

Authenticity & Quality

Pyrénées Création: restoring the nobility of wool

Location

Hautes Pyrénées, France

Key figures

- An authentic modernised product
- A qualitative approach

Website

<http://www.pyrenees-creation.com>



The revalorisation of a traditional sector

Pyrénées Création is a small company from the French Pyrenees that has succeeded, with modern design and innovative creations (slippers, bags, plaids and rugs) to bring the wool of Pyrenean sheep back into fashion. In order to revitalise the industry that has existed in the Occitanie region since 1882, Pyrénées Création works with farmers to better understand the cycle and quality of shearing and to select the beautiful wools that can be used for its production. The washing, spinning and weaving of the wool are done in partnership with local companies as close as possible to the territory.

Quality comes first

The brand Pyrénées Création is part of a qualitative approach, at several levels by selecting its wool from a dozen breeders who respect the wool tradition and by participating directly in wool shearing workshops. The processing of fleeces by the south-west textile industry is carried out by a dozen service companies, including Passe Trame, a privileged partner for weaving.

The marketing is mainly done by direct sale through the website, through artisan shops and event markets. This ethical trade approach also benefits from the "Esprit Parc National" brand, which recognises commitment, authenticity and respect for nature, while ensuring the preservation and promotion of an exceptional territory.

Active within the association ATELIER Laine d'Europe, Pyrénées Création respects its charter of values (traceability and ecology).

The transmission of an ancient and authentic product

Well-known by everyone, wool needs to be rediscovered to be appreciated for its right value. Thus, Pyrénées Création revives the rich history of wool by presenting the different stages of its transformation, from fleece to finished product, to the general public at agricultural fairs, to children from 2 to 12 years old, and in the training of high school students.

One example is the inter-school project with the creation and production of felt slippers from local wool. The transformation was entirely done by the students of the agricultural section of the Saint Gaudens high school and the design was then carried out

by the students of *métiers d'art de Coarrazé* high school with very original creations. This action has introduced a hundred high school students to new forms of production and creation.

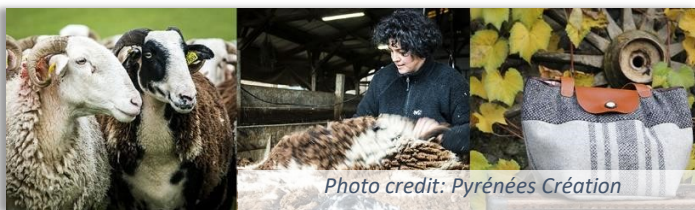


Photo credit: Pyrénées Création

Innovative aspect

Pyrénées Création has succeeded in exploiting the authenticity and quality of a forgotten traditional product to make it a more modern and attractive product, which helps to enhance the value of the sector. The strong emphasis placed on the transmission of knowledge, including to the younger generations, makes it possible to recreate a favourable ecosystem to revitalize wool.