

The Reissue of the Original.

Founded in the eighteenth century, Toile de Jouy has its place in the history of decoration. Best known for the variety and delicacy of its countryside and floral designs created by the best painters of the era, such as Huet, Pillement or Watteau, the paintings adorned the walls of houses in Ile-de-France, offering a warm welcome. Even after the closure of the manufacturer Jouy-en-Josas in 1843, these canvases remained a symbol of the “ Art de vivre” to the French and will be subject to regular reissues.

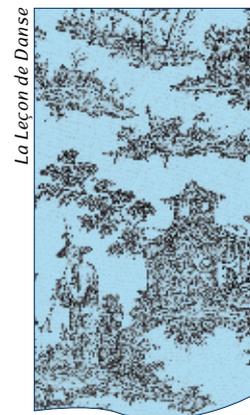
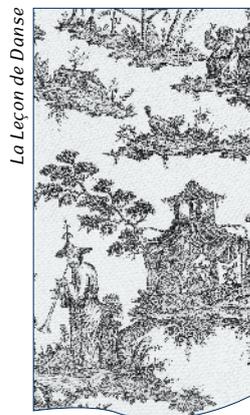
Grégoire de Quillacq*, upholsterer and decorator, has recently reopened the boutique and has been joined by two other people with a passion for decoration, **Carole Wapler*** and **Marin La Hondé***. This new team wants to breathe new life into these famous canvases, creating the company « **TOILES DE JOUY L'AUTHENTIQUE** » (The Genuine), with the ambition to develop, publish and distribute Jouy fabrics based on original drawings and working in close collaboration with the Toile de Jouy museum.

The canvases of Toile de Jouy have been revisited and given a more modern touch, adding dynamic colours and making them “trendy”, while remaining faithful to the traditional know how of the typically French canvas and completed collections. Great efforts have been made to coordinate the introduction of toile de Jouy in all styles of interiors, from classical to contemporary. Built around an offer called, Toiles de Jouy « **l'Authentique** », filling complementary and inseparable criteria, **TOILES DE JOUY « l'Authentique** » is faithful to the vintage Jouy.

- Original designs from the eighteenth century.
- Upholstery fabric made from 100% small width cotton, (140 to 150cm)
- Traditional flat frame or table printing process, (as in Lyon)

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Toiles de Jouy « L'Authentique »

Rich with 17 references to the drawings from old documents such as, « La Fête » (The party), « Les Quatre Parties du monde » (The four parts of the world), « Les Délices des Quatre Saisons » (The delights of the four seasons) or « Corbeille d'Abondance », this offer is complemented by the launch of three new original drawings by late 2010: « La Pêche », « Les Plaisirs de la Campagne » and a lovely chinoiserie, « La Leçon de Danse », depicted in 15 colours.

> La Pêche (The Fishing)

Drawing from the eighteenth century, unidentified artist.. The style of this pattern is one that was made by Jouy and manufactured at that time by the Oberkampf factory. There is a bucolic atmosphere, both delicate and charming and tinged with a great freshness, without a doubt due to the illustrations river theme and the activities attached to it.

> Les Plaisirs de la Campagne. (Countryside pleasures)

In the true country style of the celebrated designer Jean-Baptiste Huet, this theme illustrates various country scenes, a young hunter blowing a short horn behind a deer with his dogs, children play with a cart being pulled by a goat, a man in a boat carrying an ass down the river, a young farmer, a horseman and a shepherd stand guard over their animals.

> La Leçon de Danse. (The dance lesson)

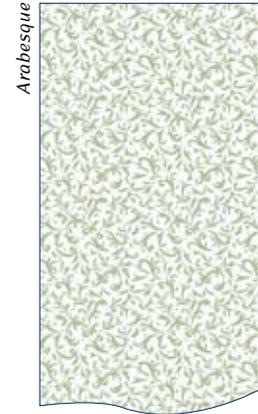
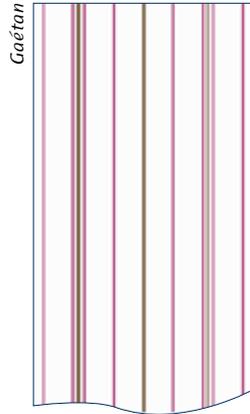
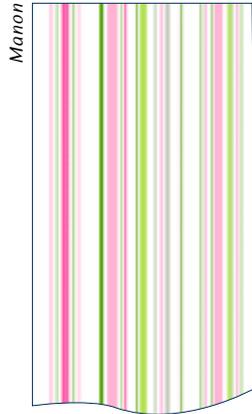
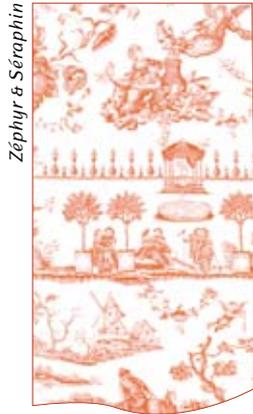
This drawing by Jean Pillement presents two scenes from everyday life: prayer in a pagoda, three children dancing to the sound of a musician. These scenes were borrowed from The Chinese Book, a compendium of drawings engraved by Canot and published in London in 1758.

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Toiles de Jouy « Collection »

Alongside les Toiles de Jouy « l'Authentique » appears **les Toiles de Jouy « Collection »**: **4 new designs** printed full width (280 cm), inspired by the Toiles de Jouy fabrics and coordinated with the originals but also made of easy to live with fabrics...

- > **Zephyr and Seraphin**, a small source of late eighteenth century inspiration, sink in the fresh or boldly acidulous colours.
- > **Manon**, joyful, multicoloured stripes.
- > **Gaétan**, a very contemporary two coloured stripe.
- > **Arabesque**, a charming Vermicule.



Toiles de Jouy « Extérieurs » (Outdoor)

For the first time, Toile de Jouy ventures out from the interior to go out and conquer parks and gardens.

Fruit of a meeting of passions: an industrial specialist in outdoor fabrics and the Toiles de Jouy L'Authentique team, the edition of « Les Quatre Parties du Monde » (Four parts of the world) on 100% acrylic, weather resistant (certified Tementest®) is a real achievement, both technically and artistically..



Les Quatre Parties du Monde

Discover this spectacular drawing on parasols, shade sails, outdoor furniture, cushions, deck chairs...

PRESENCE AT THE PARIS SHOW «Maison et Objet» 21-25 January 2011

In parallel, « TOILES DE JOUY L'AUTHENTIQUE » carries the theme of the toiles de Jouy linens, rugs, cushions, decorative items for inside...but also for outside!

This line of accessories, made in the pure French « savoir-faire » style and derived from the original drawings, is presented in the Paris show «Maison et Objet».

WIDE DISTRIBUTION

« TOILES DE JOUY L'AUTHENTIQUE » will be launched in France and internationally where these fabrics are particularly popular. They symbolize the « french touch », with all of the know how, charm and sophistication associated with the art of French living.

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The new Toiles du Jouy team

***Marin La Hondé**: after a first experience in charge of international development within a leading company in the sailing boat field becoming a world leader, he created a new company in transmission of telecommunication and spent twenty years to become the third largest telecommunication tower company in France. He sold it two years ago. **Marin** now expresses his talents as an entrepreneur in the revival of « **TOILES DE JOUY DÉCORATION** », in collaboration with **Grégoire de Quillacq** and **Carole Wapler**, creating stunning fabrics with « **TOILES DE JOUY L'AUTHENTIQUE** ».

***Carole Wapler**: has a long history in international companies, including several years with Manuel Canovas, creator of upholstery fabrics, where she was responsible for sourcing and development of brand accessories. Carole is now responsible for fabric development, licensing and related products for « **TOILES DE JOUY L'AUTHENTIQUE** ».

***Grégoire de Quillacq**: is an upholsterer and decorator trained by the Compagnons de Devoir and Tour de France. Since 2005 he has been based in a workshop in Var, from which he has built a loyal customer base throughout France. With this success, **Grégoire** is now utilising his considerable know how to serve this demanding clientele from « **TOILES DE JOUY DÉCORATION** ».

