

PRESS KIT



Marron Rouge

# DESIGN & RECYCLING...

FASHION    DECO    TOYS



[www.marronrouge.com](http://www.marronrouge.com)



# FASHION



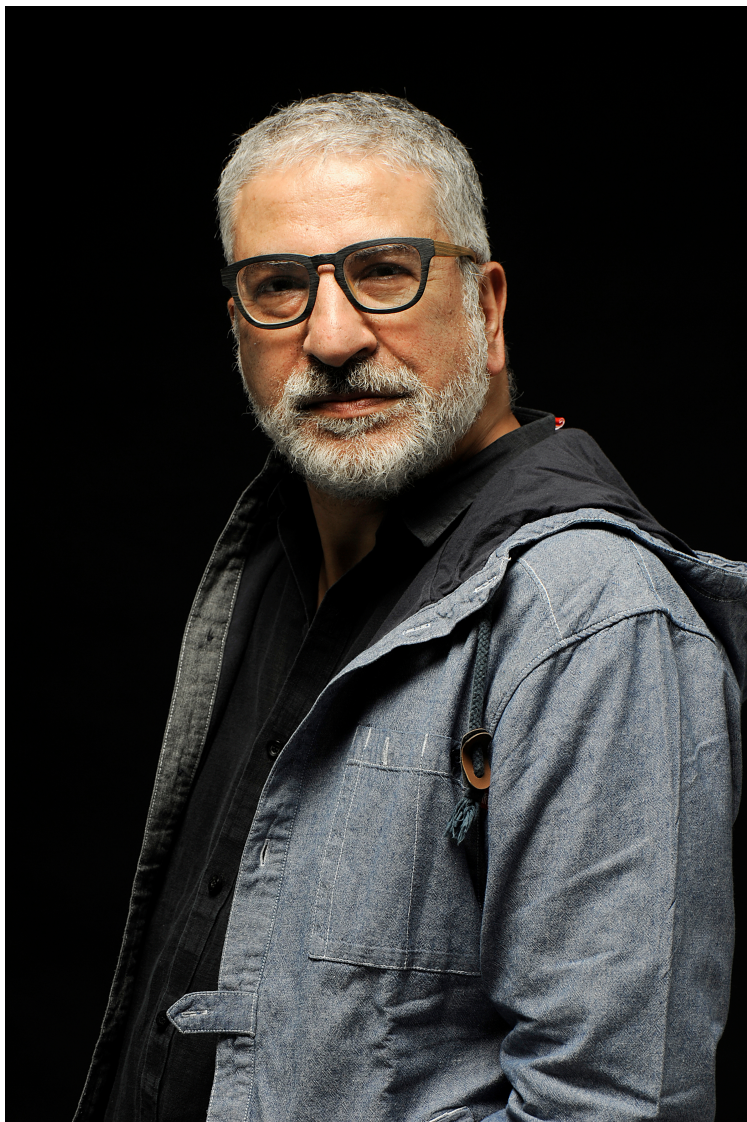
# DECO



# TOYS



# DESIGN, ENVIRONMENT, HUMAN



« "If you keep on recycling, you end up falling into it ... and you love it!" Jean-Marc Attia

## « The man of Marron Rouge : Jean-Marc Attia

At first a self-taught man, he became Chief Operating Officer in computer groups. Then he went back to school: the INSEAD in Fontainebleau, France. Then humanitarian missions in Africa with the International Red Cross.

In 2008, as he was fed up and his head full of questions, he "gave up everything" to create Marron Rouge, during an umpteenth trip to India. He is keen on travelling through the five continents (his mother called him "the tramp"). He needs to share, meet men and women of all countries. He is a thoroughgoing optimist who prefers to work in a good mood, and especially with humor. He is a man with human values above all.

## Freeze frame: India since 1999

Initially, there was "Parrainages Inde", an association which Jean Marc is a member of since its establishment in 1999. This association helps single women in southern India, to educate their children. Then there were successive trips to this country and in particular that of January 2009. In 2009, Jean-Marc left his life of devoted "upwardly mobile executive", to think a little more about himself and give his professional activities and his life, basically, a human, responsible and sustainable sense.

Each of these trips was an opportunity to learn a little more about the Indian people. He was seduced by the almost permanent smile of this people, the know-how, and « the want to do ». The first step was an ethical trade initiative with players in the social and solidarity economy, then the sale of their products in France. Very quickly, he grew unsatisfied with this simple exchange, and Jean-Marc began to think about design and environment.

The Marron Rouge's philosoph was born!



PROJECT STARTS IN 2009



FROM Village des créateurs TO THE rue royale

From 2009 (start date of Marron Rouge project ) to March 2011, Jean-Marc Attia, creator of the brand , managed all activities related to Marron Rouge from his home in Lyon.

Then, following the acceptance of his application file as a creator, nine months after the opening of the Marron Rouge website, he moved to the Village des Créateurs in Lyon, where he stayed from March 2011 to March 2013.

The Village des créateurs, established in 2001, is the structure of economic development of fashion, decoration, design companies of Rhône-Alpes.

Real incubator of fashion businesses, the Village des Créateurs offers a unique concept by accomodating a dozen young emerging brands in the workshops and shops of the Passage Thiaffait on the slopes of La Croix Rousse in Lyon.



Since March 2013, after two years at the Village des Créateurs, Marron Rouge has taken a fresh start by opening a showroom in Rue Royale in Lyon in the 1st city district.

This "3 in 1" shop (showroom-shop-workshop) showcases all the fashion and decorative creations in progress and the new collections, always made of recycled materials so dear to Marron Rouge (seatbelts, inner tubes, tires, measuring tape, parachute bag canvas...).

DESIGN & RECYCLING...

DESIGN 100% FROM LYON (FRANCE)

All Marron Rouge fashion accessories and decorative objects are created by Jean-Marc Attia in his showroom workshop. The soft toys were created by Parisian designer Marie-Noëlle Bayard.



INDEPENDANT RECYCLING

Recycling and upcycling are the "raison d'être" of Marron Rouge. Material recovery is carefully controlled. No material is manufactured to the creations of Marron Rouge.

Tire and inner tube are recovered by the poors of Delhi who resells to NGO which manufactures the items of Marron Rouge

Denim's label, seatbelts are coming from end of fabrication line from manufacturers

Fabrics are bought directly to Delhi Fabric market ...

\* ffManufactures creations made of tire, seatbelts, inner tubes, parachute bag canvas. This NGO fights against poverty in India.

\*\*\* Manufactures soft toys. This workshop was created by a young Indian woman who studied at a textile design school and who came up with the desire

RECYCLED FIBERS  
DENIM'S LABELS  
TIRE  
INNER TUBE

MEASURING TAPES  
SEATBELT  
CANVAS OF PARACHUTE'S BAG







# FASHION

## THE COLLECTIONS



**SARI**  
Saree fabric with lining in  
coton . 3 ladies bag

FROM 39€

**ETIQUETTE-MOI**  
Bags, messengers, wallets, travel  
bag on recycled denim labels

FROM 35€



**CEINTURE**  
IN recycled seatbelt, tube, bicycle  
tire

FROM 35€

# FASHION

## THE COLLECTIONS



**COTON RECYCLÉ**  
A colorful collection with recycled cotton embroidered  
designs. The fabric is made from old recycled and  
passed cotton. The rhinestones are from old saris.  
FROM 39€

**LA VAGUE**  
Recycled canvas of parachute  
bag . Bags and messen gers  
FROM  
60€



**CEINTURE-MOI**  
made from recycled seatbelts - Bags, Pouches,  
messenger bags, wallets, yoga mat bags,  
computer accessories.  
FROM 32€

**LA PAIX JOYEUSE**  
Made of seatbelts and recycled inner tubes.  
Bags, messenger bags, wallets featuring the  
seven colors of the peace flag  
FROM 43€





FASHION  
COLLECTIONS



GONFLÉ À BLOC

Bags and wallets in recycled tube

FROM 35 €

ROUE LIBRE

Recycled seatbelts, tube,  
bycycle tire bags nad wallets.

FROM 35€



RALLYE

Recycled and crossed satbelt.  
Bags, wallets, messengers

FROM 45€

FASHION  
COLLECTIONS

COLLECTION LOGO

Made from recycled inner tube - Bags,  
messenges bags, wallet with a logo in front

FROM 36€



IMPERIAL INDIA

Made of recycled inner tubes,  
recycled silk and embroidered  
beads and rhinestone motifs -  
Bags and clutch bags.

FROM 69€



LONGUEUR D'AVANCE

Made from diverted measuring tape - Bags,  
pouches, belts

FROM 11€



LE CARRÉ

Small furniture in recycled and crossed seatbelt with a red square . Ottoamns and carpet.

FROM150€



L'AUTO DANS LE SALON

Small furniture and decoration in recycled tube, tire and seatbelt. Stools, ottomans, Light

FROM 25€



SALOON

3 stools with a seat in recycled denim's labels softly stuffed with foam and wood in eucalyptus

FROM 145 €



LES COURBES  
VERTES

Bench in pine wood. Seat covered with recycled synthetic turf rolls. A project of Jean-Marc Attia and designer Benjamin Rousse.

350€, ON ORDER  
(AVERAGE TIME OF DELIVERY TWO MONTHS)

BAMBOU  
& CAOUTCHOUC

Small pieces of furniture made of inner tubes and woven bamboo stalks - footstools and lamps.

FROM130€



PARASEAT

Stools made of recycled eucalyptus wood and parachute bag canvas.

FROM 130€



GRASS

3 stools with a seat in upcycled sinthetic grass softly stuffed with foam and wood in eucalyptus

de 135 À 159€





## STUFFED TOYS COLLECTIONS



### STUFFED TOYS IN COTTON

Designed by Marie-Noëlle BAYARD. Patchwork of colored cotton

10 DESIGNS FROM 19 TO 21 €



### STUFFED TOYS IN ORGANIC COTTON

Designed by Marie-Noëlle BAYARD. Patchwork of colored organic cotton

10 DESIGNS FROM 22 TO 25 €

## STUFFED TOYS COLLECTIONS



### RESTONS COUCHÉS

The soft toys are created by designer Marie-Noëlle Bayard ([www.marronrouge.com/blog/mnb](http://www.marronrouge.com/blog/mnb)) and are made of cotton. They are manufactured by women from a rehabilitation workshop in the suburbs of Calcutta. <http://www.marronrouge.com/blog/les-doudous-sont-arrives>

8 DESIGNS FROM 23 €



### COULEUR(S)

Design : Jean-Marc ATTIA. Cotton, stuffing polyester. Normes CE pour les enfants. They are manufactured by women from a rehabilitation workshop in the suburbs of Calcutta. <http://www.marronrouge.com/blog/les-doudous-sont-arrives>

4 DESIGNS FROM 29 TO 39€



# Marron Rouge IS BUZZING...

**Marron Rouge** On June 3, 2013, Marron Rouge received in Lyon the "Trophée de l'Action Internationale" during the "Diversités et Entreprises" night organized by "Le Progrès" (a daily newspaper), in close collaboration with the Jean Moulin Lyon 3 University. This annual event aims at exploiting differences and reducing discrimination against the elderly, women, people with disabilities, or based on sexual orientation and cultural diversity (ethnic).



**Marron Rouge** was nominated twice for the CTCO (the promotional garments and gifts exhibition) "Green Goodies"  
 > Winner of the Outdoor Green Goodies with the Nelson messenger bag  
 > Winner of the Home Green Goodies with the Brandon stool  
<http://salon-ctco.com/green-goodies-le-palmares-2013/>



In February 2013, Jean-Marc Attia, was selected by the magazine **WE DEMAIN** among the 100 personalities who will be the France of tomorrow! In this initiative, WE DEMAIN presents the portrait gallery of the actors of change who signed the WE DEMAIN manifesto for a new society.



**Jean-Marc Attia** was interviewed in the BFM Green Business TV hosted by r Nathalie Croisé on May 12, 2013.



**Jean-Marc Attia** have been nominated "Best Associate 2014" by Conserve India [www.conserveindia.wordpress.com](http://www.conserveindia.wordpress.com)

**Marron Rouge** was elected "top choice" by the Paris Design Week, Maison & Objet and the Galeries Lafayette department stores and was displayed in the Galeries Lafayette Maison showcase from September 7 to September 29, 2012.



## MAIN EVENTS

CTCO Lyon , France  
 Green Orange Fashion, Amsterdam  
 ID D'ART Lyon  
 Who'st Next  
 Ecostyle Francfort  
 Maison et Objet, Paris  
 Ethical Fashion Show, Paris and Berlin  
 Unicrea, Suisse  
 Planète Durable, Paris  
 Exposition des Designers de Maud Rondard in France

## CIRCUITS DE DISTRIBUTION

Marron Rouhe website [www.marronrouge.com](http://www.marronrouge.com)

Ethical websites :

GODOBE, DECO DURABLE...

Specialized site in Design : Bowigo, Ticolas...

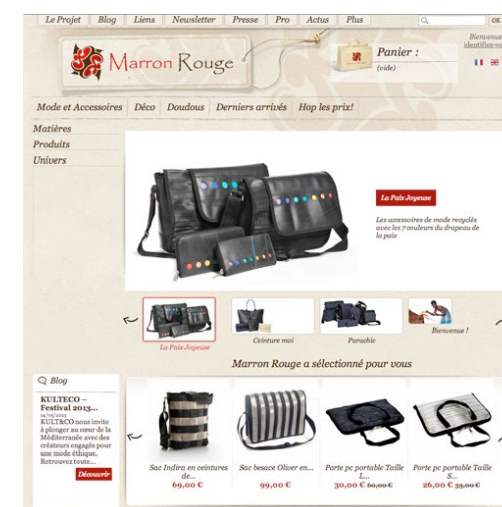
Ethical stores in France and europe : Italy , Spain, Finland, Norway, Austria, Germany...

Stores specialized in decoration

Specialized stores : ALTERMUNDI,

ARTISANS DU MONDE

Fashion stores







## A COMMITTED PLAYER



Marron Rouge is part of Collectif du Développement Durable en 2011



Marron Rouge is member of Village des Créateurs Real incubator of fashion businesses, the Village des Créateurs offers a unique concept by accomodating a dozen young emerging brands in the workshops and shops of the Passage Thiaffait on the slopes of La Croix Rousse in Lyon.

[www.villagedescreateurs.com](http://www.villagedescreateurs.com)

Marron Rouge a rejoint Organics Cluster, the corporate network bio Rhône - Alpes. This unique initiative in France, aims to contribute to the dynamics of the organic sector in Rhône-Alpes providing strategic information to its members , accompanying them by supporting and consolidating businesses to improve their performance and develop their network.

[www.organics-cluster.com](http://www.organics-cluster.com)



Marron Rouge is labeled Lyon Ville équitable et Durable : [www.lyon.fr/page/lyon-ville-equitable-et-durable.html](http://www.lyon.fr/page/lyon-ville-equitable-et-durable.html)



Marron Rouge is member of Collectif C'est notre Affaire that includes seven visionary brands convinced that it is possible to change the world with blows of business gifts : the offers the opportunity to make an impression by committed objects , officers, useful , durable, and customizable.

Facebook ; [www.facebook.com/lecollectifcestnotreaffaire](https://www.facebook.com/lecollectifcestnotreaffaire)

## MARRON ROUGE HIGHLIGHTS !







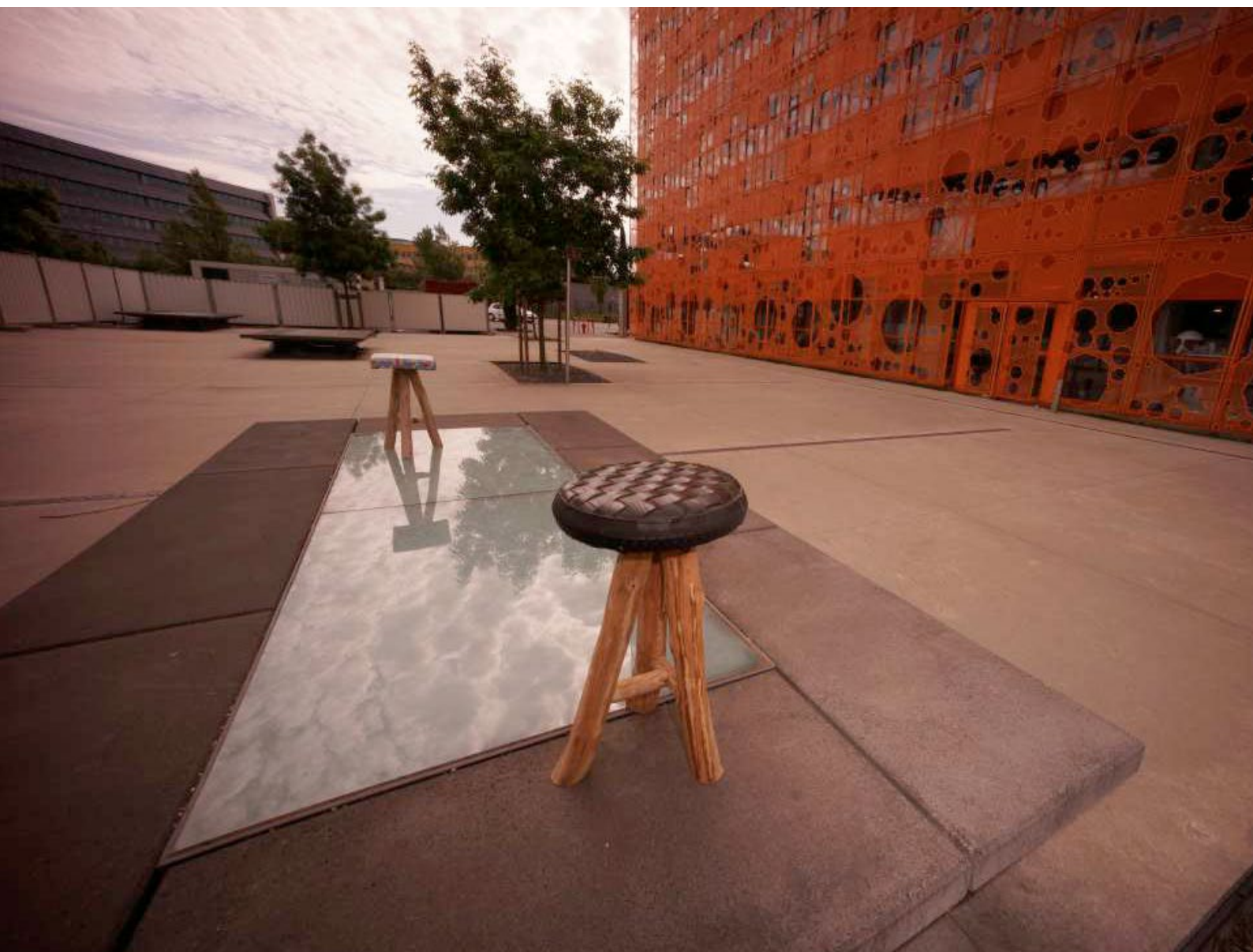
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