



Créateur d'étoles

Maison Petrusse purchased by Florence Lafragette

The Petrusse House was created more than twenty years ago by an inspired and inspiring woman, Petrusse Reynen, who has included in the heritage of this beautiful brand values of joy, poetry and respect.

Petrusse is also a journey in fabrics, more than 50 collections developed by the team that likes to remember as a mantra: "Let's create in the joy of beautiful things, poetic things. Let us continue on this path since it is sincere, since it is our spirit".

With great confidence, Mrs Petrusse Reynen leaves the keys of this wonderful House to Florence Lafragette, and begins a new adventure by herself, taking her time to create, meet and travel.

Florence Lafragette has now stepped into this creating path, and has decided to follow the lead with a strong ambition for this French brand with such a unique personality and know-how: "Maison Petrusse expresses its attachment to nature, to women and men, to beauty and values by weaving lasting links with artists, artisans and the world of art"... "To keep its artistic spirit, excellence on the creation and manufacture will remain central and I will tend to go even further in the research of materials and formats with as much attention paid to the requirement of sustainable and responsible manufacture".

About Florence Lafragette

#Entrepreneur #Create #Develop #WeaveLinks



Florence Lafragette has taken with passion fascinating paths between the artistic and the entrepreneurial world. Florence Lafragette is well acquainted with the Bordeaux region, where Maison Petrusse is anchored, thanks to her experience in managing and developing wine properties, launching new products and concepts of wine testing.

Convinced by the potential of wine tourism and as an untiring communication person, she has always been eager to share and decrypt the customers expectations.

Florence had also a rich career within the L'Oréal Group. Thanks to this unique experience on management positions in communication, digital marketing and the head office with the L'Oréal Foundation, Florence loves art, beauty and elegance and to reveal personalities. Confidence and audacity always in the line.

Création et Développement
PETRUSSE
Château Mauriac
3, Chemin de Canteau
33 210 Langon - France
contact@petrusse.com



Distribution en France et à l'International
dans notre réseau de partenaires
et nos boutiques:
Paris 7^e - 46 boulevard Raspail
Bordeaux - 41 rue des Remparts
Bordeaux - 8 allées de Tourny