

Press Kit

Germaine des prés

Cheeky Parisian Chic



To each her Germaine...

« Yes, we can reinvent cotton panties
that are at once natural, lightweight,
vivid and cheeky »

Germaine des Prés is a lingerie brand founded
by Pascale Gransagnes in 2011. Her signature
product -Germaine panties- are the result of a
small révolution.

A desire of authenticity and freedom with a
mischievous attitude: 100% organic Indian
cotton voile and lace risk-rack in forty cheerful
or dreemy colors plus a range of homewear for
night and day.

Germaine des Prés is present on every continent
at 300 stores.



« My motto: less is more. I'm a fan of slow fashion and the frantic pace of making new collections doesn't interest me. I prefer reworking simple, timeless cuts in quality fabrics and prints I design myself. I like to play with colors and draw inspiration from the Aveyron countryside as well as my travels and paintings I like »



Pascale Gransagnes, the designer

Because they didn't exist, she invented them... In the 2000 decade while fashion was obsessed by the thong and synthetic materials, this native-born parisian returned from her travels to India with a suitcase chock full of memories... and in idea: make cotton panties in vivid colors and prints with a mischievous spirit that would be part-country girl part-Parisian.

Pascale's father's family has early roots in the Aveyron region where her ancestors grew tobacco along the banks of the Lot river. And since her mother was German, she was nicknamed Germaine (the German) by her classmates at school.

The current Germaine adventure began in the St Germain des prés district where she grew up, a place where literature and the arts co exist in a mix of poetry and cheekiness.

Panties and nighties that cultivate a chic simplicity and a love of life

All our panties are made in 100% organic cotton that has the GOTS certification.

GOTS is the most demanding certification for the textile industry: it requires using cotton that is grown organically, dyes that have no toxic components and respectful, ethical working conditions.

Each GOTS label has a licence number that guarantees a better traceability.



A collection of feminine, Parisian at-home garments

A feminine homewear collection that associates simplicity, freshness and softness. Germaine des prés typifies a French lifestyle.

Germaine des prés introduces exclusive prints to enhance its new models: fluid, easy-to-wear cuts, thin stripes in cotton and silk, cotton gingham gauzes with cross-stitched edges.

Night and Day. To sleep in, work out at home or in the garden, as a nightie or beach dress: choose whichever one you want !





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