



**MAISON
VERMEULEN**



EXECUTIVE SUMMARY



SCOPE OF THE WORKSHOP

Maison Vermeulen

is one of the youngest and fastest growing
featherwork atelier

created 10 years ago

by Julien Vermeulen,
awarded Master Artisan in 2022,

now also mastering
the art of **knitting** and loom **weaving**.



METHODOLOGY / APPROACH

Surprise - creations are driven by Julien Vermeulen very peculiar artistic vision

Experiment - Maison Vermeulen is always questioning his technique to push the boundaries of his work to better serve his clients

Master - excellence drives every piece of work hand made in the atelier

Deliver - everything possible is made in order to achieve our client's goal whatever the efforts needed (short timing, rare competencies, difficult sourcing,...)

Scale - whatever the scale of the project Maison Vermeulen is able to deliver with compliance thanks to its network of high profile artisans

Care - Maison Vermeulen is about to set the first ever 100% French-based supply chain, enabling traceability from the bird to the final result. (Launch Summer 2024)



KEY STRENGTH

Made to Order - A word, an idea, a reference, or an inspiration – that's all it takes for us to begin creating a bespoke feather sample, a bespoke fabric on the loom or behind our knitting machine

Archives - a library of over 200 samples at hand to inspire your studio and illustrate of our various techniques available on request in online galleries

In House Lab- In the development phase the atelier is able to assume any part of the creative process as well as relying on a network of experts (materials suppliers, dying process, transport, ...)

Team - A team of 5 full time artisans each one graduated from the highest degree possible in featherwork, embroidery or loom weaving. When needed Maison Vermeulen is able to quickly gather a team of well trained freelancers.

Fluidity - Julien is involved himself directly with the client from the brief to the final delivery, ensuring efficiency and consistency



SUCCESS STORIES

Trusted by a long list of prestigious **Maisons**

Saint Laurent

Dior

Guerlain

Givenchy

Loewe

Balenciaga

The Row,...

Exhibited on the most high end
collectible artfairs

Pad Paris

Révélation Paris

Collect London

Julien Vermeulen has been awarded with the most
recognised **prizes** in the field of craftsmanship

Raising Talents M&O - 2016

Fondation Bettencourt Schueller 2018

Master Artisan title - 2022

Michelangelo Foundation - 2022

Musée des Arts Décoratif - 2022



FINANCE

Every project is studied first to be quoted in their development phase and production phase, installing a clear and shared financial relationship

Existing samples are borrowed at no cost for inspiration but billed if not returned

As a reference, A4 size piece of work ranks from 800€ to 4500 €



METHODOLOGY / APPROACH



SURPRISE

Within his eponymous studio, Julien Vermeulen captivates with his artistic vision, leading the art of plumasserie where it is not expected.

As a plastic artist and skilled artisan, he explores the phenomena and possibilities of light on this unique material that is the feather.

Works and projects resulting from his research make the material vibrate by playing with obviousness.

This results is, with every glance, a new encounter with light, a new shine.

EXPERIMENT

The strength of our studio is based on our attraction to creation, experimentation, and innovation.

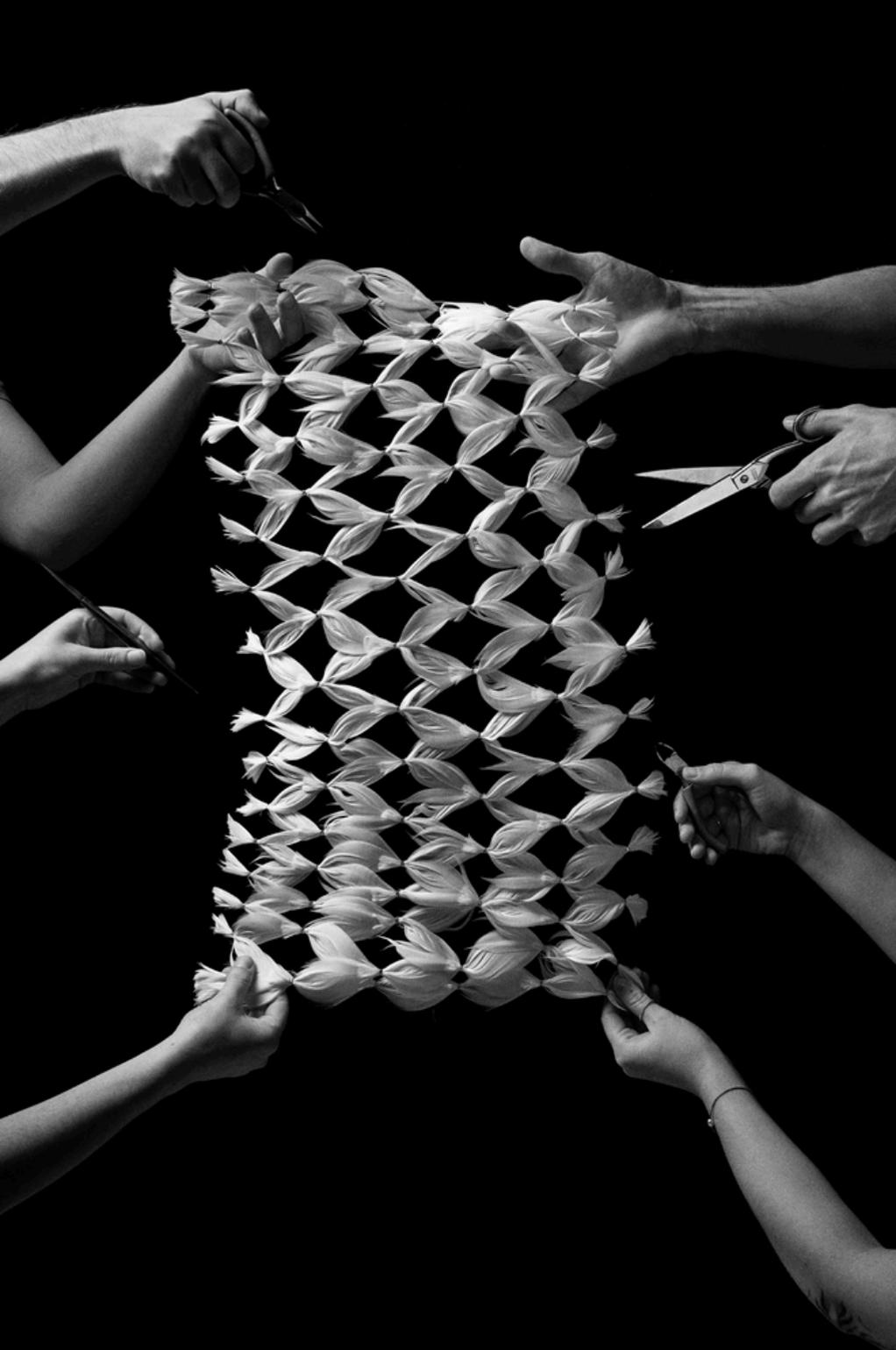
We are **able to develop any sample** based on a word, a reference, an archive or an inspiration using one or combining our savoir faire.

In dialogue with your studio, we participate in all stages of your creative process, from **ideation to the realisation of pieces.**

As experts, we are able to assist you in the search for innovative solutions by using over 200 exclusive archives, developing **new ideas through our R&D**, and designing unique and bespoke feather work.

From these encounters with our artistry, exceptional projects are born.





MASTER

For the past ten years, Maison Vermeulen has been the heir and guardian of a **rare expertise**, that of feather-work, an ancient and precious craft.

While preserving this tradition, our house aims to break free from it, to **surpass our know-how**, to renew it.

With an almost scientific approach, we seek new processes, embroidery, knitting, dyeing, to work with feather material, with only our imagination as the limit.

In doing so, we **master the art of feather-work and push its boundaries to new heights.**

DELIVER

Thanks to a network of multidisciplinary talents, a dynamic team, and the continuous development of new techniques, our workshop is capable of meeting the **most demanding requests**.

We execute with **finesse** and **responsiveness** all types of projects involving the use of feathers.

Whether for Haute Couture, jewellery, window displays, or art and decoration, we put our expertise at the service of the most beautiful ideas.





SCALE

Able to mobilise a **wide network of talented artisans freelancers**, we are not afraid of engaging in projects of any size.

Our most demanding execution so far for Palais de Tokyo has needed 12 000 feathers and **1000 hours of work**.

Moreover our recent acquisition of a wide loom enables us to mix the art of weaving, knitting and featherwork to imagine countless new materials.

CARE

Sustainability and **transparency** are core values to our founder Julien Vermeulen.

Engaged in the creation of a **transparent and trusted supply chain**,

Maison Vermeulen has create the first ever laboratory in France, capable of providing feathers, sourced, processed and embellished in France, thanks to the support of Fondation Bettencourt Schueller.

Our lab is now up and running. Let's discuss !





KEY PROJECTS



FASHION



BALENCIAGA



ROBERT WUN



DIOR



SAINT LAURENT



LOEWE



LOEWE



KRIKOR JABOTIAN



PROENZA SCHOULER



STEVEN PASSARO



BALMAIN



SCHIAPARELLI



ACCESSORIES



CHRISTIAN LOUBOUTIN

LAURA PUNTILLO



WATCHMAKING



BVLGARI



BVLGARI



WINDOW DISPLAY



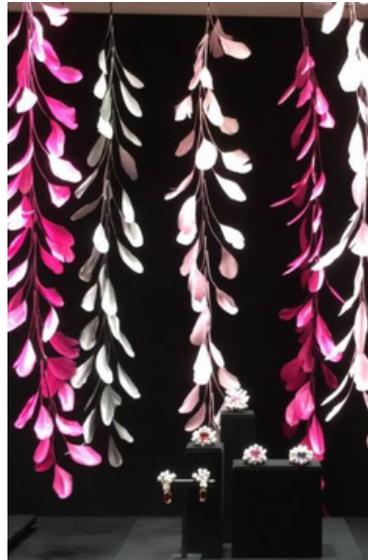
DIOR



DIOR



REPETTO





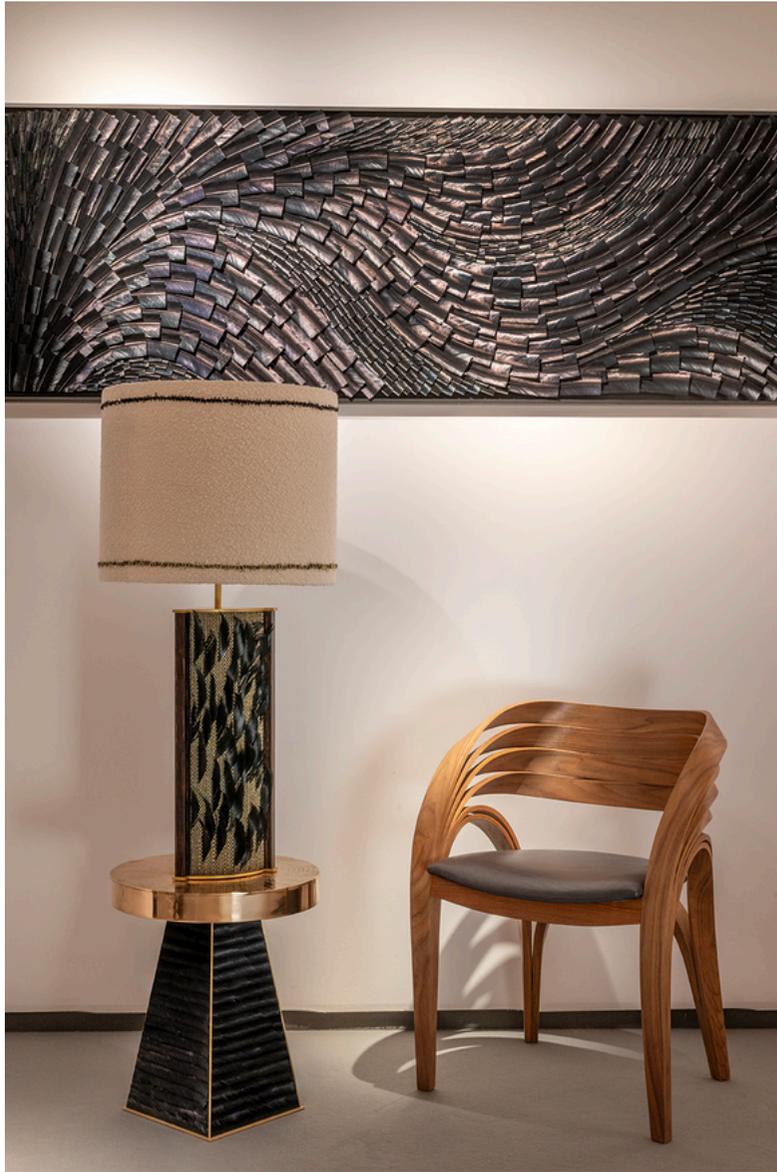
INTERIOR DECORATION







Cartier Saint Honoré - Paris



Mini-Cambium table and Valentina Lamp
Maison Vermeulen & Stéphanie Coutas - Paris



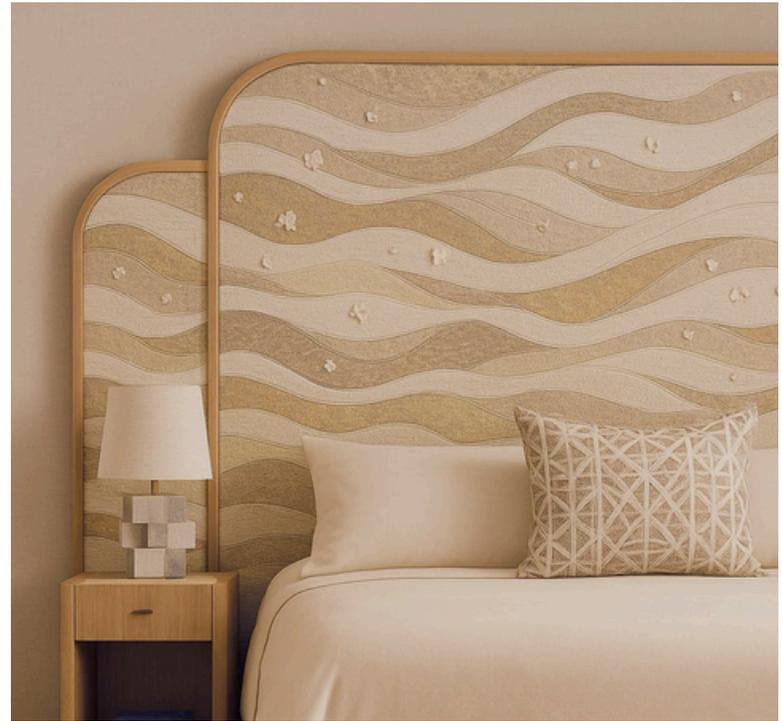
Complice II
Maison Vermeulen & Hervé Ebéniste - Paris



JUNGLE



NAUTICA



NAMI



NAMIB



REWARDS

Rising Talent Award from **Maison & Objets** in 2016,

Grand Prize for Creation from the **Ville de Paris** in the Craft category in 2016,

Ateliers d'Art de France Prize, Ile-de-France Region, in 2017,

1st Artisanat d'Art Prize from the **Rotary Club** of Paris in 2017,

Ambassador of French Crafts to the Chamber of Trades in 2017,

Bettencourt Foundation Prize for Handcrafted Excellence - Exceptional Talent in 2018

Awarded the title of **Master Artisan Plumassier** in 2022

Black Gem, a feather artwork, enters the permanent collections of the **Musée des Arts Décoratifs** in 2022

Fondation Rémy Cointreau and **Fondation Michelangelo** both support Maison Vermeulen in its growth



contact@maisonvermeulen.com

www.maisonvermeulen.com

8, route de la Caillère
Coutures - 49320