

LOUISA  
**BRACQ | BRACQ**

LOUISA BRACQ HOUSE





# LOUISA BRACQ HOUSE

## FROM EMBROIDERY TO ELEGANT WOMEN'S LINGERIE

- Since **4 generations**, the French House of **Louisa Bracq** has curated a unique skill, the work of embroidery that adorns our lingerie collections in tune with the times.
- In **1938**, in the region of **Cambrai**, cradle of embroidery, the House of Louisa Bracq was founded. Soon, the most famous **Parisian haute couture houses** compete for her precious embroidery creations.
- Between tradition and modernity, from generation to generation, Louisa Bracq's embroidery creations evolved into **the luxury lingerie sector**.
- The family's legacy skills have been passed on to Louisa's two grandsons, **Vincent and Jérôme**. In **2007**, they decided to **move from being solely embroidery supplier and evolved the brand into structured lingerie design**. On the initiative of **Matthieu Bracq**, listening to contemporary needs, and with its unique know-how, Louisa Bracq is now moving towards a new range of products dedicated to **Lifestyle**.
- Through corsetry, Louisa Bracq extends **the technical mastery** that made the Bracq name synonymous with finest embroidery. Its **high skill technicality** allows it today to **develop collections with the greatest elegance and comfort**, delivering luxury lingerie collections at the forefront of fashion.

# MAISON LOUISA BRACQ

## HISTORY

Born in 1912, in a humble family of coal cutters, Louisa must very early take care of her suffering mother. A studious and brilliant student, she has a passion for music, which her uncle encourages by offering her a piano for her tenth birthday. In addition to music, teenagerhood introduces Louisa to needlework's, sewing and fine embroidery.

During the war, the embroidery, fortunately, is not rationed. Louisa's studio continues to deliver her pretty embroidery. Then the arrival of the 1950s gives new impetus to this profession. The luxury of the dresses rivals that of the lingerie and the embroidery of Louisa, everywhere occupy a place of first order.

In her turn, Chantal transmits this living heritage to her two sons. And so in 2007, Vincent and Jérôme found the brand Louisa Bracq, in tribute to their grandmother. The heritage is rich of several thousand samples and an incomparable know-how. While preserving this capital, the two men will make of research and innovation the key to their development.

After having trained the best corsetiers to the requirements of the house, Louisa Bracq changed status from embroidery supplier to lingerie designer by launching her own lines in 2007.

1912

1938

1950

1961

2007

2014

The music connects her to a clarinetist, Kléber. They got married in 1937 and it's the perfect deal! They combine their talents and create in 1938, in Caudry, an embroidery workshop for Louisa. Soon, the most famous Parisian haute couture houses compete for her precious creations. From their union was also born in 1940, a girl named Chantal

Having inherited her mother's passion, Chantal grew up in good school. In 1961, the young woman married an embroiderer, Pierre Bracq. Together, they join Louisa's studio, Chantal at the creation and Pierre at the management of the company.

Then comes the fourth generation: Matthieu, who has been speaking since 2014 to the artistic direction. But the creed does not change: Louisa Bracq remains faithful to the know-how, the harmony and the sophisticated colors of the style of her founder.



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**Embroidery** remains our DNA, it is the core and the origin of Louisa Bracq. We design, develop and produce all embroideries exclusively for our lingerie collections in our **own workshop located in northern France** and benefit from a unique family heritage of know-how that allows us to be **very creative**.

Vincent Bracq



# MAISON LOUISA BRACQ

## THE EMBROIDERY FACTORY

- The embroidery factory is located in the Cambrai region, the cradle of historical embroidery production in France.
- 5 embroidery machines in total and 1 small loom for samples.
- Manual quality control of each embroidery braid.
- Each embroidery is unique & exclusive, to be used exclusively for Louisa Bracq's lingerie collections.
- The embroidery production is completely **integrated** and managed by **Vincent Bracq**, who works closely together with his son Matthieu on the creation of each collection.

Before becoming the **beautiful embroidered pattern** of each lingerie set, **the different steps** can be associated to the elaboration of a **piano score**



It all starts with a **sketch** on a piece of paper like a **score**.



The time of the test came on the loom as if the musician was playing his music for the first time.



Finally **the final result** sounds the crescendo of the new pattern that will decorate a bra of its most beautiful effect.



# MAISON LOUISA BRACQ

## CREATIVE STUDIO



- The creative studio and workshop in Brussels under the direction of Matthieu Bracq
- The hybrid concept that reunites the showroom, the workshop, the creative studio and Matthieu Bracq's private apartments.
- All the prototypes for each collection are worked on and handcrafted in the workshop.
- The team of 5 highly skilled seamstresses.
- The machines that are in the workshop and are needed to make prototypes:
  - ✓ 4 flat bed stitchers
  - ✓ 3 overlapping machines
  - ✓ 2 overlocking machines
  - ✓ 1 zigzag 2 stitches
  - ✓ 1 zigzag 3 point
  - ✓ 2 double needle
  - ✓ 1 household machine
- In the workshop are also located :
  - ✓ 1 cutting room
  - ✓ 1 fitting room
  - ✓ 1 open space with 4 computer stations
- The "laboratory" approach: developments are constantly studied to achieve the best result from a technical and creative point of view.



# MAISON LOUISA BRACQ

## ARTISTIC DIRECTION

- Formed first at **the Saint Luc Institute** in Tournai, Belgium in **graphic art & advertising** and then at **the Parisian Chambre syndicate de la couture**, Matthieu joined the family company in 2014 as the Artistic Director.
- Under his leadership, the brand leaves the traditional world of lingerie manufacturers in order to be part of a contemporary fashion universe and to promote a real lifestyle brand.
- **Matthieu Bracq** continually feeds his inspiration and **detaches himself from the major style and general trends**.
- His models are mostly inspired by **the musical culture, the artistic universe, contemporary references, fashion...** they are the result of his own sensibility, of his point of view.
- His favourite designers are the less conventional ones, such as **Alexander McQueen** or **Raf Simons**. Matthieu is also inspired by the exceptional career of French personalities such as **Françoise Sagan**. In addition, he draws his inspiration from the combination of fashion and different social cultures in order to interpret them in his collections as a reflection of the current era.

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I love the beautiful and delicate lingerie that combines support with a touch of art and modernism.

# MAISON LOUISA BRACQ

## BRAND VALUES

### Precision

Corsetry is an art that cannot be mastered without **rigor and precision**. Louisa Bracq believed in this rigor. As when learning an instrument, **rigorous work and passion** lead to the mastery of your subject.

### Bold creativity

The father-son design duo behind each collection

Each creation in our studio is the reflection of an elaborate creative process. Detailed like a piano score. Working in pairs on each exclusive embroidery, Matthieu and Vincent seek to explore new limits in embroidery, things never before offered, without deviating from the quality of their workmanship. True to themselves, they approach their work with impeccable precision in order to create an elegant and surprising collection, challenging the old and pushing innovation.

### Independance

A free, creative, rebellious and spontaneous spirit.

Like a musician mastering his instrument, the legacy transmitted of the family know-how allows us to control the creative process, from conception to manufacturing. The brand dares, stand out from the rest, and evolves to meet the ever new expectations of modern women. Artistic direction with a perfect combination of fantasy, need and functionality.

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# MAISON LOUISA BRACQ

## CORPORATE UNIVERSE

### Haute Corsetry

Music was her first passion, especially the piano. Louisa Bracq received a piano from her uncle for her 10th birthday. The parallel between Haute Corsetry and piano playing is actually very close.

Haute Corsetry requires the same rigor and passion as music. Through the incredible transmission of its generational know-how, the House of Louisa Bracq perpetuates the family tradition in the world of corsetry and embroidery. Two elements are inseparable.

### French Embroidery

Being the ultimate **way to embellish lingerie** combined with Louisa Bracq's heritage as one of the most sought after embroiderer by **the Parisian houses of French Haute Couture**. With its **creative richness**, it has been able to stand out and stay relevant across the years.

Today, **the 4th generation** of the Bracq family continues this heritage through the "Louisa Bracq" line of high-end lingerie.

### The Workshops

A luxury lingerie brand with the characteristic of making all their models in all sizes cannot be improvised!

Since 1938, Louisa Bracq has been making elegant, sophisticated, comfortable and delicate and creations.

The two workshops work in perfect harmony: **the creative studio** based in Brussels and the **embroidery workshop** located in the North of France to create exceptional lingerie sets.

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# MAISON LOUISA BRACQ

## PRODUCTS & STYLE

### The Louisa Bracq Product

- Perfect fit
- Comfort
- Fashion
- For all body shapes and ages: from 65 to 115, from A to I, from 36 to 54

*« Our products are technically designed to be comfortable, aesthetic and functional, reflecting a certain passion for innovation and precision. »*

#### Our signature:

"Made in France" embroidery.

#### Our commitment:

European materials, preferably French.

Transparency of the entire manufacturing chain.

### The Louisa Bracq Style

- Contemporary
- Delicate
- Experimental
- Daring
- Arty

*« Louisa Bracq's style is a contemporary style, taking **its** inspiration from urban culture and interprets these references in a in a conceptual way... »*

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The brand is known for its expertise in **large cups**, we take up the challenge of reconciling **comfort** and **seduction**, **perfect fit** and **aesthetic** in every size we produce.

Matthieu Bracq

THANK YOU FOR LETTING US SHARE  
OUR BRAND HERITAGE WITH YOU

