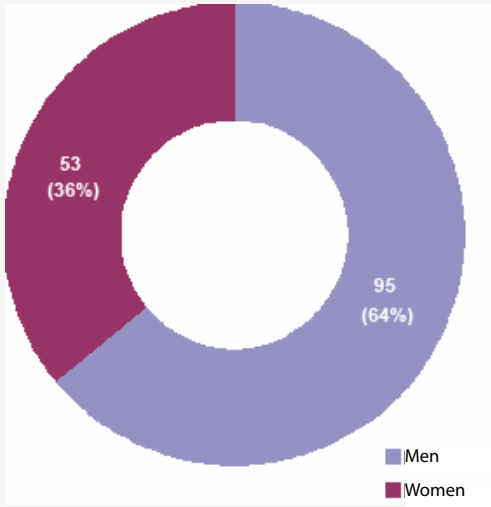
Year 2009



Year 2008

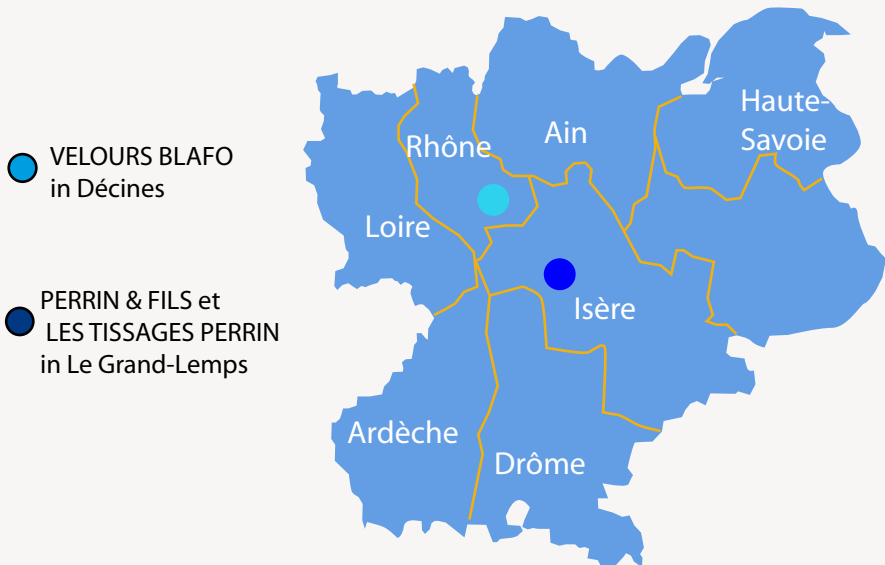


## WORKFORCE



The Perrin & Fils Group has a workforce of 148 people.

**IMPLANTATION** : Perrin & Fils in the heart of Rhône-Alpes





## II1. Les Tissages Perrin : 80th anniversary

Les Tissages Perrin entered the textile and silk adventure 80 years ago.

A quest for innovation always supported by ongoing research efforts.

A search of trends meeting the aspirations of the greatest names in luxury and elegance.

A quest for excellence through ever higher quality and ever more creative products.

A quest for sense which combines economic growth and true values, and gives the company a mission : to help spread the silk and luxurious fabrics in France and abroad.

Les Tissages Perrin celebrated their 80th anniversary June 12, 2009. Alain Carré and François-René Duchâble artistically accompanied this event.

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## II2. Inauguration : June 12, 2009

On June 12, 2009, the 4th and 5th generation of the Perrin family officially inaugurated the new production facility of Les Tissages Perrin.

The guests have discovered the new ultra modern facility before attending the ribbon cutting ceremony.

For this special occasion, Les Tissages Perrin called upon the actor-director Alain Caré and the virtuoso François-René Duchâble who performed "Over the silk," a story in words and music tracing the saga of the silk with artfulness and subtlety.





### 113. Weaving from yarn to fabric :the production

Les Tissages Perrin has a production tool at the cutting edge of technology. A brand new site, with a total of 42 looms, warping machines and efficient monitoring equipment, allows us to quickly respond to the needs of our clientele both in terms of production materials and developing new products.

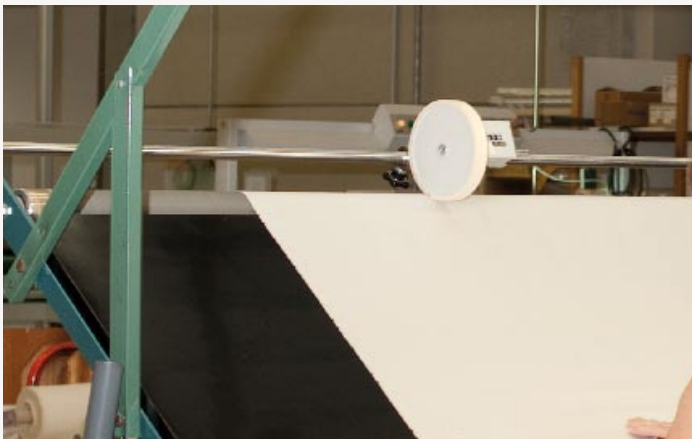
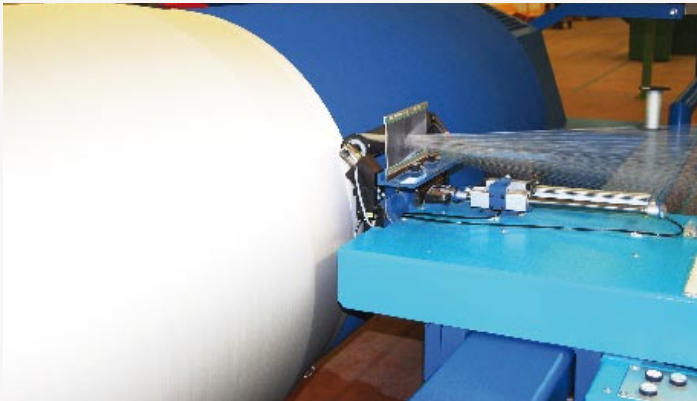
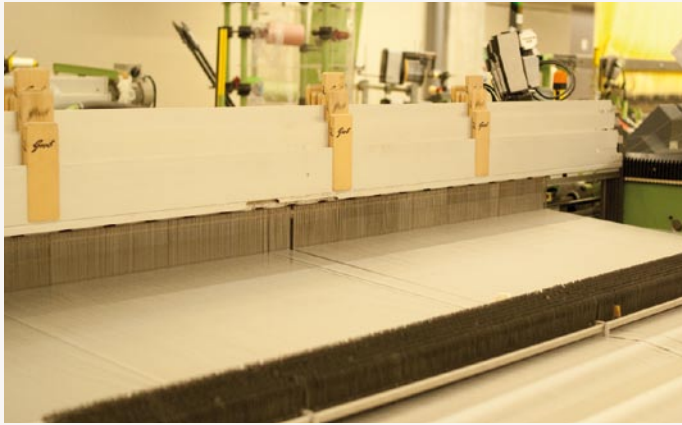
In order to create a product of impeccable quality, Les Tissages Perrin constantly carry out checks throughout the manufacturing process.

The qualified staff frequently undergo training to adapt to the development of new technologies.

The design team have the most up-to-date tools at their disposal and they are always in touch with the sales team, the technical department and the Research & Development team. Assisted by the latest design tools, the designers develop patterns, colours and materials according to market trends and they are real artistic partners in bringing to life our clients' collections.

The research laboratory (in charge of ensuring that our products meet equally important criteria, such as having dimensional and colour stability, being strong and hardwearing...) allows us to improve the performance of our textiles and fulfil our clients' expectations.





## II4. The markets

**Accessories:** Thanks to our many years' experience in silk manufacturing, we are recognised by the most prestigious clients in the sector.

**Ready to wear:** positioned in the high-end sector, we offer a structured collection. We offer a wide range of different weaves and finishings to combine with the subtlety of our shades. Thus we are able to create limitless combinations and you will be sure to find just the right product.

**Lingerie:** our lingerie line includes a vast selection of high-end silks in various weights and elasticities. As well as silk, Les Tissages Perrin offer synthetic-mix textiles.

**Swimwear:** every season we develop new finishings and processing techniques.



## II5. Ready-to-wear

### A new strategy in 2009 :

With their new ready-to-wear collection, Tissages Perrin present a unique and creative offer specially created to meet your fashion requirements for the future season. 2 themes :

#### Elegant woman :

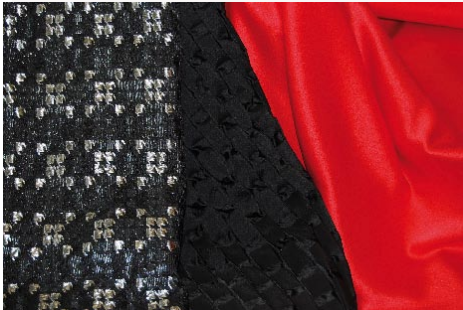
The luxury of silk and combinations of materials:

Duchesse satin, satin crêpe, suede, crêpe meteor, pleats on muslin, basket weaves, reps, twill ribs, lurex inlaid creped jacquard fabrics...creative and innovative surface effects. Compact flexibility, elegance and transparency, a modern, irresistible feel: crêpe frimousse, satin cuir, crêpe diamant, fluid gauze and muslin, metallic jacquard poche...

#### Contemporary woman :

The fabrics are very light, iridescent, fluid and vibrant: transparent finishes with a paper-like feel.

Organza, fringed cheesecloth, woollen fabrics with loose yarns, super fluid satin, cloqué fabric.



The summer 2011 collection plays between night and day...

**Beauty in motion** is the theme for the day. Textiles are becoming lighter and are soft, generous, floaty and smooth to the touch.

Silks are becoming ethereal, with an unrivalled feeling of softness.

Satins are light with cotton/silk and silk/elasthan mixes.

Crepe fabrics are becoming increasingly uneven and coarse to the touch, whilst chiffon fabrics are seen to be playing around with fine stripes.

**Total Eclipse** : the night-time theme for somewhat eccentric evenings offers a chic, grungy style.

Surfaces are smooth yet uneven.

Transparencies are altered with cut cotton voiles. Effects include waxed, aged and whitened for gabardines, satins and canvasses, whilst popular finishes include fringed and shredded.

Prints on extremely flowing silk or cotton fabrics focus heavily on floral bouquets and stylised flowers, as if viewed through a kaleidoscope.



## COLLECTIONS : Lingerie

The Lingerie collections showcase a wide range of skills in terms of designs, textures and colours. We always listen to the market and to our clients, and our collections can meet extremely precise specifications.



### III6. LES TISSAGES PERRIN, delicately hand-made clothing

Les Tissages Perrin also has a clothing manufacture division where everything is made by hand using techniques honed by a thousand repetitions.

From conception to finishing, the clothing manufacture division is specialised in producing small custom-made embellishments: petals, braids, bows, bias binding... but also ties, scarves, square scarves and much more.

Our workshop is fortunate to maintain excellent links with clothing designers.

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ZA Les Chaumes BP 26 - 38 690 Le Grand-Lemps





### III.1 VELOURS BLAFO : weavers for more than a 100 years

In 1905 Messrs Blanc and Fontvieille founded the company to manufacture fabrics for corsets.

In 1920, the company began to manufacture velvet that was used to cover the corset whalebones. In the 1980's, inspired by fabrics for corsets, Blafo ventured into the market for technical velvets for the home-furnishings industry. At the same time, the company branched out to fulfill the specific requirements for furnishings in public buildings.

Blafo, the home-furnishings weaving mill of Perrin & Fils, is the leader in the French market for velvet and is specialized in plain and jacquard woven fabrics.



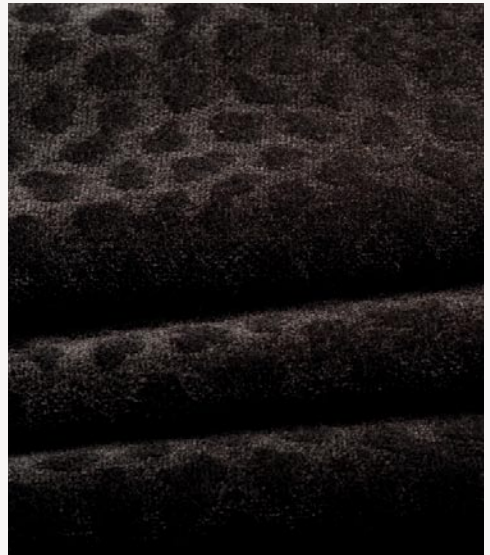
## III2. VELOURS BLAFO : THE MARKETS

### Decoration

Be it for drapes or for covering chairs and armchairs, upholsterers, decorators, interior designers and architects turn to Blafo for advice and technical skills which will allow them to complete their projects efficiently. Our vast collection of velvet and woven fabrics - crushed, embossed, printed, jacquards in classic and contemporary styles - provides our customers with an unlimited choice.

### Contract work

The Blafo collections are designed to meet the tough technical requirements specific to the seating and stage industries. Our fire retardant fabrics using Trevira CS are suitable for use in hotels, concert halls, cinemas, theaters, restaurants and other public spaces. To comply with the technical standards set by the contract industry, Blafo designs new patterns and colors to create original fabrics.



Blafo is a creative and innovative company, constantly assiduous in reinforcing its reputation as one of the leading weavers for high quality velvet and woven fabrics.

Our methods :


- highly technical and diversified production tools
- a large range of technical and decorative fabrics with classic and contemporary styling
- skilled abilities in all divisions of the company : innovation and creativity, marketing approach, Research and Development, production and quality control.



Velours Blaflo has created new marketing tools to present his new products.


## TRENDS PRESENTATION

# TAXI DRIVER



Un thème aux notes urbaines, jeu de graphisme et diffusion de couleurs ...

Spin City and crazy urban life. Shocking colors and contrast. One it!





Un thème aux accents rurales, bois et végétation.

A take far of look on Green, across trees and wild flowers. See the colors, feel the textures. Look for one transparent to the place you reach there in life.




# VELVET LOUNGE



Élégance, douceur et modernité à son mélange pour un spectacle. Vous découvrez l'aspect Velvet Lounge.

Looking for a place to attend when, sometimes. Come to the Velvet lounge and feel yourself in the state of life.



## COLORS CARDS

# 2505 EDEN

TRITON - MEDINA - MURANO - VENEZIA




**VELOURS VISCOSE**  
**Composition :** 68 % viscose 29 % coton 6% polyester  
**Utilisation :** rideaux, tentures murales, sièges (version utile uniquement)  
**Poids :** 370 g/m<sup>2</sup>  
**Largeur :** 140 cm  
 Eden et Triton : 26 coloris disponibles en stock  
 Coloris spéciaux sur commande

**VELOURS VELVET**  
**Composition :** 68% viscose 26% coton 6% polyester  
**Ind use :** carteries, velourcovering, upholstery (residential)  
**Weight :** 520 g/m<sup>2</sup>  
**Widths :** 140 cm  
 Eden and Triton : available in 36 colors  
 Custom colors available on demand



EDEN	TRITON	MEDINA	MURANO	VENEZIA
bleu en 3%			écologie 418	
bleu 3				
bleu 4A			corail 6	
bleu 5A			corail 7	
bleu 5			corail 8	
bleu 6			corail 9	
bleu 6A			corail 10	
bleu 7			corail 11	
bleu 7A			corail 12	
bleu 8			corail 13	
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bleu 50A			corail 98	
bleu 51			corail 99	
bleu 51A			corail 100	

Autres coloris disponibles sur commande

Disponibles en largeur :  
 Médiane : 128 cm  
 Médiane : 128 + 1 + 1 cm  
 Venezia : 136 + 1 + 1 cm

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