



DENTELLE DE CALAIS-CAUDRY®
Tissée en France sur métiers Leavers

A new trademark - authentic, convincing and self-explanatory

Property of the Fédération Française des Dentelles et Broderies (French Federation of Lace and Embroidery) the mark will be used from September 2015 by affiliated lacemakers.

A natural progression

The new trademark DENTELLE DE CALAIS-CAUDRY® is the result of a logical move by the French Federation of Lace and Embroidery to update their collective label DENTELLE DE CALAIS®, created in 1958 and regularly revised.

"It is only the name that is changing. Modernizing the label in no ways modifies its definition. The Calais and Caudry areas have always been clearly identified as the sole historic birthplace of French lace production using Leavers looms. Bringing this into the label makes it gain in precision and character", observes Romain Lescroart, President of the Federation and the House of Sophie Hallette.

It is an umbrella mark which includes the regional identity of Calais and Caudry, situated in the north of France, where all the Leavers lacemakers come from. This is a welcome change which gives an immediate visual response, precise and clear, to questions particularly from Asian and American clients.

As the Caudry area nowadays produces 75 percent of global production the new name only confirms economic reality for French Leavers lace. The label gains legitimacy and deepens its territorial anchorage. The collective label emphasizes the attachment to heritage.

Romain Lescroart continues *"The new name is more in line with government guidelines concerning Made in France products"*.

Guaranteeing an exceptional product

The DENTELLE DE CALAIS-CAUDRY® trademark continues to guaranty the uniqueness of this rare and precious lace, woven according to an original and unique method of thread intertwining, derived from a 200-year old tradition and imitating hand made lace. A mastery of ancestral techniques created and maintained thanks to an authentic machine park conserved by the factories from generation to generation.

Lace is part of our strong cultural heritage and is a vital part of French culture, fashion and chic. This guarantee of quality and production represents the great French tradition of excellence, bringing incomparable added value to many brands using lace, as well as to their clients.

... Woven in France on Leavers looms

The Leavers loom was European before its time ! Developed from Heathcoat's bobbin net machine patented in 1809, it took its name from John Leavers in 1813 who adapted it to the Jacquard apparatus in 1830 in order to produce decorated materials. Leavers lace is a woven, knotted material. It is the only loom in the world which can so closely imitate fine handmade lace. It has remained uncopied and can be very easily adapted to the wealth of materials the fashion world demands.

Nowadays France owns 90 percent of Leavers looms worldwide, obviously these are centered in the Calais-Caudry area, the sole holder of the Dentelle de Calais-Caudry trademark. In Calais there are half a dozen companies mainly producing luxury lingerie and corsetry. Ten percent of the Leavers production is destined for women's clothing.

In Caudry the ten Leavers lace companies work 80 percent for luxury women's ready-to-wear and haute couture. Their activity also includes lingerie/corsetry.

The other markets for lace are smaller : home furnishing and men's ready-to-wear are sectors which are growing.



Olivier Noyon, Chairman of Noyon/Darquier explains *"Recently people have been putting label after label on products. We have noticed a rise in demand for labels, particularly in lingerie. That's fairly new. Clients of brand names are looking for authenticity, tradition in a positive sense. They are becoming more selective about where a product comes from and the geolocalisation reinforces the product image"*.

DENTELLE DE CALAIS® created in 1958, wanted to state its history and origins, guaranty the accuracy of its techniques and centuries-old traditions and the high quality of its products, as opposed to inferior quality lace knitted using the mesh method.

This is still the case today for DENTELLE DE CALAIS-CAUDRY®, which is enhanced by an exceptional cultural dimension and unequalled elegance, within a defined geographical zone. It is a material which is capable of transferring its sophistication to the finished product.



Christophe Machu, CEO of Solstiss, adds *"The Leavers image will be boosted by adding ready-to-wear and garment manufacturing to the better known lingerie sectors. The change also shows a modern outlook and the desire to bring our craft/profession to the attention of the fashion sector worldwide"*.

A trademark, with its own grammar and cutting-edge vocabulary !

In order to make this change the owners of the trademark, the Fédération Française de Dentelles et des Broderies (French Federation of Lace and Embroidery) appointed Semio'Consultants to identify the fundamental properties of this collective mark.

Anne-Flore Maman who led the project points to the synergy between the label and the trademark "Apart from being a guaranty of quality and traditional French skill, the label DENTELLE DE CALAIS-CAUDRY® aims to be a mark with its own identity. Thus it is charged with emotion and excellence, bringing its sublime beauty to the person using it, whether that may be a fashion designer, lingerie manufacturer or the end-user. Elegance, timelessness and creativity: three adjectives which sum up its unbeatable characteristics".

This is a new more modern approach, where the wording on the labels has been carefully chosen to deliver as much precise information as possible to the final consumer, who is ever eager to learn more about DENTELLE DE CALAIS-CAUDRY®.



*Made in France on Leavers looms



*This fine lace which decorates this article is guaranteed by DENTELLE DE CALAIS-CAUDRY®

The principal qualities of Calais-Caudry lace can be seen next to the keywords 'woven', 'France' and 'Leavers':

This new trademark DENTELLE DE CALAIS-CAUDRY® defines the geographical production area, exclusively in Calais and Caudry, and guarantees that the luxury fabric is Made in France.

The trademark certifies the use of an original and unique technique developed on Leavers looms from a 200-year old tradition.

This unrivalled heritage has given the luxury lace woven in Calais and Caudry a worldwide reputation. The exceptionally fine quality of the delicately woven lace gives it the most beautiful transparency and unequalled depth, incomparably refined and elegant borders... which resembles handmade lace.

The master lacemakers use a special and original method of knotting between the warp and the weft and are continually innovating to draw out all the creative and technical potential of this unique product.

EXHIBITORS - PREMIERE VISION PARIS (HALL 5)

Beauvillain Davoine (K7)
Codentel (K9)
Darquer & Alhalace/Noyon dentelle (J1)
Jean Bracq-Textiline (J4)

Dentelles André Laude (K5)
Dentelles Méry (J3)
Solstiss (H2)
Sophie Hallette/Riechers Marescot (H4-J7)

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