



JOUFFRE

ATELIERS  
CRÉATIFS

## A SINGLE PROFESSION : UPHOLSTERING

From Paris to New York, JOUFFRE perpetuates the fine tradition of the upholsterer's profession, fusing savoir-faire and French luxury. Curtains, cushions, bedspreads, reproduction armchairs and contemporary sofas are hand crafted by the best artisans in our Lyon and New York workshops, before furnishing the world's most beautiful interiors.

# JOUFFRE : A STATE OF MIND

*Our firm, which this year celebrates its thirtieth anniversary, strives daily to showcase and energize our teams' traditional savoir-faire by developing the bold designs of some of the world's most demanding clients. Now the market leader, we work in France and the United States, but also in other countries across the globe, on projects where excellence is a prerequisite. This is made possible by our hard work, dedication and perseverance – but also the passion that drives every one of us. We are a family firm, and have always sought to keep our people central to what we do. Our work is informed by a singular state of mind in which certain values are essential : the constant search for Excellence, Humility, Honesty, and Solidarity! Thanks to our team spirit, we allow ourselves to make mistakes on condition that we learn intelligently from them, in order to avoid any repetition. We seek constantly the optimum level of quality on each project, but also through each service we provide to our clients. We also pamper our partners and suppliers, who are key to the success of our projects. The reputation we have earned over the years is due to the respect we pay our profession and our rich array of savoir-faire, which we deploy to serve innovation. As a holder of France's Living Heritage label, we endeavor to promote our know-how and pass it on to the next generations – thus securing our company's future, which we cherish.*

**Charles & Romain JOUFFRE**

## A LITTLE HISTORY

JOUFFRE was established in 1987 in Lyon, a city with a major textile tradition and also the French silks-tuffs capital. Renowned worldwide, JOUFFRE specializes in high-class

upholstery, both traditional and contemporary. The same passion has driven Charles JOUFFRE and his teams for more than 30 years. They respect age-old savoir-faire in order to serve demanding international clients.

With workshops in Lyon and New York, but also showrooms in Paris and central Manhattan, the firm works for designers worldwide but also for hotel proprietors, public agencies and individuals.

JOUFFRE constantly combines centuries-old know-how and the latest expertise to design innovative, exceptional décors. Each creation is of outstanding quality and utterly unique, perpetuating the prestige of this fine craft.



## THE JOUFFRE ADVENTURE

- 1987**  
JOUFFRE is established in Lyon
- 1989**  
A workshop and showroom open in Paris
- 1989**  
Awarded the City of Lyon Grand Prize for Fine Crafts
- 1997**  
Seat and fabric workshops (23,700 sq ft) open in Lyon
- 1998**  
The firm sets up in New York
- 2006**  
Awarded France's "Living Heritage Company" (EPV) label
- 2013**  
The firm moves to new premises in New York
- 2014**  
Charles JOUFFRE receives the Chevalier de la Légion d'Honneur decoration
- 2016**  
The Par Excellence showroom opens in Manhattan : "the New York address for outstanding French savoir-faire"
- 2017**  
A new 11,800 sq ft complex of workshops and offices opens in New York
- 2017**  
JOUFFRE celebrates its 30th anniversary



### *Charles Jouffre*

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A man with a passion, Charles JOUFFRE has exercised his profession for more than 40 years. After his apprenticeship in 1976, and fine-arts evening classes in Saint-Etienne, JOUFFRE toured France in 1978, training with craftsmen in the "Companions of the Tour of France" network. Next came years spent further refining his skills alongside exceptional artisans across France, before he joined André Paccard's team, with whom he was able to carry out prestigious upholstery projects around the world. Building on his discovery-packed experience, Charles JOUFFRE set up his own firm in 1987 – the start of a great adventure...



## SAVOIR-FAIRE : A PASSION FOR A PROFESSION

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Charles JOUFFRE conceives of the upholsterer's profession as "a fine craft that is part of a cultural heritage – a legacy that should be further enhanced and passed on to future generations." Besides drawing on centuries-old savoir-faire, the upholsterer's profession owes its long success to its adaptability : it employs new techniques and materials, as well as modern and innovative fabrics... Upholsterers must forever deliver on the boldest projects by some of the world's most demanding interior designers and decorators and product designers.

## OPERATIONS, EXPERTISE AND SERVICES AT YOUR DISPOSAL

### A SALES DEPARTMENT

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*One priority :  
our clients*

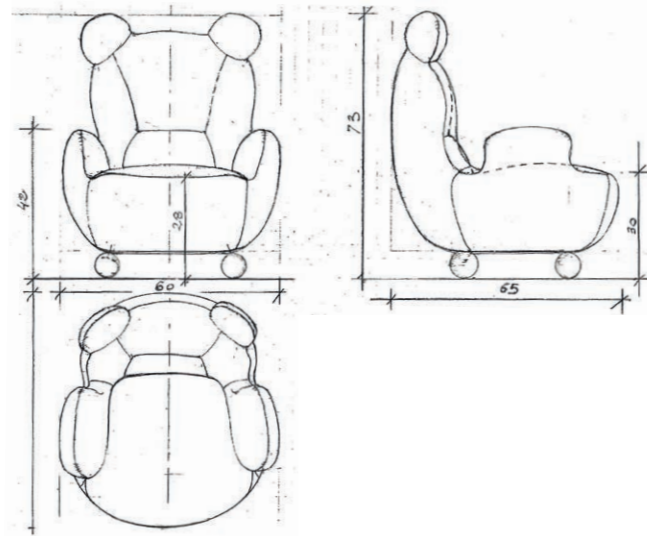
Our project managers are at our clients' full disposal. Devoted to understanding the most surprising and incongruous expectations, they generate ideas and take care to deliver esthetic and technical solutions for each project they handle. They then hand over to our production coordinators, whose role is to precisely convey clients' requirements to our teams (production development department, window treatment workshop, seat workshop, onsite upholstery team, logistics department, and so on).

## PRODUCT DEVELOPMENT DEPARTMENT

*Collaboration, selection, and development*

The workshops benefit from a showroom that is continually supplied and updated to optimally meet clients' requests in terms of moods and materials, and of suggestions for fabrics, trims, embroidery and track systems.

This expertise stems from our wish to be a source of ideas and to make each collaboration even more interesting and sophisticated.



### *Technical studies on window treatments*

Making curtains or a décor is not just a matter of sewing and assembling fabrics. It also involves examining how trims and embroideries are positioned ; developing the track system ; and making dimensioned drawings of classic and contemporary décors. Then comes the production of the décors and their mocked-up installation in the workshop, allowing each creation to be adjusted. The technical officers are then indispensable in making sure that these bold décors are technically and esthetically flawless.



### *Technical studies on seats*

Twenty years ago, in order to satisfy esthetic and technical expectations with regard to finishing and comfort, JOUFFRE set up a product development department – truly an innovation in the upholstery profession ! JOUFFRE therefore carefully studies proportions and finishes, while ensuring optimum comfort for all bespoke designs. The product development department is thus able to render the boldest projects either in hand drawings or in 3D using CAD. In some cases, JOUFFRE develops and executes 3D prints so that future productions can be modeled, enabling clients to refine their designs before prototypes are made.



*The art of meticulous detail*



## SEAT WORKSHOP

*A team with traditional French savoir-faire*

Our craftsmen, most of whom have grown with the firm, are all proven upholsterers ; they include one "Best Craftsman of France" and two "Best Apprentice of France" award recipients. Able to restore period seats with the purest respect for the profession's traditions, they are also well versed in the requirements of a discerning clientele who expect expertise that is devoted to the creative act. Accordingly, each piece that leaves the workshop is unique, blending age-old savoir-faire and some of the latest techniques, with a constant objective: achieving the finest quality of finish coupled with the ultimate in comfort.

## PURCHASING MANAGEMENT

*A rigorous organization devoted to monitoring client projects*

Our production coordinators work hard to optimize the allotted budgets : carefully calculating amounts of each item (fabrics, trims, track systems, etc.), estimating the time that will be spent on making each feature, negotiating intently with each supplier, then managing each aspect of inbound orders (confirmations, chase-ups, delivery tallying and acceptance, etc.). Our workshop managers, meanwhile, check the quality of the supplies received (fabrics, trims, embroideries, track systems...) and ensure that these deliveries match the quantities and CFAs ordered.

### *A word from Charles*

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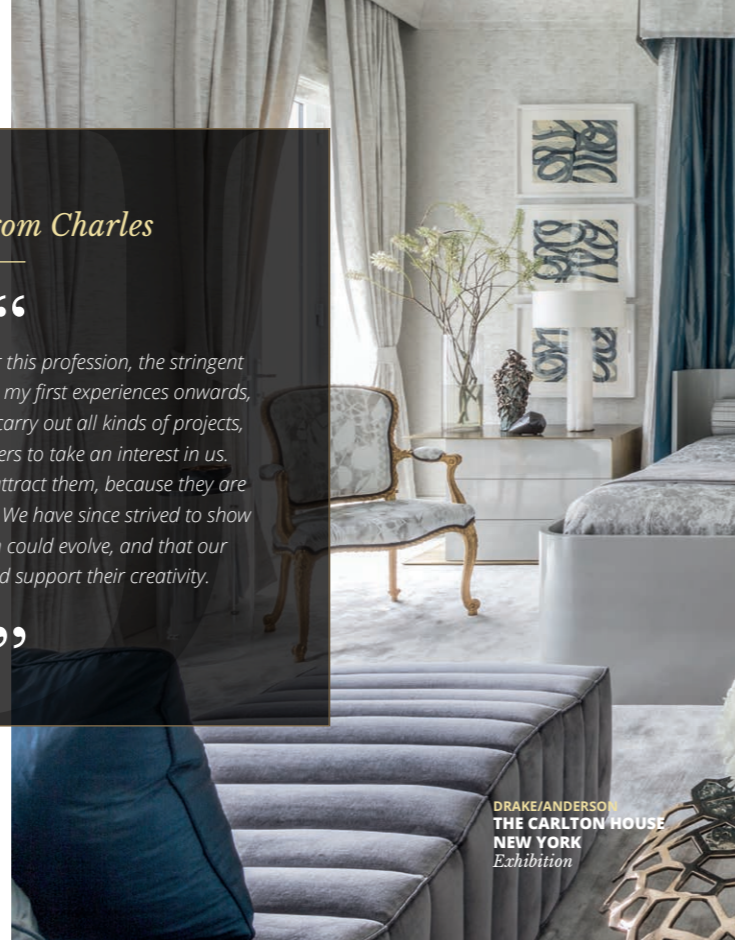
*I think that my passion for this profession, the stringent standards I set myself from my first experiences onwards, and my determination to carry out all kinds of projects, led many interior designers to take an interest in us. And we were delighted to attract them, because they are a clientele of perfectionists. We have since strived to show them that the profession could evolve, and that our teams' know-how could support their creativity.*

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### **A TEAM OF ONSITE UPHOLSTERERS**

*Installations carried out worldwide*

Our onsite upholsterers are truly JOUFFRE's ambassadors. They are able to self-sufficiently execute stretched wall fabrics ; fabric or leather gainage of wooden furnishings ; and the installation of curtains and décors – whether 18th century, 19th century or contemporary. Like mercenaries, they adapt to and deal with every situation, wherever their assignment is located.



**DRAKE/ANDERSON**  
**THE CARLTON HOUSE**  
**NEW YORK**  
*Exhibition*

### **WINDOW TREATMENT WORKSHOP**

*Whether machine or hand stitched, each finish demands the utmost attention*

Over the years, our seamstresses have acquired complete mastery of "haute couture" window treatments. They know every secret of curtains, blinds, bedspreads and cushions, but also drapes, festoons and jabots – whether in the antique or Italian style, or of the most contemporary design. The assembly of the finest fabrics, and their matching with the most sophisticated embroidery or the most refined trims, is carried out with unflinching passion.



### **LOGISTICS DEPARTMENT**

*Organization and a set of skills*

Each assignment, whether receipt or dispatch, requires special care. Our dedicated team is trained to assess and prepare for every step in the supply chain, both inbound (receipt, acceptance, checks, tallying) and outbound (quality of packing, quality of transportation, by air or sea, control over delivery lead times, customs clearance, deliveries, and onsite installation). The tool kit provided for our onsite upholstery teams is shipped on a case-by-case basis, then returned to our workshops for checking and repair as necessary.



**ROBERT COUTURIER**  
**432 PARK AVENUE**  
*Model Apartment*

## SOME OF OUR CLIENTS

### SPECIFIERS

#### France

Bruno BORRIONE  
BISMUT & BISMUT  
Agnès COMAR  
Joseph DIRAND  
GILLES & BOISSIER  
Olivier GOSSART  
Jacques GRANGE  
Luis LAPLACE  
India MAHDAVI  
Chahan MINASSIAN  
Alberto PINTO  
Pierre-Yves ROCHON  
Philippe STARCK  
Pierre YOVANOVITCH  
François ZURETTI  
Jean-Michel WILMOTTE  
Jean NOUVEL

#### London

David COLLINS  
Rabih HAGE  
Gabhan O'KEEFFE  
Studio REED  
Rui RIBEIRO  
Francis SULTANA  
Andrew WINCH

#### Brussels

François MARCQ  
Axel VERVOORDT  
Gert VOORJANS

#### United States

Ernest DE LA TORRE  
D'APOSTROPHE DESIGN  
Jeffrey BEERS  
Alexandra CHAMPALIMAUD  
Tony CHI  
COLACION Studio  
Timothy CORRIGAN  
Robert COUTURIER  
Frank DE BIASI  
DEMISCH DANANT  
DRAKE/ANDERSON  
ELIAS ASSOCIATES  
Emily SUMMERS  
Michael GRAVES  
Shawn HENDERSON  
James HUNIFORD  
Alexia KONDYLIS  
Jessica LAGRANGE  
Suzanne LOVELL  
Brian Mc CARTHY  
Peter MARINO  
Juan MONTOYA  
Juan Pablo MOLYNEUX  
Peter PENNOYER  
Annabelle SELLDORF  
Studio SOFIELD  
Ian SCHRAGER  
Scott SNYDER  
Robert STERN  
ROMAN & WILLIAMS  
Soucie HORNER  
Tony INGRAO



LALLY & BERGER  
LE MEURICE  
Suite Pompadour

### BOUTIQUES

Paris, New York,  
London, Moscow,  
Shanghai, Seoul,  
Hong-Kong...

BALMAIN  
CHANEL  
FENDI  
JEAN-PAUL GAULTIER  
HERMÈS  
SERGIO ROSSI  
GROUPE GUCCI  
TIFFANY & CO  
VAN CLEEF & ARPELS  
LOUIS VUITTON

### HEAD OFFICES

#### Paris

GROUPE ARTEMIS  
GROUPE KERING  
GROUPE LAGARDERE

#### Lyon

GL EVENTS



PHILIPPE STARCK  
JEAN-PAUL GAULTIER  
STORES



BISMUT & BISMUT  
AD INTÉRIEURS 2016  
Exhibition

### HOTELS & RESTAURANTS

#### Evian

ROYAL EVIAN

#### Lyon

GRAND CAFÉ DES NÉGOCIANTS  
BRASSERIE DES BROTEAUX

#### Paris

GEORGES V FOUR SEASONS  
LE CRILLON  
LE MEURICE  
LE RITZ  
PLAZA ATHENEE  
PRINCE DE GALLES  
SHANGRI-LA  
ROYAL MONCEAU  
LA BRAISIÈRE  
À L'ANGLE DU FAUBOURG  
TAILLEVENT  
LA MAISON DU DANEMARK

#### New York

FOUR SEASONS  
GRAMERCY PARK  
NEW YORK PALACE HOTEL  
MORGAN'S HOTEL  
LA GRENOUILLE  
VILLARD BAR  
BACCARAT HOTEL

#### London

SANDERSON

#### Geneva

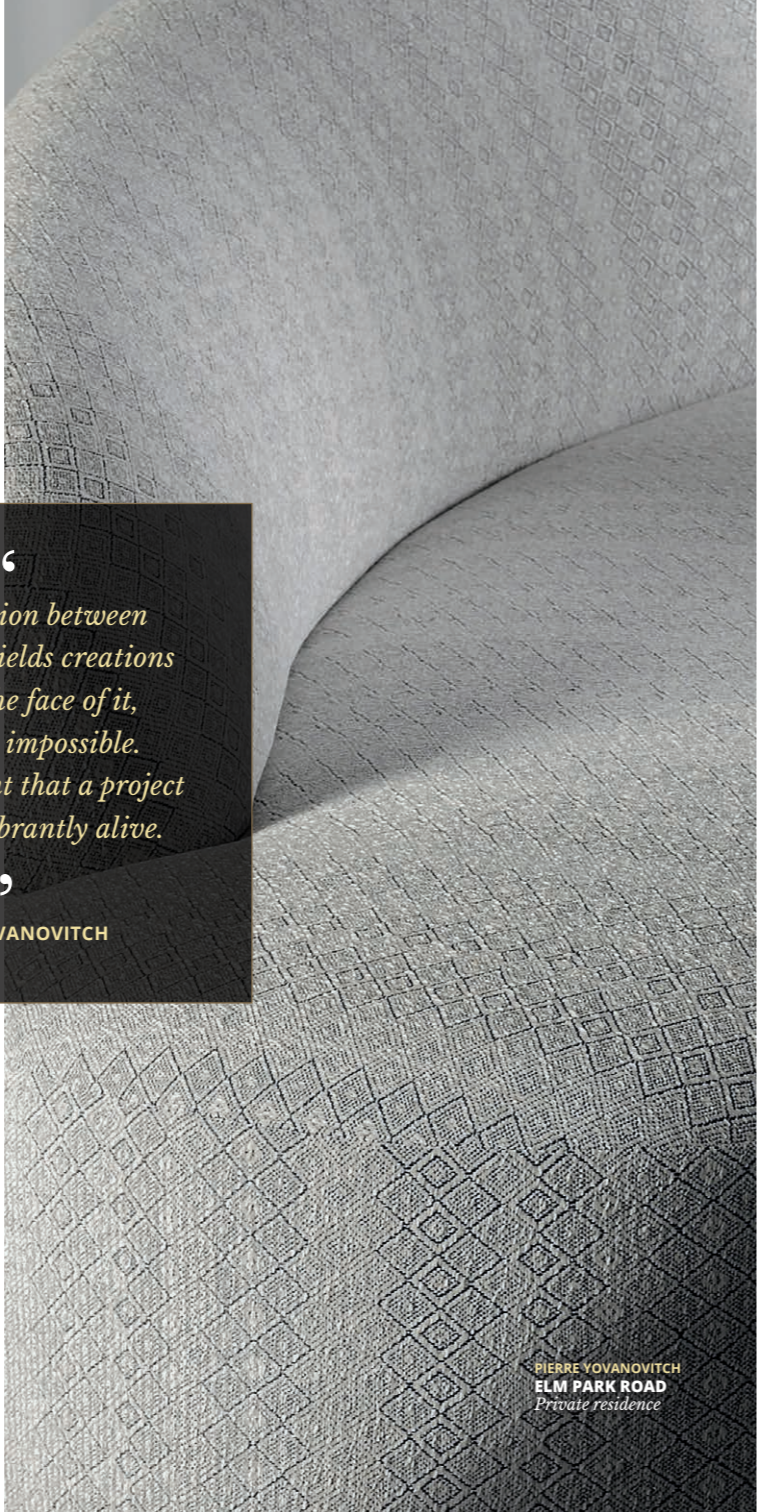
LES BERGUES

#### Shanghai

PENINSULA

#### Tokyo

ALAIN DUCASSE



“  
*The interaction between professionals yields creations which, on the face of it, seem utterly impossible. It is at this point that a project comes most vibrantly alive.*  
”  
**PIERRE YOVANOVITCH**

**PIERRE YOVANOVITCH**  
**VARENNE**  
*Private residence*

**PIERRE YOVANOVITCH**  
**ELM PARK ROAD**  
*Private residence*



## A LABEL

JOUFFRE is a recipient of France's Living Heritage Company (EPV) label, and is proud of this mark of recognition, bestowed every six years by the French government. Introduced to highlight French firms with high-class artisanal savoir-faire, the label is for craftsmen who cherish the performance of their profession and products.

JOUFFRE was one of the first companies to be awarded this label, in 2006 ; and the accolade was renewed in 2012.

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