

- 2017 -
Press Review

DUVIVIER

1840

CANAPES



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When Entrepreneurship is synonymous with Values ...

"Taking over a company of high-end sofas, armchairs and furniture, which relies on an almost bicentenary know-how, whose fundamentals are drawn from French craftsmanship and combined with the very best values, was a unique adventure which arose and I wished to share with all the employees of the company.

Imagine a beautiful jewel, with certain charms, whose appeal need only be lit up to arouse desire and emotion! The stakes are high and this is really about reaffirming a position and developing a brand that has everything already going for it. Capitalising on its history, without breaching it but incorporating the essential elements needed for the current market, Duvivier Canapés has very good assets to begin to promote its strong values of Expertise, Design, Materials and Commitment.



The products or designed collections, manufactured by the House's artisans who are endowed with an unequalled experience, are distributed to the 4 corners of the world and have undeniably a common key factor: a sensuality of playing with exceptional materials between wood, leather and also fabric; a perfection to the finishes and comfort; and distinctive timeless lines in order to compete with the ephemeral trend.

At the time when I decided to start this entrepreneurial venture, these were the company's human values that appealed to me: the size of the structure and the craftsmanship, and equally the ensuing potential of the Maison which is able to respond to the needs and desires of its customers, present and future, French and international, without abandoning its past. "

Aymeric DUTHOIT

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Maison DUVIVIER Canapés, History of the brand...

1 Since 1840, engraved in time

Since 1840, Maison Duvivier Canapés has combined outstanding craftsmanship and the wealth of materials to design exceptional French products.

Heir to an almost bicentenary know-how of saddle and harness makers, it set up business in the Vienne region in the South West of France.

François-Baptiste Duvivier and his descendants continued working with leather to make objects for everyday life: horse saddles, harnesses for plowing, etc ...

At that time, leather, along with wood and iron, was one of the main raw materials used.

It was in 1978 that Jean-Marie Duvivier, fourth descendant, opened a sofa manufacturing workshop in Usson du Poitou in the Vienne region, and naturally this new business veered towards a "saddlery" aspect.

A pioneering alliance of expertise, innovation and design

Over seven generations, Maison Duvivier Canapés has developed a unique knowledge of craftsmanship while integrating the most advanced techniques of the furniture industry.

Carpenters, upholsterers and seamstresses work with the finest materials to offer you unrivaled sofas, armchairs and furniture.



1997- Trégastel Beach in Brittany. The Maillol resting on the sand. This was the first visual image used in the national advertising campaign and its spirit represents an authentic and timeless style.

The essential quality elements of the sofas, armchairs and furniture, are the materials used by Duvivier Canapés where the utmost care is taken in their selection for their ultimate transformation.

Wood and steel are chosen for their strength and durability. They ensure resistance and a style of high quality furniture; the indepth study made for the seat comfort, resulting notably in a patented system "SBD" with a double bearing suspension; and finally, the selection of remarkable leathers on offer, with their suppleness and sensual touch.

Maison Duvivier Canapés is equally known for its design and in 2010 obtained the VIA label (Valorisation of Innovation in Furnishing) for a range of iconic models.

Building on the success of the furniture line, the creation of the brand Duvivier Canapés took place in 1989. The Maison's distribution network began in the 2000's with the opening of its first store-showroom in Paris in rue des Halles, together with the network of Duvivier Canapés distributor specialists, including internationally. In 2016 our Japanese partner opened the store "Paris Duvivier" in Tokyo, a dedicated showroom of the Duvivier Canapés brand.



Maison Duvivier Canapés was one of the first companies to be awarded the « Entreprise du Patrimoine Vivant » label (Company of Living Heritage) by the French Ministry of Economy, Industry and Employment in recognition of its excellence and French traditional know-how.

3 Haute couture iconic products aimed at designers

Among its iconic ranges, the Maillol model is symbolic as being part of the first national advertising campaign in 1989 where it was photographed on the beach at Trégastel in Brittany. The Zoltan collection was recognisable by its original and contemporary design. The Camille model was awarded the VIA label (Valorisation of Innovation in Furnishing) for its exceptional design and curved form. The Faubourg model requires a leather edge polish on its assembled seams using a specific technique for top of the range leather goods.

In 2009, with the acquisition of First Time, a furniture brand dedicated to architects and decorators, and its historic shop on rue Mazarine in Paris, Duvivier Canapés also developed a collection of furniture for the living area to complement their sofas. First Time provided the opportunity to work with renowned designers including Didier GOMEZ, the founder of the brand.

4 2016, Maison Duvivier Canapés reinvented

During this year, Maison Duvivier Canapés underwent a redeployment following its takeover in July 2016 by Aymeric Duthoit, a passionate French entrepreneur.



Entreprise
du Patrimoine
Vivant

Aymeric Duthoit spent more than 15 years in the office furniture sector before pursuing a career with the Bénéteau group. Fortified from his rewarding experiences developing companies from General Manager positions, he decided to embark on an entrepreneurial adventure. With a longterm perspective of promoting the present know-how in the company, which he refers to as a "jewel", he planned a rebound of Maison Duvivier Canapés for the end of 2017. With this objective in mind, by using the specialist knowledge within Maison Duvivier Canapés he has deployed a diversified strategy that consists on the one hand of developing the brand and on the other of reinforcing its activity through sub-contracting. It also intends to rely on geographical diversification, in particular Japan, Australia (historical markets), as well as redeployment within Europe. The second step will be the reactivation within Asia, North America and Middle Eastern areas.

Since 1840, Duvivier Canapés has worked to ensure the continuation of its French know-how by offering an exceptional range that combines style, comfort and durability. The company remains today still attached to its local roots.

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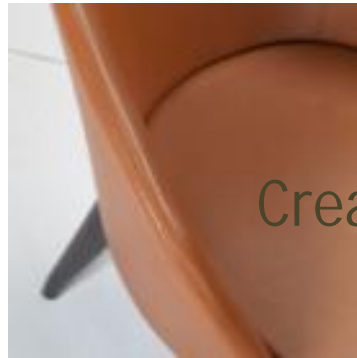
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Creativity



CUSTOM-MADE



Know-How



Craftsman



Maison DUVIVIER Canapés, Expertise of a unique traditional Know-How ...

Since 1840, Maison Duvivier canapés has been the only company to combine outstanding craftsmanship and the wealth of materials to design exceptional French products.

Maison Duvivier canapés has strived to sustain the know-how of the seamstress and upholstery saddle and harness makers. These skills have been passed down through successive generations, thus preserving a production carried out entirely in France and recognised by the Label "Entreprise du Patrimoine Vivant" (Company of Living Heritage). The talented people that strengthen the company's workforce acquire their expertise and values of excellence during their daily work by observing the older generation and through the repetition of specific actions.

Traditional techniques have incorporated new technologies and have been adapted to manufacture a contemporary product which can be admired from every angle. Indeed, the same attention to detail is given to both the outside and inside of each piece of Maison Duvivier Canapés' furniture.

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1 French manufacturing and sustainable local roots

Today, the company has two manufacturing sites located in the Vienne region south of Poitiers:



Usson du Poitou : Main site, the leather and fabric work, and sofa manufacture workshops are grouped here. Fifty skilled posts are mainly divided between leather cutting, sewing and upholstery positions.



Lussac les Châteaux : Carpentry workshop where the sofa structures, feet and wooden elements are manufactured together with the complementary furniture. Most of the wood used comes from sustainable forests under the FSC and PEFC labels.



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2 A committed quality approach

- the quality of the design, relying on a close collaboration between the designer, the technical department, the production team and the suppliers,
- the quality of the materials, with stringent and demanding specifications imposed on all the suppliers and updated to the rhythm of technological innovations,
- the quality of the manufacturing, through the continuous training of the operators, the implementation of procedures at each stage of manufacture and a quality control before packaging the products.

All the comfort components have been applied to provide a unique comfort.

Thus, the slope, depth and seat height, together with the backrest height have been studied by Maison Duvivier Canapés since its origin, adding the aesthetics to its models and including the 10 years guarantee commitment.

To improve the comfort of its sofas and armchairs, the company developed and patented the SBD double bearing suspension system: "suspension bi-portance dynmique"



To guarantee lasting comfort with outstanding use, perfect aesthetics and good body support, Duvivier Canapés is committed to an active approach of quality that intervenes on three levels:

3 Highly studied seat comfort

Comfort elements

1. Structure: Solid beechwood crossbars, beech plywood side panels, 10mm felt - Advantage: strength & durability
2. Back cushions: Fiberplume® and HR bi-density foam in a compartmentalised cotton cover - Advantage: optimal & durable comfort
3. Suspension SBD: Double bearing with polyurethane foam and a system of stainless steel springs & rubber struts - Advantage: Firmness and comfort durability
4. Full-grain leather: drum dyed, aniline or semi-aniline - Advantage: pleasant touch, thermal regulation and durable aesthetics
5. Seat cushions: Fiberplume and HR density foam in a compartmentalised cotton cover - Advantage: optimal & durable comfort



The Commitment of a brand Made In France

A Certificate of Origin and Guarantee is given to you upon delivery of your order. Duvivier Canapés guarantees on several points:

- The structure, suspension and stitching are guaranteed for 10 years.
- The fashion interiors are guaranteed for 10 years (normal use).
- Our Leather collection is guaranteed in accordance with European Leather furniture standards.
- Leather frame resistance is guaranteed for 10 years.
- The colour durability is guaranteed (subject to avoidance of prolonged exposure to the sun, the moon or heat sources in atmospheres too dry).
- The resistance to the Leather stitching is guaranteed (beyond momentary loss of shape relating to the elasticity of the Leather when in use, subject to avoidance of excessive stress on the resilience of the Leather's capacity).

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4 A recognised expertise

For the past 10 years the "Entreprise du Patrimoine Vivant" label (Company of Living Heritage) has been awarded by the French Ministry of Economy, Industry and Employment which values and encourages French culture and its know-how. It distinguishes French businesses who possess a traditional and / or industrial know-how of excellence and gives them recognition.



*Entreprise
du Patrimoine
Vivant*

In 2006, this distinction was awarded to Maison Duvivier Canapés for its history, its notoriety at national and international level, its capacity for innovation with rare expertise in the use of authentic natural leather and its know-how in the manufacture of sofas and armchairs.



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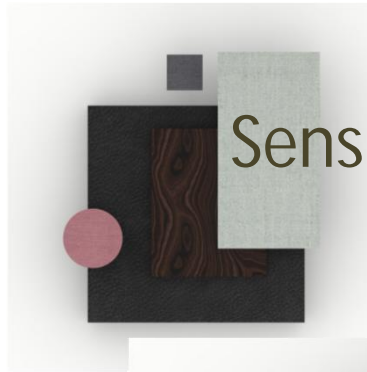
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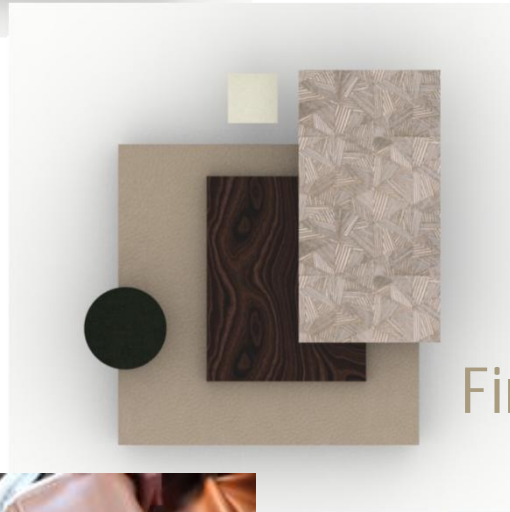
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Exclusivity



Sensuality



Finesse



Detail





Maison DUVIVIER Canapés, The Leather Expert ...

1 The requirements for selecting rare leathers

Signature of the brand, Duvivier Canapés leathers are selected from amongst the most beautiful in the world. Leather is a natural material; each hide is unique. The experience of the tanner and his mastery of the traditional methods are essential to obtain a beautiful, natural, authentic and hardwearing leather.

The quality of a leather, its flexibility and its strength depend on four main criteria: the origin of the hide, the expertise of the tanner, the colouring and finish of the leather. Maison Duvivier Canapés leathers only come from carefully selected animals which have followed extremely strict guidelines. Only hides from young bulls are used, who have been well fed, treated with care and originating from the best European stockbreeders because above all, leather's elasticity and resistance depend on the intrinsic quality of the hide.

Only "full grain" leathers, with little or no pigmentation, are selected for the Duvivier Canapés collections. These high-quality finishes give our leathers all the qualities of comfort and use of a natural material, which one will not find with sanded "corrected grain" and/or strongly pigmented leathers.



The hide is composed of three superimposed layers: the epidermis, the dermis and the subcutaneous tissues. The epidermis, the superficial part of the hide, is the part which roots the hairs. Slightly thick, it consists essentially of keratin. The dermis is composed of collagen and elastin fibres. The mesh of the fibres is particularly dense and tight in the upper part, called the grain. It is this part that Maison Duvivier Canapés exclusively uses.

The main components of the grain, collagen (resistance) and elastin (elasticity), determine the quality of the leather. These two characteristics depend on the animal species, its age and the fodder quality which condition the regeneration of the fibres. With age, these substances disappear.

Duvivier Canapés leathers are supple, soft and pleasant to touch, acting as thermal regulators and acquire a magnificent patina over time.

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A particular tanning operation followed by the Maison

Tanning is the process that transforms a hide into leather, a rot-proof material with exceptional properties. Tanning agents transform the proteins contained in the skin into insoluble products resistant to organic decomposition. The tannins can be of vegetal origin (oak or chestnut bark or grape pips) or mineral (mainly chromium salts). The tanning process takes place over several weeks during which the hides are immersed and mixed with tannins in large vats. Leathers obtained through mineral tanning are more flexible and therefore more pleasurable, more comfortable and more authentic.

No two hides are the same. The tanner must be able to adapt his work to the characteristics of the hide to achieve the desired finish. The more natural the treatment of the hide, the more precise and respectful the operation by the tanner must be.

Maison Duvivier Canapés uses the expertise of the tanner Rémy Carriat, who since 1927 has been producing exceptional leather for saddlery and leather goods, for footwear and upholstery. Based in Espelette in the South West of France, Rémy Carriat's tannery guarantees the choice of the most beautiful bull hides and a recognised expertise in tanning and finishing.

Requiring naturally treated hides that do not require correction led Maison Duvivier Canapés to the talents of the Rémy Carriat tannery and their exceptional leather craftsman's know-how.



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3 The specificity of Duvivier Canapés leather finishing

The finishing operations depend on the quality of the hide and determine the aesthetic characteristics of the leather: appearance, colour and touch.

A beautiful hide requires only colouring operations to provide it with colour. It makes it therefore possible to work with full-grain drum dyed, aniline or semi-aniline leathers, which preserve all the qualities of the natural material: authentic aspect, resistance and hard wearing.

Concerned about the environment, Maison Duvivier Canapés uses only the most natural colouring techniques such as drum dyed leather and where necessary only slightly pigmented, thereby avoiding pure pigmentation, which is a more pollutant colouring method with a higher risk of an allergic reaction. Duvivier Canapés leathers are therefore only slightly or non pigmented.



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Maison DUVIVIER Canapés, The Brand's new momentum...

Following its acquisition in July 2016, Maison Duvivier Canapés has redeployed itself, under the leadership of Aymeric Duthoit, following a diversified commercial strategy still centering on the Brand and its Collections. This development naturally continues to take place around the Maison's values : Design, Materials, Expertise and Commitment.

1 A signature and a product design with character

From their first creation the Maison Duvivier Canapés models have distinguished themselves by the combination of aesthetics, comfort and material, a unifying trio with a common strength.

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2015 - STIXX Model



2009 - MATTIEW Model



1984 - MAILLOL Model



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Maison DUVIVIER Canapés and the young French designer Charlotte JUILLARD

Selected by the Maison for her inventive and innovative approach to material, Charlotte embodies the new generation of French designers. Instantly likeable, this thirty-year-old Parisian draws you in her by sensitive and committed outlook.



Credit photo: Hadrien Leroyer

Charlotte JUILLARD's journey

Born in 1987 in Gassin in the Var, Charlotte studied Design and Interior Architecture at the Camondo School in Paris. During her studies, she did a 6-month exchange at the University of Montreal in industrial design and then graduated from Camondo in 2011 with a First-class Honours Degree for her project "Morphose", attained in partnership with the prestigious Manufacture de Sèvres.

The following year she joined the Benetton Group within its creative workshop "la Fabrica" (the Group's research and communication centre located in Treviso) where she worked with a team of international designers under the direction of Sam Baron. During her time there, she developed many projects including the "Paralumi" suspension for Seletti, a collection of glass objects for the Art Basel contemporary art fair.

Following that 18 month period and returning to France, Charlotte joined the Ateliers de Paris in 2014 and decided to set up her own creative studio, ranging from object design to scenography.

Her creative approach aspires from her quest to research and valorise material. She understands the technology of objects and how to implement them within her works creating many combinations. With a curious mix of materials she creates many surprises: a desk with a flexible coating by working with leather and wood veneer; hand-crafted embroidery on oak or even a ceramic surround ... previously unseen combinations ... and the care she takes in the attention to detail registers her work in a resurgence of French design.

Several designs by Charlotte JUILLARD

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Morphose



Echoes Inspired Sound



Table in Wonderland



Les Brodées



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«An undeniable alliance of skills »

Passionate about an innovative approach of the use of material, Charlotte was immediately seduced by the ethical values and the know-how of the Maison Duvivier Canapés. This new project aims to instill a new energy in the Maison bringing it back to the forefront of our minds and within the French design market.

Charlotte JUILLARD testifies « As a designer and as a company we have a heavy mission, re-teaching the public to be sensitive to local production and the know-how of our industries who are disappearing in favour of delocalised manufacturing and less expensive end products. »

She adds: « As I gradually discovered the Maison I was surprised to learn that this company was one of the last to still be making their own products, including their renowned sofas, which are made entirely in France by skilled craftsmen, and thus continuing a genuine local know-how.»

« As a designer and company we have a heavy mission, re-teaching the public to be sensitive to local production and the know-how of our industries who are disappearing in favour of delocalised manufacturing and less expensive end products. »



« This project stems from a notable current awareness aimed at the continuation of our know-how since it is this wealth that forms our infrastructure and cultural identity »

About the project itself, Charlotte declares : « It stems from a notable current awareness aimed at the continuation of our know-how since it is this wealth that forms our infrastructure and cultural identity. »

Reaffirming the foundations of the brand whilst working on new collections is a wager that is fully in line with the designer approach, namely forging strong and lasting links between craftsmen and designers. These collaborations make it possible to work closely with the material, understand it and go even further within the design, which are ultimately a source of enrichment coupled with an immense and limitless learning process for both parties.



Maison DUVIVIER Canapés, A continuous commitment...

1 "Entreprise du Patrimoine Vivant" (Company of Living Heritage)

The "Entreprise du Patrimoine Vivant (EPV)" label is a mark of recognition by the French Ministry of Economy, Industry and Employment set up to distinguish French companies with their traditional know-how and industrial excellence.

Maison Duvivier Canapés was one of the first to be awarded this label in 2006.

Made in France is one of the core values of Maison Duvivier Canapés supporting the know-how and expertise of local craftsmanship. All collections are designed and manufactured in the Maison's two workshops south of Poitiers.

2 100% Made in France

3 A firm commitment to protecting the environment

From design to packaging and from the materials used, Maison DUVIVIER Canapés places the respect of the environment at the heart of its activity.

There are numerous examples we could mention including the use of wood from sustainable managed forests (FSC & PEFC labels), metals containing at least 30% recycled materials, packaging made of recycled and / or recyclable materials, a concept that allows the separation of materials at the end of their life.

4 Guarantees for the health and safety of consumers

All the materials and compositions used to manufacture Duvivier Canapés products ensure a perfect security for the health and well-being of the end-user. For example, the products are free from toxic pollutants, phthalates and also benzene derivatives. Full details are available from the Maison.

FACTS & FIGURES

(reference: 2016)

INFORMATION



Turnover	€ 9M
Workforce	70 employees
Number of products sold per year	Approximately 3000 sofas and armchairs produced and sold per year
Production sites	2 workshops situated in the south of the Vienne region of France: the carpentry workshop in Lussac Les Châteaux, and the leather/upholstery workshop in Usson du Poitou.
Usson du Poitou	Main site, the leather and fabric workshop and sofa manufacturing are grouped together here. The fifty or so experts are responsible for cutting, sewing and upholstery.
Lussac les Châteaux	Carpentry workshop in which the sofa structures, feet and wooden elements as well as the complementary furniture are made. Most of the wood used comes from sustainable forests under the FSC and PEFC labels.
Typology of professions: expert craftsman requirements	Designer / Technical Developer Carpenter Cutting operator Seamstress Upholsterer
Number of stores in France and Internationally (owned or distributors)	3 Brand stores (2 in Paris, 1 in Lille) France – 70 specialist retailers International – 50 specialist retailers
Global presence	Current geographical proportions France: 80% International: 20%
Strategic aim	> 50% internationally within 5 to 10 years
At present the main international clients are situated in Japan, Australia, China, South Korea, Taiwan, Belgium, Switzerland, Germany and Great Britain	
Typology of clientele (in relation to turnover)	Private clients via brand owned stores 15% Business 5% Specialist retailers 75% Institutes 5%

KEY DATES

INFORMATION



- 1840** François-Baptiste Duvivier set up a saddlery trade business in Joussé in the Vienne region, south of Poitiers, where our current know-how originated from. The descendants of François-Baptiste Duvivier continued working with leather to make objects for everyday life: saddles, harnesses for plowing...
 At that time, leather was one of the three raw materials used with wood and iron.
- 1978** After meeting a Parisian designer, Jean-Marie Duvivier, fourth descendant, opened a sofa manufacturing workshop in Usson du Poitou in the Vienne region. Naturally, these sofas veered towards the saddlery aspect, using authentic leather which was often very thick, requiring the original know-how which Jean-Marie Duvivier directed into this new activity.
- 1989** The brand Duvivier Canapés was created together with the first collection in opulent design using thick leathers, including the Maillol.
- 1991** The Maillol model resting on the sand at Trégastel beach in Brittany was used in the first national advertising campaign.
- 2000** The first owned showroom store opened in Paris and the distributor network took shape and the brand Duvivier Canapés developed internationally.
- 2005** Duvivier Canapés developed and patented the SBD suspension system (dynamic double bearing capacity suspension).
- 2006** The company is awarded the "Entreprise du Patrimoine" label (Company of Living Heritage), a guarantee of its know-how and exceptional craftsmanship.
- 2009** The company purchased "First Time", a furniture brand dedicated to architects and decorators, and its historic shop on rue Mazarine in Paris.
- 2010** **LABELSVIA 2010**
 Creation of the Camille model, which obtained the VIA label (Valorisation of Innovation in Furnishing).
- 2016** Our Japanese partner opened the store "Paris Duvivier" in Tokyo, a dedicated showroom of the brand Duvivier Canapés in Japan.
- 2017** Maison Duvivier Canapés underwent a redeployment following its takeover in July 2016 by Aymeric Duthoit, a passionate French entrepreneur.



*Entreprise
 du Patrimoine
 Vivant*
*L'excellence
 des savoir-faire
 français*



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