

PRESS RELEASE
2019



BOURRIENNE

PARIS X^E

58, RUE D'HAUTEVILLE



Bourrienne Paris X, founded in 2017, reinvents the men's white shirt by reviving details from the past. It draws inspiration from the looks of yesterday and today, making this uniform the common denominator between past and present. The eight styles in the collection strike the perfect balance between originality and modernity.

The brand takes ownership of its single-product, monochrome approach by re-interpreting collars, bibs, and cuffs...

Behind this model of efficiency stands an amazing creative duo, united by an exceptional heritage.



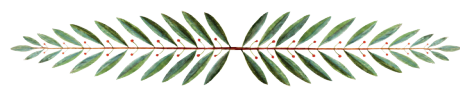
SELF MADE BRAND

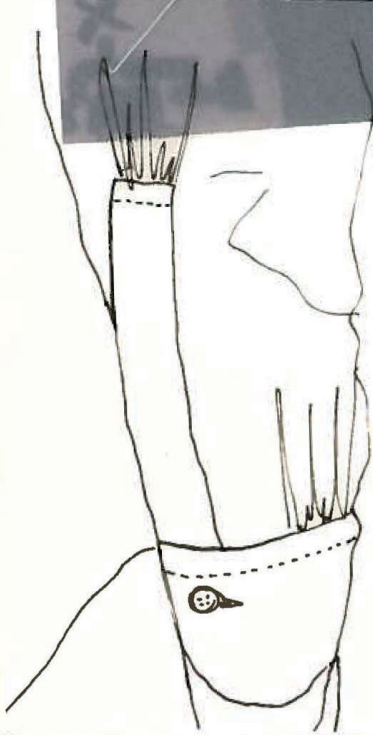
A few months ago, entrepreneur Charles Beigbeder bought the Bourrienne Hotel, a forgotten gem of the Directory period.

He was fascinated by the building's history. He looked to the future when restoring it.

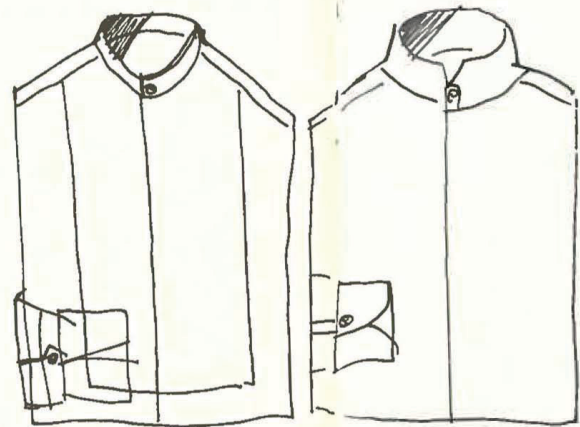
In the era of salons, there was an intellectual circle that gravitated around this mansion. It included Talleyrand, Bonaparte, Chateaubriand, and Victor Hugo. Enlightened modern men holding debates in white shirts: a scene that inspired Charles with the idea for his next project. He decided to create a collection of timeless shirts, and placed this task in the hands of creator Cécile Faucheur. That's how the Bourrienne Paris X shirt was born.

The first boutique has opened, in front of the mansion
58 rue d'Hauteville 75010 Paris.





ornements
portes baines

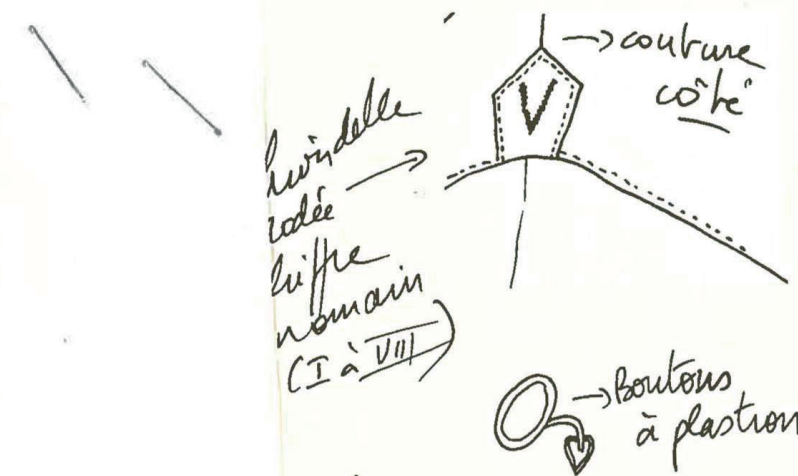


V.

VII.

- lin → chemise V + plastron
- popeline
- seersucker
- ottoman (plastron)
- serge de colon
- jaguard à pois (plastron)

col
Tralim

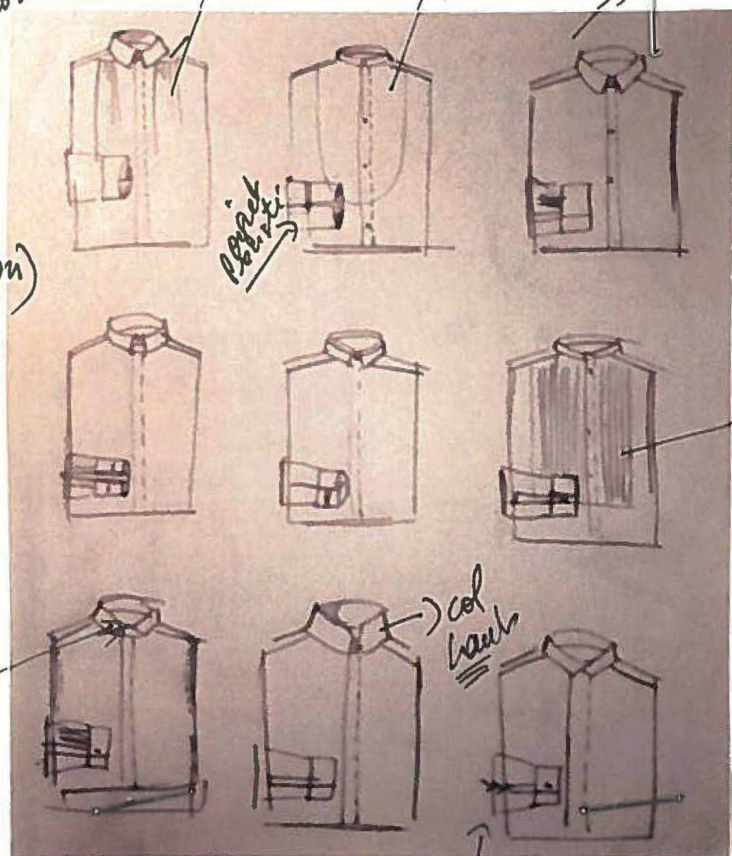


boutons
à plastron

epaule
supérieure
à la ceinture

plastron
roul.

col faux



plastron
main

Collection 1

popeline

A HERITAGE REVISITED



L'HOMME ENDORMI

Carolus Duran, 1861



COLLECTION N° 2

shirt N° XI, «Cavalier»

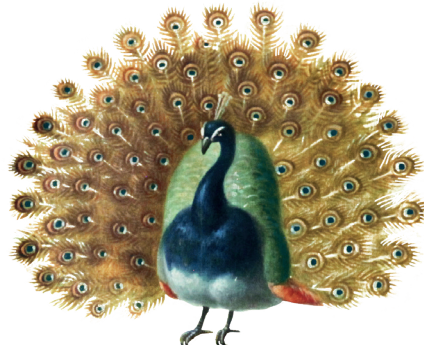
Even today, the Bourrienne Hotel resonates with the vibes of the extraordinary personalities that used to frequent it. This sleeping beauty from a bygone age was only waiting for someone to rediscover her.

To pay tribute to this unique location, Cécile Faucheur designs pure, white, contemporary shirts. Nine fitted shirts with a finely detailed finish stand alongside five more generous styles known as the «Bourrienne cut», with a longer shoulder line and gathers at the back and two “liquette” style, longer than the two previous cuts.

Each one has an embroidered Roman numeral on the left gusset. This is the signature of the style.

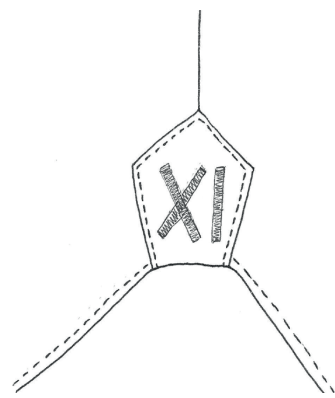
Collars are restyled, cuffs reworked, period details reinterpreted.

The bibs evoke 19th-century romanticism whilst also embracing the dress codes of today. The bib of the VIII shirt, available in poplin or linen, is hand-made and then machine-sewn, pleat by pleat. Removable stiffeners with a pink gold, yellow gold, or silver finish add a touch of luxury known only to the wearer.



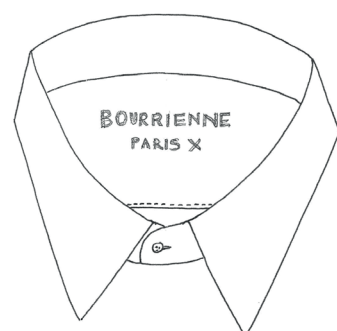
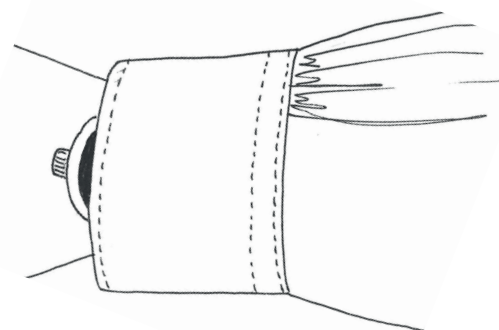
DISTINCTIVE FEATURES

You can tell a Bourrienne shirt by:



An ottoman gusset with the shirt's Roman numeral embroidered tone-on-tone,

The gathers at the cuff, which replace the usual inverted pleats,



The brand's signature embroidered in white on the interior back yoke of the shirt.



Inspired from old cufflinks system, Marc Maroni carved the Bourrienne flower in 3D. These beautiful pieces will enhance your musketeer wrist.

Our removable stiffeners exist in yellow gold, rose gold and silver and offer a discreet luxury that only the own knows.





MATERIALS

INSISTING ON QUALITY

Since white is our only colour, we have made it our business to select superb Italian cloths, two-ply poplins, a heavy and opaque linen that leans towards an ecru shade, a stylish and classic Oxford, and a very soft cotton serge. To add personality to certain details such as the bibs and the inside of the cuffs, we have also selected fabrics with more texture and relief, such as seersucker, ottoman, and a spotted jacquard.

Our fabrics are GOTS-certified (Global Organic Textile Standard) and sourced from Californian or Egyptian cotton fields that meet very stringent selection criteria.

Our shirts are made in a certified workshop in Tunisia.

Unlike classic shirt-making techniques, the manufacture of our products requires special know-how and care, with certain parts done by hand, without the use of a machine, such as the pleated bibs and hand-sewn cuff details.

Our watchwords: patience and exacting standards.



phase 1

(aller)

phase 2

(retour)

résultat

final.



FIXATION DES FRONCES SOUS UN BORD REPLIÉ

3
bis



A LOCATION STEEPED IN HISTORY

Construction of the Bourrienne Hotel began in 1787. It remains a unique Parisian symbol of its kind, with its preserved Directory interiors still intact today. In 1792, Fortunée Hamelin moved in and made the hotel a hot spot for high-society receptions where Bonaparte and Joséphine de Beauharnais might have rubbed shoulders with Madame Tallien.



As fashion muse to the elite, Fortunée Hamelin created a sensation in Parisian society one day on the Champs-Élysées, dressed in a simple flesh-coloured gauze cloth, slit down to the hips and revealing her chest. Mischievous and cheeky, she was also very attractive for her intelligence and hosted one of the most sought-after salons of the era.

The premises were then purchased by Louis Fauvelet de Bourrienne, private secretary to Napoleon. The building still bears his name.

An entrepreneur to the core, Charles Beigbeder is breathing new life into the Bourrienne Hotel through a collection by the same name, but also by opening it up to young creators. The Hotel is destined to become an incubator for start-ups, and will also feature co-working areas.

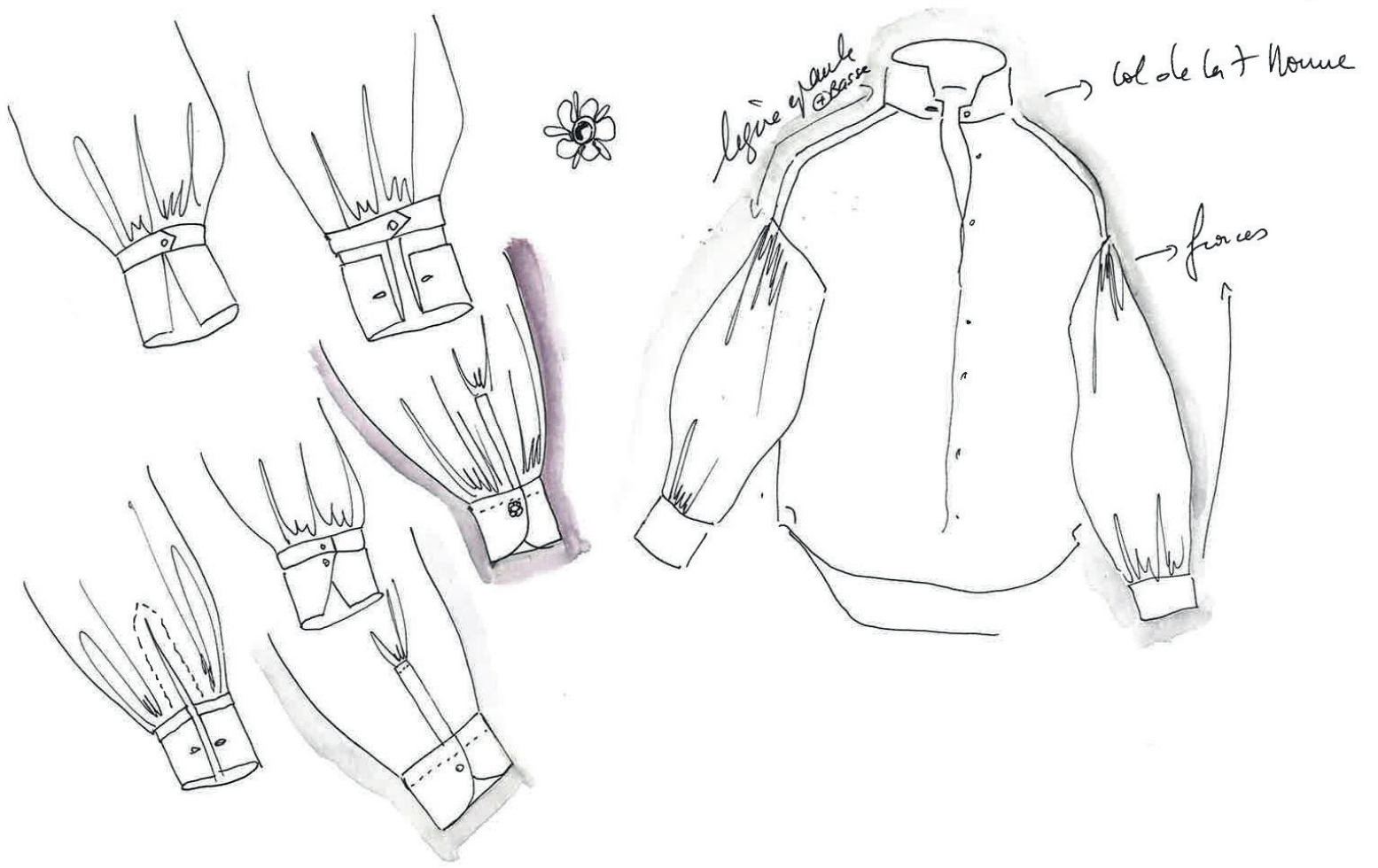
A forum for discussion and exchange of ideas reminiscent of the salons of days gone by.



Femme



modèle court cropped.
 modèle long et large.
 modèle blouse | adaptés
 ajusté



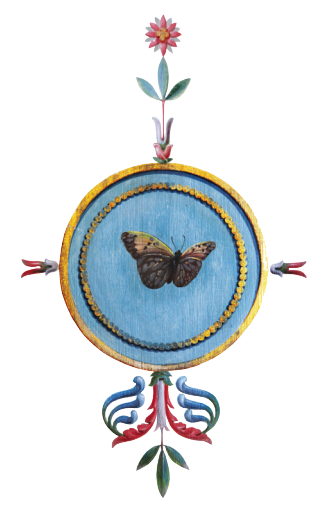
WOMAN COLLECTION

BORROWED FROM THE MAN

In 2019, Bourrienne Paris X has launched a woman capsule of 4 pieces inspired by some iconic men's styles. Shapes have been adapted from men's patterns to the woman body, keeping the sensation that she stole her boyfriend shirt with same look, buttons and finitions.

This way, we kept our signature details to sublimate the woman staple white shirt: the iconic French collar, our revisited cuffs, embroded bibs, high officer collar...

Regarding the fabrics, we kept same as for men's collections: our Egyptian cotton and our linen from Normandy. With this capsule borrowed to the man dressing, the Bourrienne woman is free, confident and assertive.





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