

Jean Paul
GAULTIER



ARGUMENTAIRE DE VENTE

SALES SPEECH

Document confidentiel | *Confidential document*

Jean Paul GAULTIER

« La Croisière s'amuse » est une nouvelle rétrospective des collections Haute-Couture Jean Paul Gaultier.

Avec ou sans escales, nous voguons de la salle de musique aux bas-reliefs satinés, à la salle de repos aux rayures « classiques » refleuries version Ikat, en passant par Java où l'on retrouve l'esprit « tattoo » cher à Jean Paul Gaultier.

Avec India, la Croisière largue les amarres en Inde pour présenter une incroyable broderie en trompe l'oeil de bijoux, offrant alors un spectacle tout aussi riche pour les yeux que pour le toucher. Après une excursion à Santorin, des Tahitiennes et des Papillons aux joyeuses couleurs primaires nous emportent dans les îles...

« La Croisière s'amuse » is a new retrospective of Jean Paul Gaultier's Haute Couture collections. With or without stopovers, we sail from the music room with its satin-finish bas-reliefs, to the rest room with its «classic» stripes blooming in an Ikat version, via Java where we find the «tattoo» spirit so dear to Jean Paul Gaultier.

With India, the Croisière sets sail from India to present an incredible trompe l'oeil embroidery of jewels, offering a show as rich for the eyes as it is for the touch. After an excursion to Santorini, Tahitian girls and butterflies in cheerful primary colours take us to the islands...

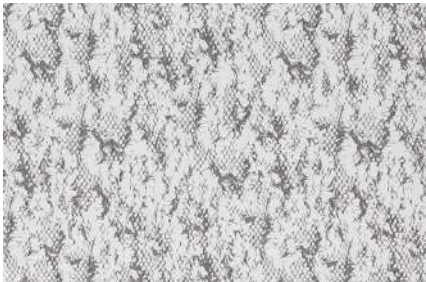
Bon voyage !



PATCHWORK | FUSAIN
CAMEL
TAUPE

SANTORIN

NOIR ECRU
CAMEL



PUNTI

CAMEL
NATUREL
GRANITE



CROISIÈRE

NATUREL



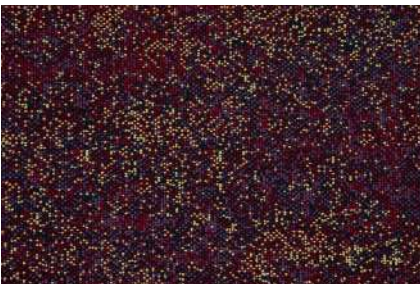
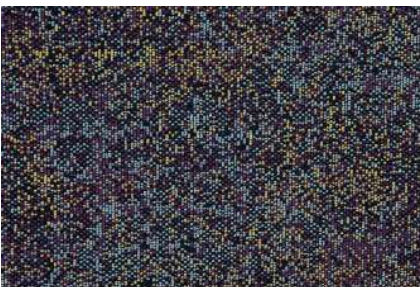
INDIA

MULTICO



JAVANAISE

INDIGO

	SANTORIN	LIMONCELLO	
JAVANAISE LIMONCELLO			PATCHWORK LIMONCELLO BURGUNDY
TAHITIENNES MULTICO			
CROISIÈRE BERGAMOTE		TROIS D BERGAMOTE	
			

CROISIÈRE

MARINE



PUNTI

ACQUA



JAVANAISE

CELADON



TROIS D

ACQUA PRUNE



PATCHWORK

ACQUA
PAON



SANTORIN

ACQUA
PAON



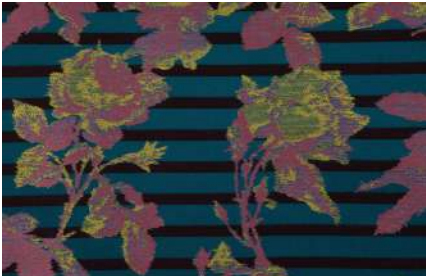
PAPILLONS

MULTICO



CROISIÈRE

BENGALE



SANTORIN

RAISIN



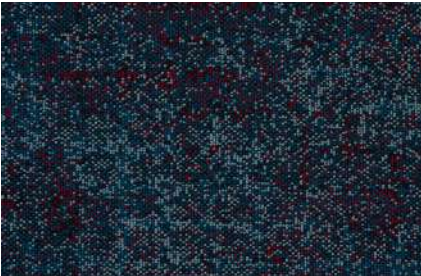
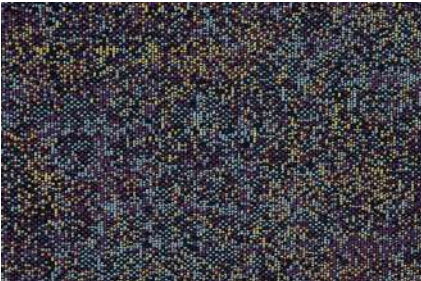
PATCHWORK

LILAS



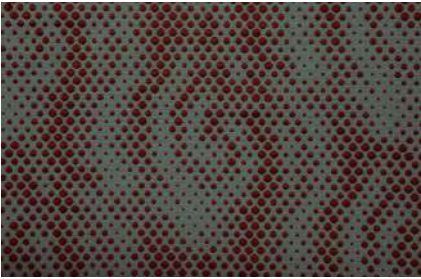
PUNTI

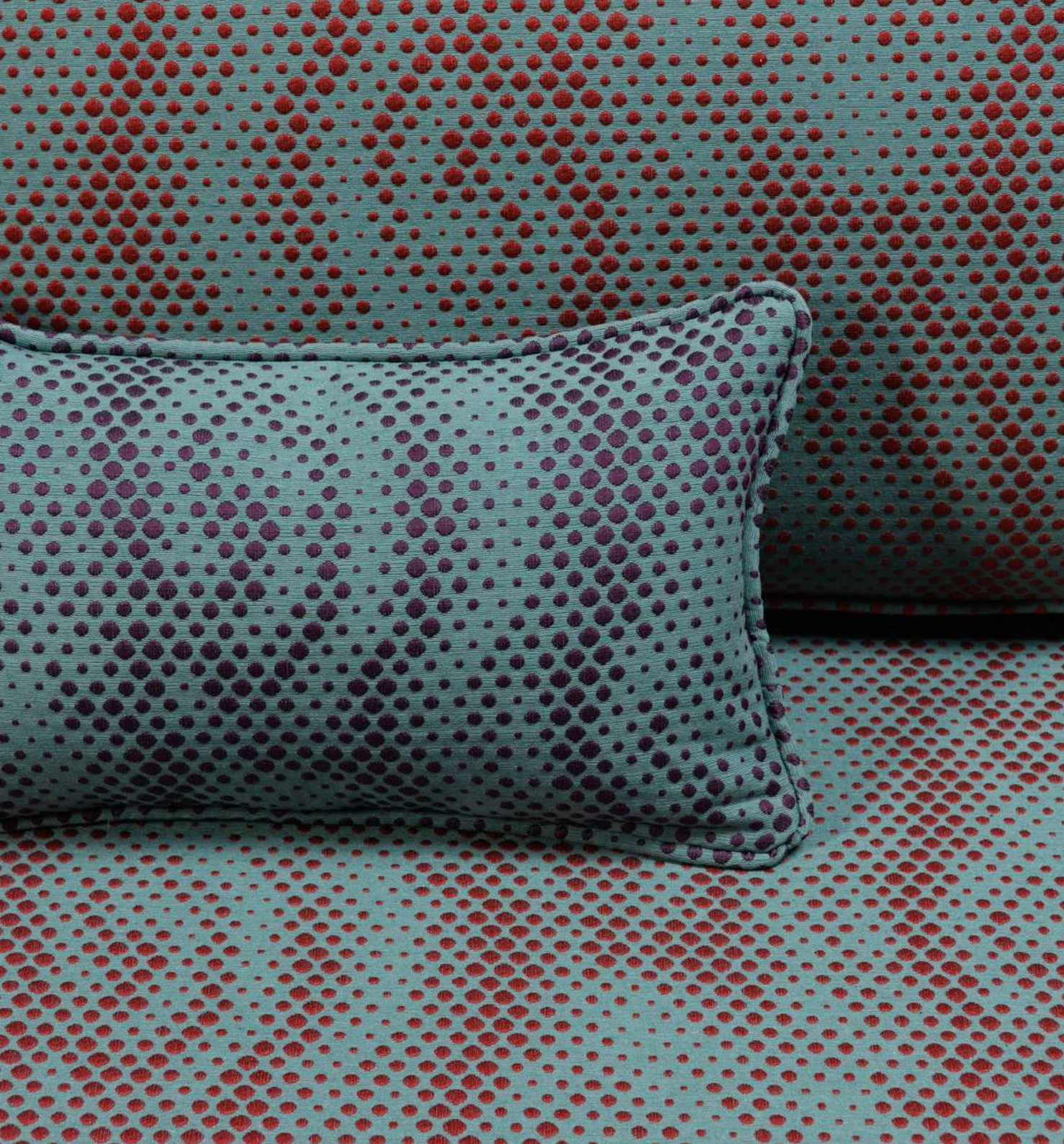
LILAS
BENGALE
PRUNE



TROIS D

ACQUA ROUGE





TISSUS *FABRICS*

INSPIRATION



LE + PRODUIT

Trompe-l'oeil illustrant un bijou de haute joaillerie, avec une vraie finesse de point en relief.
Remarquable travail de broderie sur un satin de coton pour un effet métallique.
Multi-couleurs.

*Trompe-l'oeil illustrating a fine jewelry piece, with a real finesse of raised stitches.
Remarkable embroidery work on cotton satin for a metallic effect.
Multi-color.*



Brodé en Inde
Embroidered in India



OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100

Couleurs disponibles
Available colours



01 - Multico

INFORMATIONS TECHNIQUES
Technical information

Test Martindale		-
Laize / Width		131 cm / 51.57 in.
Poids / Weight		670 g/ml
Composition		50% CO 40%CV 10%PES
Entretien / Care	Utilisation / Use	
    	 	

Commentaires
Comments

Uniquement disponible en un seul coloris.

INSPIRATION

LE + PRODUIT

INFORMATIONS TECHNIQUES

Technical information

Test Martindale 25 000 tours

Laize / Width 142 cm / 55.91 in.

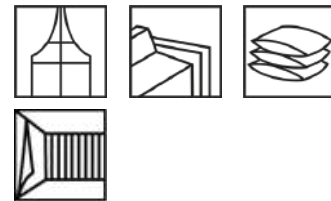
Poids / Weight 378 g/ml

Composition 100% CO

Entretien / Care



Utilisation / Use



Commentaires

Comments

Uniquement disponible en un seul coloris.

Couleurs joyeuses avec des visages de femmes polynésiennes, des fleurs et des paysages en fondu.
Imprimé multicolore sur un satin de coton mat.
Très belle main.
Lavable à 30°.
Siège régulier.

Joyful colors with Polynesian women's faces, flowers and fading landscapes.
Multicolored print on matte cotton satin.
Beautiful hand.
Washable at 30°.
General domestic upholstery.



Couleurs disponibles

Available colours



01 - Multico

INSPIRATION



LE + PRODUIT

Motif effet all-over avec un jeté de papillons sur un fond effet “reliure”. Les papillons sont un thème récurrent dans les collections Haute Couture de Jean Paul Gaultier.
Imprimé aux couleurs flamboyantes sur un satin de coton mat.
Très belle main.
Lavable à 30°.
Siège régulier.

*All-over pattern with butterflies on a binding-effect background. Butterflies are a recurring theme in Jean Paul Gaultier's Haute Couture collections.
Printed in flamboyant colors on a matte cotton satin.
Beautiful hand.
Washable at 30°.
General domestic upholstery.*



Couleurs disponibles
Available colours



01 - Multico

INFORMATIONS TECHNIQUES

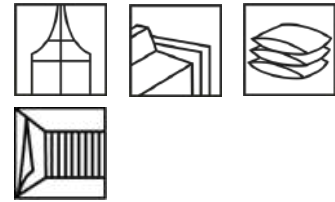
Technical information

Test Martindale	25 000 tours
Laize / Width	142 cm / 55.91 in.
Poids / Weight	378 g/ml
Composition	100%CO

Entretien / Care



Utilisation / Use



Commentaires

Comments

Uniquement disponible en un seul coloris

INSPIRATION

LE + PRODUIT

INFORMATIONS TECHNIQUES
Technical information



Motif inspiré des créations de robes Haute Couture Jean Paul Gaultier
Jacquard pour un effet "cuir de Cordoue".
Travail de relief matelassé pour un rendu très souple, au toucher satiné.
Fil de trame contrasté pour un effet changeant qui apporte une vibration supplémentaire.
Huit coloris avec des tons naturels, en se mélangeant à des couleurs plus vives.
Siège à usage intensif.

*Pattern inspired by the creations of Haute Couture dresses Jean Paul Gaultier
Jacquard for a "Cordoba leather" effect.
Quilted relief work for a very supple, satiny feel.
Contrasting weft yarn for a changing effect that adds extra vibrancy.
Eight colors with natural tones, blending with brighter colors.
Heavy domestic upholstery.*

Test Martindale 30 000 tours

Laize / Width 145 cm / 57.09 in.

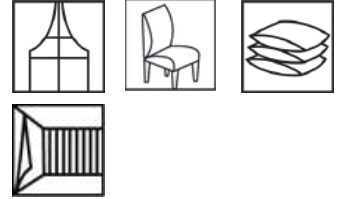
Poids / Weight 570 g/ml

Composition 65% CO 30% PA 5% PES

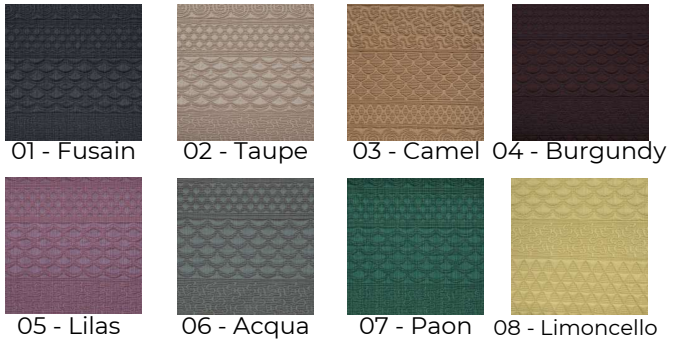
Entretien / Care



Utilisation / Use



Couleurs disponibles
Available colours



INSPIRATION



LE + PRODUIT

Jacquard rayure marinière, classique de Jean Paul Gaultier, avec un effet de fleurs ikat brodé, flouté et déstructuré.
Souple avec un fond satiné aux rayures mates.

Jacquard sailor stripe, a Jean Paul Gaultier classic, with an embroidered ikat flower effect, blurred and unstructured.
Soft with a satin background in matte stripes.

Couleurs disponibles
Available colours



01 - Naturel



02 - Bergamote



03 - Bengale



04 - Marine

INFORMATIONS TECHNIQUES
Technical information

Test Martindale 20 000 tours

Laize / Width 145 cm / 57.09 in.

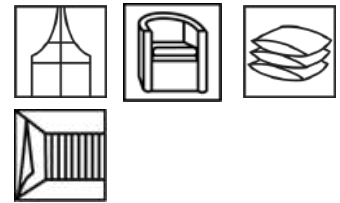
Poids / Weight 740 g/ml

Composition 72% VI 28% CO

Entretien / Care



Utilisation / Use



INSPIRATION

LE + PRODUIT

INFORMATIONS TECHNIQUES
Technical information



Jacquard effet tweed.
Le dessin, l'épaisseur et les couleurs du fil donnent du relief et de la profondeur.
Se coordonne avec toute la collection.
Très belle matière, épaisse et dense.
Bonne résistance à l'abrasion, usage intensif.

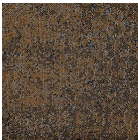
*Jacquard with a tweed effect.
The pattern, thickness and colours of the thread give relief and depth.
Coordinates with the entire collection.
A beautiful, thick and dense fabric.
Good abrasion resistance, heavy domestic upholstery.*



Couleurs disponibles
Available colours



01 - Naturel



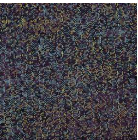
02 - Camel



03 - Granite



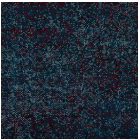
04 - Mimosa



05 - Lilas



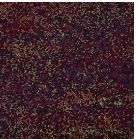
06 - Acqua



07 - Bengale



08 - Prune



09 - Figue

Test Martindale 35 000 tours

Laize / Width 144 cm / 56.69 in.

Poids / Weight 1232 g/ml

Composition 100% PES

Entretien / Care



Utilisation / Use



INSPIRATION



LE + PRODUIT

Motif déstructuré pouvant être interprété en un jeu de résilles qui s'effacent.
Jacquard sur un fond ottoman.
Belle gamme de couleurs fraîches et estivales.
S'adapte tout autant en rideau qu'en siège.
Bonne résistance à l'abrasion, usage intensif en siège.

*Unstructured pattern that can be interpreted as a play of fading fishnets.
Jacquard on an ottoman background.
Beautiful range of fresh, summery colors.
Suitable for both curtains and seats.
Good abrasion resistance, heavy domestic upholstery.*



Tissé dans notre manufacture à
Panissières - EPV.
Woven in our manufacture in
Panissières - Living Heritage Company

Couleurs disponibles
Available colours



01 - Raisin



02 - Noir Ecrû



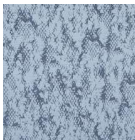
03 - Camel



04 - Limoncello



05 - Celadon



06 - Acqua

INFORMATIONS TECHNIQUES
Technical information

Test Martindale 50 000 tours

Laize / Width 141 cm / 55.51 in.

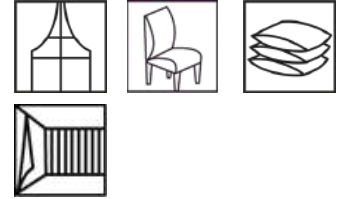
Poids / Weight 430 g/ml

Composition 61% CO 39% PA

Entretien / Care



Utilisation / Use



INSPIRATION



LE + PRODUIT

Esprit "tattoo" caractéristique du style Jean Paul Gaultier avec des papillons, des félins, des oiseaux ou encore des fleurs.
Style toile de Jouy contemporaine.
Même base de satin de coton que les tissus Tahitiennes 3612 et Papillons 3613, avec un fond en pointillé.
Très belle main.
Lavable à 30°.
Adapté pour rideau et siège à usage régulier.

*Jean Paul Gaultier's signature "tattoo" spirit, with butterflies, felines, birds and flowers.
Contemporary toile de Jouy style.
Same cotton sateen base as Tahitiennes 3612 and Papillons 3613, with a dotted background.
Beautiful hand.
Washable at 30°.
Suitable for curtains and general domestic upholstery.*



Couleurs disponibles
Available colours



INFORMATIONS TECHNIQUES
Technical information

Test Martindale 25 000 tours

Laize / Width 142 cm / 55.91 in.

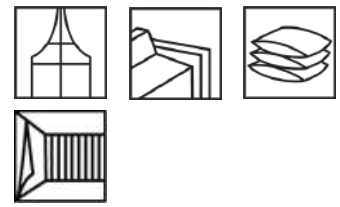
Poids / Weight 380 g/ml

Composition 100%CO

Entretien / Care



Utilisation / Use



INSPIRATION



LE + PRODUIT

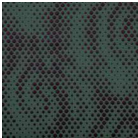
Jacquard reliefé avec un fond texturé où des ronds en 3D se dessinent tout en formant des spirales.
Les coloris se marient à l'ensemble de la collection pour créer des duos de couleurs.
Coton recyclé.
Bonne résistance à l'abrasion, siège à usage intensif.

*Relief Jacquard with a textured background where 3D circles form spirals.
The colors blend with the rest of the collection to create color duets.
Recycled cotton.
Good abrasion resistance, heavy domestic upholstery.*

Couleurs disponibles
Available colours



01 - Bergamote



02 - Acqua Prune



03 - Acqua Rouge

INFORMATIONS TECHNIQUES
Technical information

Test Martindale 40 000 tours

Laize / Width 144 cm / 56.69 in.

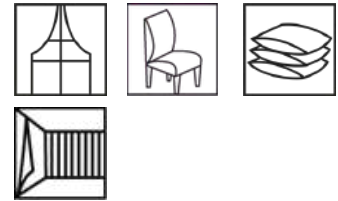
Poids / Weight 680 g/ml

Composition 60% RECYCLED CO 25% PA 15% PES

Entretien / Care



Utilisation / Use





TAPIS *RUGS*

INSPIRATION



LE + PRODUIT

Tapis rayure marinière classique de Jean Paul Gaultier qui se coordonnent au tissu Croisière 3615.
Tufté coupé en 100 % laine de Nouvelle-Zélande.
Couleurs et toucher doux.

*Classic Jean Paul Gaultier sailor stripe rug that coordinates with the Croisière (3615) fabric.
Tufted cut from 100% New Zealand wool.
Soft colors and feel.*



Tufté main en Inde.
Hand tufted in India.

Couleurs disponibles
Available colours



01 - Rose

INFORMATIONS TECHNIQUES
Technical information

Technique Tufté main / *Hand tufted*

Densité / Density 3 500 g/m2

Composition 100% laine NZ / 100% NZ wool

Texture Coupé / *Cut pile*

Taille max. / Max. size Pas de limite / *No limit.*

Entretien / Care

Se référer au catalogue tapis
Lelièvre Paris - Soin du tapis

*Refer to the Lelièvre Paris
carpet catalogue - Rug care*

Utilisation / Use

Résidentiel, trafic modéré.
Residential, medium traffic.

ANNEXES

-

APPENDIX

Jean Paul
GAULTIER

TISSUS / FABRICS

3611 - INDIA



BRODERIE sur coton
COLORIS: 1 variante

Col 01 MULTICO



3612 - TAHITIENNES



IMPRIME sur coton
COLORIS: 1 variante

Col 01 MULTICO



3613 - PAPILLONS



IMPRIME sur coton
COLORIS: 1 variante

Col 01 MULTICO



3614 - PATCHWORK



JACQUARD
COLORIS: 8 variantes

Col 01 FUSAIN Col 02 TAUPE Col 03 CAMEL Col 04 BURGUNDY



Col 05 LILAS Col 06 ACQUA Col 07 PAON Col 08 LIMONCELLO



3615 - CROISIERE



JACQUARD
COLORIS: 4 variantes

Col 01 NATUREL Col 02 BERGAMOTE



Col 03 BENGAL Col 04 MARINE



3616 - PUNTI



JACQUARD
COLORIS: 6 variantes

Col 01 NATUREL Col 02 CAMEL Col 03 GRANITE Col 04 MIMOSA



Col 05 LILAS Col 06 ACQUA Col 07 BENGAL Col 08 PRUNE Col 09 FIGUE



PLAN DE COLLECTION TISSUS / *FABRIC COLLECTION PLAN*

3617 - SANTORIN



JACQUARD
COLORIS: 6 variantes

Col 01 RAISIN



Col 02 NOIR ECRU



Col 03 CAMEL



Col 04 LIMONCELLO



Col 05 CELADON



Col 06 ACQUA



3618 - JAVANAISE



IMPRIME sur coton
COLORIS: 4 variantes

Col 01 CELADON



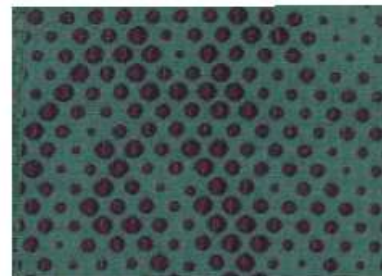
Col 02 LIMONCELLO



Col 03 INDIGO



3619 - TROIS D



JACQUARD
COLORIS: 3 variantes

Col 01 BERGAMOTE



Col 02 ACQUA PRUNE



Col 03 ACQUA ROUGE



TAPIS / *RUG*

7814 - MARINE



Tufté main / *Hand tufted*
COLORIS: 1 variante

Col 01 ROSE



Jean Paul
GAULTIER

INFORMATIONS TECHNIQUES / TECHNICAL INFORMATION

REF/NOM REF/NAME	COL	LARGEUR WIDTH		RACCORD PATTERN VERTICAL		RACCORD PATTERN HORIZONTAL		TYPE DE RACCORD MATCH	POIDS WEIGHT (GR/ML)	COMPOSITION	ENTRETIEN CLEANING	USAGE RECOMMENDED USE	MARTINDALE TEST	NON-FEU FIRE CERTIFICATION	CERTIFICATION ÉCOLOGIQUE ECO CERTIFI- CATION
		CM	INCH	CM	INCH	CM	INCH								
3611-INDIA	1	131	51.57	38	14.96	64	25.20	DROIT	670	50% CO 40% CV 10% PES					OEKO-TEX® STANDARD 100
3612-TAHITIENNES	1	142	55.91	50	19.69	70	27.56	DROIT	378	100% CO			25 000		OEKO-TEX® STANDARD 100
3613-PAPILLONS	1	142	55.91	60	23.62	70	27.56	DROIT	378	100% CO			25 000		OEKO-TEX® STANDARD 100
3614-PATCHWORK	8	145	57.09	81	31.89			DROIT	570	66% CO 30% PA 5% PES			30 000		
3615-CROISIÈRE	4	145	57.09	63	24.80	72	28.35	DROIT	740	72% CV 28% CO			20 000		
3616-PUNTI	9	144	56.69					DROIT	1232	100% PES			35 000		
3617-SANTORIN	6	141	55.51	31	12.20	36	10.14	DROIT	430	61% CO 39% PA			50 000		
3618-JAVANAISE	3	142	55.91	71	27.95	70	27.56	DROIT	380	100% CO			25 000		OEKO-TEX® STANDARD 100
3619-TROIS D	3	144	56.69	22	8.66	36	14.17	DROIT	680	60% RECYCLED CO 25% PA 15% PES			40 000		Coton recyclé
7814-MARINE	1	2000 x 3000						DROIT	3500 gr/m2	100% LANZ	Se référer au catalogue tapis Lelèvre Paris Please refer to Lelèvre Paris rug catalogue				

CODE	FRANÇAIS
CO	COTON
LI	LIN
PA	POLYAMIDE
CV	VISCOSE
PAN	ACRYLIQUE
PES	POLYESTER
LA	LAINE

Recommended use & care:

Do not wash	Ironing low temperature (110°C)	Heavy domestic upholstery
Washing not above 30°C	Ironing high temperature (150°C)	General domestic upholstery
Hand-washing	Do not iron	Soft use upholstery
Do not bleach	Moderate cleaning with perchlorethylene	Curtains
Do not dry in drum	Drying allowed	Home accessories
		Wall hanging

Jean Paul
GAULTIER

ALL-OVER	"All-over" refers to a pattern that is repeated continuously over the entire surface of the fabric, without interruption . This pattern covers the entire textile without leaving any empty space . It can be floral, geometric, abstract or any other pattern that is reproduced uniformly across the entire surface of the fabric, creating a continuous, homogeneous visual effect . The use of an all-over pattern can bring a certain aesthetic harmony to textiles, whether for garments, accessories or upholstery fabrics.
EMBROIDERY	Embroidery is the subtle art of decorating fabrics with thread, creating raised or flat patterns . It uses various materials such as pearls, sequins or precious stones to adorn fabrics . This art form requires technical expertise and the skilful use of different types of thread (linen, cotton, silk, wool, viscose etc.), to bring unique and captivating creations to life.
CORDOBA LEATHER	Cordoba leather is a golden leather, embellished with artistic reliefs , used to upholster walls, cover seats, dress furniture or screens. It combines a brilliant golden hue with relief patterns , symbolizing the harmonious alliance between craftsmanship and decorative functionality .
FAUX-UNIS	Faux-uni" is a fabric that appears plain from a distance, but reveals subtle variations in color or texture up close . It skilfully uses yarns of different shades in its composition to create a plain appearance while offering discreet details . It's a captivating visual interplay between the plain appearance and the subtle details that make it both elegant and mysterious .
OTTOMAN FOND	Ottoman is a dense plain weave fabric known for its strength and raised ribbed texture . It is made from cotton or silk yarns and is used for garments or decorative applications such as curtains, cushions or seats.
IKAT	The ikat pattern is a traditional dyeing and weaving technique . It involves dyeing yarns before weaving them to create blurred, faded patterns . These delicately contoured patterns are achieved through subtle variations in color , creating geometric, floral or abstract designs . This method is prized for the artistic beauty it brings to textiles, whether rugs, garments or accessories, resulting from a harmonious fusion of dyeing and weaving.
JACQUARD	Jacquard is a complex type of fabric , produced using a special weaving machine to create sophisticated and varied patterns . This weaving process offers high precision to produce raised patterns, ranging from floral and geometric designs to elaborate artistic motifs . Jacquard fabrics are prized for their superior quality , and are used in high-end garments, upholstery and tapestries , offering a rich, elegant aesthetic .
HAND TUFTED	The pattern is printed on a canvas stretched over a vertical loom . The craftsman uses a needle gun to stitch the strand into the canvas . The rug is then glued with latex to hold the fibres and apply the textile backing. Shaving and carving complete the piece, before the final stages of washing, drying and inspection.
EYE TROMPE	Trompe-l'œil embroidery uses techniques to create illusions of depth and realism on flat fabrics . It plays with threads, stitches and colors to give the appearance of relief or three-dimensionality on a two-dimensional surface . This method seeks to captivate by creating patterns that seem to emerge from the fabric or appear more real than they really are.

Jean Paul
GAULTIER

par

LELIEVRE

P A R I S