

# HISTOIRE

## ORIGINS OF THE BRAND

Maison Pourchet's flagship store under the arcades of Place des Vosges in the heart of Paris perfectly sums up the history of the house. In 1903, the politician Auguste Gindre established a workshop to produce reticules – small handbags which elegant women liked to wear on their finger or wrist in the early 20th century – for his wife. But their daughter Marcelle, who took over the brand in 1920, went on to become a producer of leather goods in her own right. Twenty-seven years later, her son Robert Pourchet was won over by the family passion, taking over at the helm.



1903

Creation of Maison Pourchet. A strong identity logo, the Lion of Belfort, where the brand originates from, hit with three rings.





1 9 2 0

Maison Pouchet acquires its status of Leather house and sets up its workshops in Paris Rue Charlot, becoming the top place of manufacture of the first collections of the brand.

1 9 4 0

Pouchet moves into a mansion in Rue du Faubourg du Temple in the 10th arrondissement in Paris, where the company offices and the design and creative studios are established.





1 9 5 0

Elegant Croco-sophistication for this bag which was one of the great successes of post-war and which definitely devoted unique know-how and reputation of the house.

Trotter crocodile, trapezoidal flap right, clip-lock gold metal, with logo-printed.

1 9 7 0

Pourchet launches its famous “Madison” canvas. This grained, coated and printed fabric, which was originally designed for a luggage set, combines the brand’s three emblematic colours (red, green and navy blue), and evokes Pourchet’s quilted diamond pattern. Pourchet still uses this canvas today, which has become a staple of its iconic brand codes, although it has since been modernised, for exclusive collections and small items.





1 9 8 0

Like the coated canvas, which was created in 1970, the “Madison” bag combines Pourchet’s three emblematic colours – green, red and navy blue. Its leather panels, braided handles and signature style made it a must-have in the 80s.

1 9 9 0

The 509 - One of the most representative of the house bestsellers, this bag has been around the world. It was acclaimed by many women and called "It-bag" of the moment by the press.

Lamb Trotter resolutely urban, rounded and generous shape, flap curve, clip-lock gold metal, logo-printed.





1 9 9 6

For the 100 years old of the Galleries Lafayette Haussmann, French Sculptor Arman creates a monumental work with more than a hundred bags POURCHET, perfectly representative of his famous “accumulations”.

2 0 1 0

Karine Dupont becomes Artistic Director of Maison Pourchet.





## 2 0 1 1

In the heart of Paris, Maison POURCHET opens its flagship store Place des Vosges. Designed by Karine Dupont, this definitely contemporary jewel is an initiatory journey through the collections and the world of the Maison.

This same year, Maison POURCHET chooses quirky world of French artist David Cintract for his institutional and image campaign.

Halfway between Warhol and Lichtenstein, David Cintract projects his vision of the world on many artistic mediums. Image and matter DJ, he is an ideal figurehead and founder of an innovative artistic movement: Pop Free.

## 2 0 1 2

Maison Pourchet collaborates with American Designer Hilton Connico for its institutional and image campaign.

Initiator of dream and fantasy Manifest, Hilton Connico is a bold touch to everything. He designs universe placing colour and poetry at the heart of his speech and thus signs a true life philosophy.





2 0 1 3

Maison POURCHET celebrates its 110 years of know-how and creation.

The bag 110 is celebrating this anniversary. Both sober and sophisticated, this bag shows the elegance the house codes.

Identifiable by a single number, the "110" is architected, flexible and solid and is then designed to become one of the brand's great classics.

Successful bet!

2 0 1 6

In grained coated canvas, lacquered or in leather, the "Cassetta" capsule collection of the Maison Pourchet consists of three essential models: trotter bag, shopper bag and worker bag. A crazy look for these bags that are played in multiple colors, combining minimalist aesthetics and practical sense thanks to their snap-on shoulder straps and their snap-fastening envelope closure.





## 2017

Created in the 70's, the "Madison" canvas is an exclusive edition referring to the famous quilted diamond of the Maison Pourchet. Initially proposed in the fetish colors of the brand, green, navy and red, this coated canvas is now available in a beautiful palette of colors. In particular, she signs a brand new line of concept bags that are both playful and astute as well as a capsule of small, numbered leather goods.

## 2018

Maison Pourchet is celebrating its 115th anniversary this year and for the occasion, it is reinterpreting its famous "509" bag, emblematic of the Pourchet style in the 90's. Timeless and desirable, this 2018 version called "115", anniversary requires, combines a convex and generous form with sophisticated details. Italian leather, saddle stitched lapel flap, signature turnstile clasp, brushed brass branded cartridge, gives it a contemporary and determined look.







2 0 1 8

La Maison Pourchet opens a second address in Paris, 15, avenue de l'Opéra in the 1st arrondissement.

Optical white walls, anthracite moldings underlined by mirror metal, parquet of blond wood, games of lights and reflections, this new case is resolutely Parisian. A sober, refined, graphic universe dedicated to women's and men's leather goods collections and the know-how of the Maison.