



## LEATHER – LUXURY – TEXTILES – CRAFTSMANSHIP

### Exceptional know-how!

The regional dynamic around the "Leather, Luxury, Textile and Craftsmanship" sector gives new life to historical human know-how that has gained international renown. Nouvelle-Aquitaine is making a name for itself, whether in terms of industrial development at the cutting edge of innovation, heritage and architectural diversity and architectural diversity and arts and crafts.

#### A dominant sector: the leather industry (tannery, glove-making, leather goods, saddlery, footwear)

- **554 companies** (4 000 jobs)
- 28% of the national turnover of the **shoe industry**
- Complete value chain (breeding, tannery, production of finished products)
- Weight of the industry **1.5 times greater than at national level**
- **Supply and relocation of the sector:** the project "Filière Excellence Cuir Nouvelle-Aquitaine (FECNA)", a unique experiment in France
- **"Cité du Cuir"** soon to come in Saint-Junien (87): promotion, museum, showroom, animation, documentary centre...
- **ResoCUIR cluster:** support for companies in their economic development



#### Some figures

**10,000 employees and 3,360 companies**

+ more than **3,300 professionals** in the crafts (tapestry, cutlery, wood, leather, textiles, ceramics, instrument making)

**1st French region** for ornamental tableware ceramics

More than **160 "Company of Living Heritage" labels**

#### One ambition: from action to innovation

- Since 2020, implementation of a **roadmap** for the "Leather, Luxury, Textiles and Craftsmanship" sectors
- **Design**, a factor of competitiveness for companies: support for innovative projects via a Call for Expressions of Interest "Design & Know-How of Excellence"
- **Innovation** for a **circular**, agile and transparent **fashion**, in response to consumer expectations and the urgent need to reduce the environmental impact of the sector
- **Emblematic collaborations:** the teapot named Cabas, a combination of Bernardaud (porcelain) and J.M. Weston's expertise (leather shoes); capsule collection from Manufacture Castex and Tissage Moutet, the marriage of two houses of excellence and tradition
- **A niche strategy** to stand out: safety or comfort shoes, footwear for seniors, technical textiles (gliding or innovative textile sector)
- **Short supply and marketing channels** (bio-sourced materials, FECNA project - Sector of Excellence Leather Nouvelle-Aquitaine...)

#### Productions of excellence

- **Recognized know-how:** 6 Geographical Indications for Industrial and Artisanal Products (IGPIA): Limoges Porcelain, Aubusson tapestry, Aubusson carpets, Charentaise de Charente-Périgord, Bask laundry, Pierre d'Arudy
- **Exceptional products:** leather work (glove-making, leather goods, saddlery, footwear), millinery, furniture, stained glass, enamels, lighting, tableware, textiles - sustainable fashion
- **Regional companies** "suppliers" of haute couture houses and luxury brands (Hermès, Vuitton, Chanel...)

#### Advisory services

Organizations specializing in innovation, research, training, or development are present in Nouvelle-Aquitaine. A dynamic ecosystem, a vector of opportunities for companies in the realization of their projects and in their business! Networks, partners, support for product innovation, all the services and expertise provided by these players to support the development of your company!

 **Set up your business in Nouvelle-Aquitaine!**



The **ResoCUIR Cluster** is part of a logic of structuring of the leather sector with the networking of an ecosystem encompassing all the players in the sector in line with the territorial issues. With more than 100 active members, the pooling of actions within the Cluster allows real cooperation projects between private and public players. Created in 2017, it is globally in line with the development of companies through collaborative projects, job creation and the attractiveness of the territories.



### Some names from the region...



LE TANNEUR



J.M. WESTON



BERNARDAUD



J.L. Coquet



Repetto  
PARIS



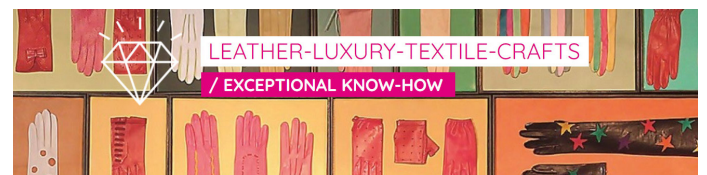
### Innovation / CSR approach in Nouvelle-Aquitaine

Valorization of abandoned materials into high-end furniture and accessories in an eco-design, circular economy, and sustainable innovation.

**2021:** Structuring of a collection and sorting network for leather waste in Nouvelle-Aquitaine

### Territories to host your projects

A dozen of territories are integrating the luxury, leather, textile and craft industries in their development strategy, such as the Dordogne (Thiviers, Nontron, Périgueux), Charente (Montbron, Angoulême), Haute-Vienne (Limoges, Saint-Junien), Pyrénées-Atlantiques (Pau, Gélous...).



### An attractive region with good transport connections

- France's largest region, known for its economic attractiveness and its very good quality of life
- The 3rd most economically active region in France
- A strategic location, with 11 airports, 4 commercial ports and the Paris-Bordeaux high-speed trainline (Paris in 2 hours)
- Competitive location costs, for salaries and real estate on average 20 to 30% lower than in the region of Paris

### Our services

[invest-in-southwestfrance.com](http://invest-in-southwestfrance.com)

Our network of experts guides you during project implementation, from preliminary studies to realization: providing market information, seeking and presenting commercial real estate, networking with key partners, mobilization of financing.



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