

FRENCH FASHION GUIDE

法国女
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企业博览



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同心出版社

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在阅读本画册后，您就可以了解到法国 183 家女装企业所代表的当今世界女装新潮流及发展趋势。

With the collaboration of 183 firms shown
in the guide

前 言

法国时装界希望与中国同行的商务关系有进一步的深入发展。

编辑出版这本画册的目的在于加强两国的经济合作与联系，它的出版与发行得到了法国经济海外展示委员会的支持。

这本画册的发行对象，是中国内地及香港和台湾地区大型商场负责进出口业务的人员，以及有关的批发商和零售商。这本画册将有助于人们更好地了解法国女装企业及其产品质量、主要顾客和名牌服装的销售范围。

衷心希望这本作为实用指南的画册有助于加强中、法两国企业间的业务往来与友好关系。

法国妇女服装联合会
总代表
杰拉德·鲁迪纳

Introduction

The French fashion world hopes to see a new leap in the commercial relations with their Chinese colleagues.

Proceeding from the desire to promote economic cooperation and links between the two countries, the publication and circulation of this pictorial has won the support of the French Committee for Overseas Economic Manifestations(CFME).

The publication and circulation of this pictorial is targeted at those persons who are responsible for import, export and procurement for big stores, wholesalers and retailers in the People's Republic of China, Hongkong and Taiwan regions. The publication and circulation of this pictorial will help to promote a better understanding of the French enterprises for ready-made garments, quality of their products, nature of their clients and the radiation of their brands.

I sincerely hope that this practical guide will help to bring together Chinese and French firms in both a professional and an amicable way.

Gerard ROUDINE
General Representative
French Federation for
Ready-made Garments

ACCOSTAGES

4 Rue St Nicolas
75012 Paris

Tel: (33 1) 44 87 03 36
Fax: (33 1) 44 87 02 03

Export Director: Mrs Sophie BASTAIS



公司创立于1991年，设计和制作服饰品，如提包，围巾和具有民族特点的首饰。公司自行制造流行服饰所需面料，并备某些客制制作特殊产品。

产品所用原料自然，独创，制作方法现代化。

法国平均价格：

上衣：550

连衣裙：350

衬衫：220

手工织品：100-200

围巾：30-300

民族首饰：12-200

Founded in 1991 ACCOSTAGES designs and manufactures accessories such as bags, scarves and ethnic jewellery. The company designs its own fabrics for fashion accessories and makes exclusive items for individual clients.

The materials used are natural and original, worked in a modern style that is both understated and pleasant.

The target customer base is primarily made up of department stores, independent womenswear retailers and women's ready-to-wear manufacturers.

Average prices in FF:

Jackets	550
Dresses	350
Shirts	200
Handmade bags	100/200
Scarves	30/300
Ethnic ornaments	12/200

ALAIN CHABASON C2 S.A.

74 rue d'Aboukir
75002 Paris

Tel: (33 1) 45 08 54 81
Fax: (33 1) 48 87 38 22

Manager: Mr Alain CHABASON

Created in 1957, ALAIN CHABASON/C2 S.A. is a manufacturer of coats, suits, jackets, dresses, skirts, trousers, evening and cocktail dresses and is a wholesaler for blouses and pullovers.

There are 2 annual collections and numerous seasonal models. The Spring/Summer collection is displayed from September and the Autumn/Winter collection from January.

Sales are on order or from stock (delivery within 10 days) - restocking and updating every 8 days. Special orders can be taken for a minimum of 50 pieces by model.

The company distributes internationally to retailers, wholesalers and the central buying offices of department stores.

Average prices in FF:

Coats:	1100
Suits:	900
Jackets:	700

创建时间: 1957 年

产品: 大衣, 套装, 茄克衫, 外套, 晚礼服, 裙装, 裤装

批发商: 服装和运动衫

每年推出两期系列商品, 且有各种季节款式, 春夏系列, 从9月开始; 秋冬系列, 从1月开始展销。

按订单销售, 仓库取货 (交货期 10 天), 每 8 天清仓更新。

特别日期 (至少每种款式 50 件)

国际销售网络: 零售商, 批发商, 各大百货公司采购中心。

法国平均价格:

大衣: 1100

套装: 900

茄克衫: 700



ALLAIRE VETEMENTS S.A.

Z.I. La Canterle
37800 Ste Maure
De Touraine

Tel: (33 1) 47 72 35 00
Fax: (33 1) 47 72 35 15

Managing Director:
Mr Jean LE THIESSE

Established in 1968, ALLAIRE Vetements manufactures and distributes in France: jackets, dresses, suits and coats.

The materials used include viscose, wool, cotton and linen. The main strength of the collection is that all the garments can be mixed and matched. The distribution network in France is mainly composed of 33 of their own shops, but they do also distribute to independent boutiques and by mail order through department stores. The company exports to Europe in a similar fashion.

Asia has come to represent, since march 1995 (when ALLAIRE first appeared there), it's main export market. Its subsidiary in Hong Kong markets its products under the name of ATHREE in boutiques in Macao, Singapore, Taiwan and Hong Kong itself. The company is also present in The People's Republic of China, in 6 major cities (Guangzhou, Shanghai, Quanzhou, Chengdu, Wuhan and Chingqing).

Average prices in FF

Jackets: 300/500
Skirts: 110/250
Dresses: 300/500
Trousers: 150/200

HONG KONG

ALLAIRE
17/F unit A, Casey Building
38 Lok Ku Road
Sheung Wan - HK

Tel: 28 50 88 13
Fax: 28 50 65 50

CHINA

Room S 1312 South Office Tower
Guangzhou W Trade Centre
371 - 375 Guangzhou
510095 Guangzhou - CHINA

Tel: 778 02 83
Fax: 778 02 78

成立于1968年, 主要业务是在法国制作和销售女装, 连衣裙, 晚礼服及大衣, 面料用粘纤, 羊毛, 棉布, 麻布。

服装及系列产品的不同搭配可相互随意搭配穿着。该公司在法国的销售网络由下属的33个商店组成, 同时, 产品也在法国其它许多商店或以 VPC 牌名在大型百货店销售。在欧洲, 以同样的方式销售。

自1995年3月起, 亚洲成为该公司主要的出口市场。在各地设立了分公司, 在澳门, 台湾地区和香港, 其产品以ATHREE牌名在许多著名商店销售。在广州, 上海, 烟台, 成都, 武汉, 重庆也开设了商店。

系列平均价格:

上衣: 300-500

裙子: 110-250

连衣裙: 300-500

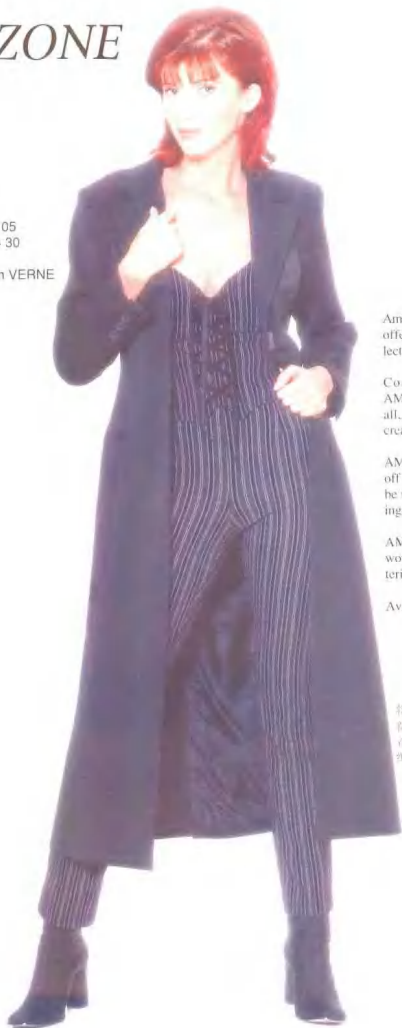
长裤: 150-200

AMAZONE

16 bld St Denis
75010 Paris

Tel: (33 1) 47 70 63 05
Fax: (33 1) 47 70 34 30

Contact: Mrs Myriam VERNE



Amazona was created 10 years ago and offers a wide and very feminine collection.

Conceived in a different style, AMAZONE likes to see itself as, above all, a subtle mix of timelessness and creativity.

AMAZONE is a concept that stretches off into infinity, since each model can be matched with those from preceding seasons.

AMAZONE targets 25 - 50 year-old women, with its style, themes and materials (knitted and woven).

Average prices in FF 185 - 560

AMAZONE 品牌于1983年创立，提供非常女性化的衣服，其设计将永恒与创新和智能融为一体。其设计风格独特，主要面向25至50岁的女性。

法国平均价格：185 - 560

AMOURABI CATHERINE ANDRE

20 rue du Rajol
12100 Millau

Tel: 65 60 99 00
Fax: 65 60 99 01

Designer:
Mrs Catherine ANDRE
ROULDES

In 1975 Catherine Andre started hand-knitting pullovers in her emotional style, using the unique vivid light she brought from Ireland.

In 1994, in Southern France, AMOURABI gave her the opportunity to create her own knitwear collections for ladies from 30 to 50 years old. She mixes wool and viscose, space-dyed, bright or curly fine yarns with light thick titles, matching stripes, blurred jacquards and fancy stitching in harmonies of 8 to 15 luxurious colours.

Recently a calmer line was added, still based on bright mixtures of colours, in wool majority materials: plain garments with fancy trimmings and simpler jacquard designs at US\$40 to 60.

Each piece can be mixed and matched.

Average price in US\$

Garments: US\$70
Garments with
trimmings and simpler
jacquard designs: US\$40 to 60

1975年, Catherine. ANDRE 夫人开始手织毛线衫。

1994年, AMOURABI 公司赐其良机, 为30至50岁的妇女创作她自己的针织品系列。她把羊毛与粘胶纤维和间隔染色的棉纱混合起来, 配以轻柔厚实的标记、模糊的条纹、幽而不露的提花和奇妙的针法, 融合成8至15种华丽而和谐的色彩。

最近公司又增设一条更加灵巧的生产线, 仍立足于鲜明的颜色, 并以羊毛为主, 生产带有美妙镶边和简明提花设计的便装外衣。

文士系列价格:

外套: 70

美妙镶边及简明提花式样外套: 40-60

ANAELE PARIS LEDA

65 rue Anatole France
69100 Villeurbanne

Tel: 78 03 89 91
Fax: 78 03 89 10

Export Director: Mrs TELL

LEDA 服装公司制作高档女式成衣与服饰品（主要是牛皮包），出口其自己牌子 ANAELE 的产品，该公司还专门进行其它一些名牌系列产品的制作与销售。

LEDA 公司专门经营女式成衣、上衣、连衣裙以及高档针织绒运动衣。产品使用的面料主要是毛料、丝、棉缎，绒布则是专门为 ANAELE 牌产品制造的。

顾客对象是30岁以上时代感强并注重生活质量的女性。

产品批发给销售多种牌子服装的零售商、大商店。法国与外国的购物中心。

LEDA 公司通过巴黎的销售部经营出口业务，或者直接销售到欧洲、亚洲的一些国家和夏威夷等。

法郎平均价格：
成衣： 800 ~ 2000
绒衣： 500 ~ 1500



LEDA manufactures high quality ready-to-wear and accessories (mainly leather goods). It sells under its own brand, ANAELE, but some collections are made and distributed specifically for other top labels.

LEDA specialises in suits, jackets and dresses, as well as a more casual line in high quality knitted velvet. The fibres used are principally wools, silks and silk-effect cottons. The velvet is specially knitted for ANAELE.

Target customers are women of 30 years and over, with a sense of modernity and an eye for quality.

The products are distributed in boutiques, department stores (Printemps, Mitsukoshi...) and central purchasing offices in France and abroad.

LEDA exports through overseas buying offices based in Paris, and sometimes directly to certain countries in Europe, Asia and the US.

Average prices in FF

Suit: 800/2000
Velvet items: 500/1500

ANAMACHA



ANAMACHA 是一个高档服装、服饰的牌子，其产品既能显示出较新的时代感，又能显示出女性永恒的美。

这个牌子的一些服装不仅可以是在晚宴上穿着，也可在日常穿着。这些服装不是季节性的服装，而是可以搭配穿着的服装。

其大部分顾客在 25 至 60 岁之间，这个年龄段的女性大多注重服装的新款式、产品质量及设计思想。

这家企业创立已两年，已开展了向美国出口的业务。

它在巴黎设立了一个带展示厅的商店。电话是：42743777

法郎平均价格：

大衣：2000~3000

上衣：1500

裙子：500~800

内衣：400~1000

帽子、皮包：400~1500

101 rue Saint Dominique
75007 Paris

Tel: (33 1) 44 18 05 96

Fax: (33 1) 47 05 23 76

Manager: Romi Loch Davis

ANAMACHA is an up-market designer, clothing and accessory brand, combining modernity and an eternal feminine elegance.

There are evening dresses, as well as designs for more everyday use. These clothes are not just for one season, they are meant to form an integral part of any fashionable wardrobe.

In general, customers are 25 - 60 years old. Women sensitive to the creativity, quality and styling of their clothing.

The company has been established for nearly 2 years and exports to the United States.

A show room can be found at 52 rue du Roi de Sicile, 75004 Paris (tel. 42 74 37 77).

Average prices in FF

Coats:	2000/3000
Jackets:	1500
Skirts:	500/800
ladies underwear:	400/1000
Hats/bags:	400/1500

AN'GE S.A.

54 rue Greneta
75002 Paris

Tel: (33 1) 45 08 40 74
40 26 66 81

Fax: (33 1) 45 08 07 65

Export Director: Mrs BOUIN

In 1985 AN'GE was established with the goal of dressing active young women at a reasonable price.

In 1989 it was decided that a retail outlet should be bought in order to develop its wholesale clientele base. This decision was justified by a success which led the company to purchase a cutting room, allowing it to control each stage of the production process.

The distribution network is growing, reaching not only wholesalers, but also distributors, central buying offices and agents, essential routes to the export market.

The woman who is looking for trendy clothes with value for money and plenty of choice, novelty and imagination, will find what she is looking for in each garment in these different collections.

Average price in FF

Chemise: 55/200

Blouse: 40/150

Trousers: 55/120

1985 年建立。公司的宗旨是为年轻活跃的女性提供廉价的服装。
1991 年，公司开设了一家批发店。1992 年购买了一间服装裁剪厂。公司的销售网有批发分销商、超级市场、购物中心及出口代理商。
追求价廉物美，日新月异，奇幻异想和新潮流的女士们，可以从该公司众多的服装品种中得到满足。

法国平均价格：

套衫：55 ~ 220

裙子：40 ~ 150

长裤：55 ~ 120

ANIRAL - UTEC CREATION

60 rue des Pommiers
93500 Pantin

Tel: (33 1) 48 44 74 88

Fax: (33 1) 48 44 81 87

Sales Service Mr. Bernard
GALEK

For 25 years, the company has been seeking high quality production and products. The design and production ANIRAL - UTEC CREATION has had in 1998 by 2000 is intended to continue to develop and improve the quality of the products and the service to its customers.

Then comes the development of national and international cooperation to find new and innovative products that the company offers a large selection of items, with a quality and price.

Distributors are now being selected and larger ranges.

Rapid restocking is of course, one of the fundamental criteria for success and therefore the distribution network is as far as possible, which is one of ANIRAL - UTEC CREATION's advantages.

The competitiveness of the brand in the export market is based on value-for-money. The colours and materials vary between Paris, Peking, Moscow and London; in addition, the company carries out market research in order to better understand its foreign customers and tries to meet their requirements, however specific they may be.

Average price in FF

Holeros: 250
Coats: 850

25年以来,公司经营高级仿毛皮制品,为使产品具有竞争力,公司在裁剪、装拼及最后工序上均按照严格标准操作。

用户包括传统和新派女性。她们偏爱穿着易于保养的款式。此外,公司还推出多种尺寸,价格不变。

配齐齐全乃是成功的基本条件之一,因此制作必须快速,这是该公司的优势之一。

公司知名产品的出口竞争力体现在同等质量和合理价格。根据巴黎、北京、莫斯科或伦敦不同的地区,制定不同的款式、色彩及面料标准,满足客户的要求。

法国平均价格:

女式无袖短外衣: 250

850



ANNE B S.A.R.L

29 Rue de Valenciennes
94700 Marolles - France

Tel: (33 1) 46 32 40 00
Fax: (33 1) 46 32 40 33

Manager: Mr. Louis BARRON
Export Manager: Mr. Gabriel LECHE

1982年，在巴黎，ANNE B 公司
开始利用其专利技术，设计并生产
使用专利之弹性带。

使用弹性带，可以消除因腰围
差异而产生的不适感，并能保持
优雅、时尚的外观。

ANNE B 公司专利的弹性带，可以消除因腰围
差异而产生的不适感，并能保持优雅、时尚的外观。

ANNE B 公司专利的弹性带，
使用弹性带，可以消除因腰围
差异而产生的不适感，并能保持
优雅、时尚的外观。

ANNE B was founded in January 1982 and now employs 100 workers, manufacturing adjustable and non-adjustable belts, using those patented systems. One of the main reasons the belt to be adjusted to the size of the wearer by virtue of a set of rings on the back strap (see page 10). The main advantages are the elimination of size differences, but also, choice of the length and the stylishness of a new elastic belt.

Among the materials, there is a range of top quality leathers, both original and exclusive, for which the company has exclusive use.

Recently, the Company has launched its international trade mark: ANNE B.

Average price in FF: 200.000

ANN TAYLOR

102 rue Réaumur
75002 Paris

Tel:(1)42 33 72 42
Fax:(1)42 33 72 44

Manager: Mr Armand BENATTAR

ANN TAYLOR 创牌于1989年。
主要经营晚礼服、女上衣、夹衫衫、
编织与针织女衣、风衣、圆领衫、T恤衫。
品种齐全，有两年全套时装，可加前
半季备用时装。

有从9月份开始穿着的秋冬季服装。
订货后从仓库发货，60天以内到货。
每15天库存补货一次。特殊订货（每个式
样至少100件）。

国际销售：批发商，采购单位机关与
个人。

法郎平均价格：

晚礼服：700-1200

女上衣、夹衫衫：700-1200

衬衫：150-300

Date of creation:1989

Cocktail coordinates - suits - jackets -
trousers - woven and knitted dresses and
coordinates - sweaters - blouses -
T-shirts.

2 annual collections+one restocked collec-
tion every half-season.

Spring-summer collection displayed from
september and autumn-winter from
february.

Sale on order and from stock (delivery
within 60 days)-Restocking and updating
every 15 days.

Special orders on demand (minimum:100
pieces permodel).

International distribution:

Retailers, wholesalers, buying offices of
department stores.

AVERAGE PRICES IN FF HT:

Cocktail coordinates: 700/1200

Suits-jackets: 700/1200

Blouses: 150/300

APOSTROPHE

55 rue Montmatre
75002 Paris

Tel: 42 21 90 73
Fax: 40 28 92 72

Managing Director: Mr Patrick HAZAN
Sales Manager: Mrs Isabelle DUPLENNE



The winter collection 1996-97 comprises 3 groups:

- One group of day wear garments in sophisticated fabrics, all based on wool, alpaca and cashmere. These jackets should be worn with plain wool crepe trousers or matching skirts and with crepe shirts or cashmere knits.

- "Fake Black", the second group, sees dark colours gracing lighter fabrics, such as viscose and satin, for a touch of sophistication and fluidity. Ideal for dinner or lunch, they can easily be worn as day wear or evening wear. Jersey tops can also be worn with this group.

- The third group is dressy, in black & white, or black & beige. Designer, Patrick Hazan likes his skirts long and black, with white or beige tops in crepe or organza.

He sees women in 1997 wearing 2 shirts, sleeveless on classic, to create a suit effect that is nonetheless light and fluid. To accentuate the bicolour group, he has also designed jackets and trousers in two colours.

The materials used are mainly wool crepe, wool and cashmere, alpaca, babyllama, viscose, etc...

Average prices in FF

Jackets:	950/1450
Skirts:	400/580
trousers:	500/700

1996-1997 冬季系列共有三组:

第一组为日用服装,采用高级织物: 纯羊毛,羊驼毛和山羊绒。茄克衫可与单纹的晚礼服,合适的衬衣,判别衬衫或由羊绒线衫配合穿着。

第二组为“深黑色”,即暗色系列,用暗色纤维,精梳纤维和超材料制成,质地高雅,流畅亮丽。可用于午、晚宴会,日夜穿着方便,亦可与针织紧身T恤合穿。

第三组为时髦服装,黑、白色或黑、米色。

Patrick HAZAN 设计师愿意于1997年的妇女叠穿两件衬衣(一件无袖,一件传统式),类似正式的女装,但极具曲线型。为加重此套双色组合,他还设计了双色的晚礼服和裙裤。

用料主要有: 约呢,羊绒和山羊绒,羊驼毛,精梳纤维等。

法国平均价格:

茄克衫: 950 ~ 1450

裙裤: 400 ~ 580

长裤: 500 ~ 700