

## THE BOUSSAC GROUP

Four fifths of the BOUSSAC Group are composed of Textile activities, the remaining fifth is represented by such diverse enterprises as Newspapers, Haute Couture establishments, Bendix appliances, racehorses, stud farms etc...

The textile group comprises hundred different factories such as :

15 carding, spinning and twisting mills with 400.000 spindles,

24 weaving mills with nearly 10.000 looms of which 80% are automatic,

1 large printing plant,

10 ancillary factories,

42 factories for "making-up".

Each month these factories consume

1.800 tons of cotton,

500 tons of artificial fibres.

They turn out about 600.000 yards of fabric a day;

They employ between 25.000 and 30.000 people,

Their output comprises 600 different articles with 10.000 designs.

They manufacture an enormous number of different types of fabrics for different purposes :

For SHIRTS :

The LOVELINE range of fine cotton poplin made from long staple fibres in plain and fancy weaves for everyday-wear.

The brushed cottons, striped, plain or checked for sport shirts.

For BLOUSES and APRONS :

The VICHY range of gingham,

The ZEPHYR cottons - light-weight and gay for blouses, housecoats and country dresses.

For DRESSES :

"LOVELINE", cotton poplins made from long fibres in plain or textured weaves, or exquisitely printed for afternoon and evening dresses.

"TRIOMPHE" range being the top of the production.

For COATS :

Weather-proofed poplins, designed for rain-coats, ski-clothes, windjammers etc...

For the HOUSE :

Furnishing fabrics, plain and printed-fadeless and fast-dyed.

For PERSONNAL USE : - ready-made -

Handkerchiefs and scarves.

Articles in absorbant fast - dyed Terry Towelling for bath-room and for the beach.

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## THE ETABLISSEMENTS BOUSSAC

To inspire new ideas and to promote sales by Makers-up abroad who use their fabrics, the Boussac Group have established a complete fashion service for the use of their own customers. At the beginning of each season the Group organise Fashion Shows in Paris, and sometimes abroad, of their own models made of their own fabrics.

The purpose of this customer support is not to create new trends, but to prove to Makers-up that with relatively cheap fabrics, charming styles can be created completely in line with the latest Haute Couture fashions.

The Boussac Group represents 25% of the French cotton fashion industry's manufacturing capacity. The Group is vertically integrated; all operations from buying raw cotton to giving the last finish to a fabric are done by factories inside the Group so that strict rationalisation in manufacture and very exacting quality control are obtained.

### The objects of the Etablissements Boussac are:

- (1) to put before the medium and lower income groups fabrics which are in strict keeping, from the point of view of texture, design and colour, with the latest trends in Paris Haute Couture.
- (2) to raise the quality of the articles sold for every particular group of women's wear.

### The industrial power of the Boussac Group:

- (1) 15 Spinning Works and 2 Doubling Works, using more than 400,000 spindles.
- (2) 24 Weaving Factories equipped with 10,000 looms, of which 8,000 are automatic
- (3) 1 printing works
- (4) 10 Factories for dyeing, finishing, etc.
- (5) 42 ancillary Works.

These factories process 1,800 tons of raw cotton and 500 tons of synthetic fibres per month and produce 300 miles of cloth per day. The labour force is 25,000 working in two and sometimes three shifts.

The work lay-out: The rationalisation of the work has produced the following points:-

- (1) Specialisation in each factory and in each factory shed.
- (2) Standardisation of all elements in the various stages of manufacture, such as raw material, equipment and basic fabrics, dyestuffs, etc.
- (3) Continuous control in all intermediary stages, which gives both quality and regularity to all processes.

### The Groups Social Activities:

- (1) Production bonuses: in each factory the operatives benefit directly from increased production.
- (2) Social Services, especially for children and old people, have been built up - creches, nurseries, kindergartens, holiday camps, schools, rest-centres, launderettes, old people's homes, etc.

JANE HALFORD

· FIONA LOWIS

## THE ETABLISSEMENTS BOUSSAC

Collection of Cottons for Spring and Summer 1959

Savoy Hotel, London, 18th September, 1958

The giant "Etablissements Boussac" represent 25% of the French cotton fashion industry's manufacturing capacity. The Group is vertically integrated - all operations from buying raw cotton to giving the last finish to a fabric are done by factories within it - and so the strictest rationalisation in manufacture and the most exacting quality control are realised. Its declared aim is to put before the medium and lower income groups fabrics which are in keeping in texture, design and colour with the latest tendencies in Paris Haute Couture.

At the beginning of each season the "Group" organises Fashion Shows in Paris, and sometimes abroad, of models made up by their own Couture designers in fabrics from the new Collection: the purpose being, not to create new trends, but to show-off the fabrics and to prove to makers-up how, relatively inexpensive as they are, they lend themselves from every aspect to current couture styling.

This year, for the first time, the Collection is being shown in London.

The vitality and vision which inspire the whole vast Boussac textile Group are clearly manifest in the finished fabrics.

The prints have a confident dash and sophistication rarely applied to cotton. They show no backward thinking. Each is at one with the fashion feeling of the moment, and is utterly contemporary in character and execution, whether it features the age-old theme of rose-buds or splashes of abstract colour, whether designed to complement a dewy 'jeune fille' freshness or to lead an elegant town life.

The predominating theme of this 1959 Collection is one of texture - designs (in particular the prevailing "tapestry" and basket weave designs), colours, techniques of printing (sometimes producing a tiny speckled background effect on a smooth-faced fabric), and the actual weaves themselves all combine to give an impression of varied texture, of damasks, of woven embroideries and tweeds. Colours have a rare quality and richness - some take inspiration from the palettes of great masters - there are, for instance, frequently recurring Matisse blue, van Gogh yellow, Bassano red and Dufy black (a matt black with much depth). Sometimes they are used sombrely and simply..... tone on tone, dark brown with red, black on white, or brown with black..... often they are shaded, dappled, and unevenly applied as though splashed onto canvas with a brush or palette knife. Sometimes they are used closely related in sweet confusion in all-over "embroidery" designs - sometimes brazenly clashing, with unexpected chic.

The fabrics themselves are newly supple, whilst maintaining a pleasantly firm handle. In line with the feeling for raised surfaces and the embroidered look there are new quality poplins - "Grain Royale", dobby-woven like a fine, fine pique; Loveline "Ariette" - a long-staple poplin woven with a tiny fancy check; Loveline "Quai Conti" - poplin with a 'granite' weave; "Rhodes" - a new wide pique with a silky textured stripe; "Toile Sundeck" and "Toile Tribord" - extra supple, based on the texture of an Oxford cloth; "Antille"- a new, coarse-textured cotton, far more supple than a sailcloth, yet retaining its weight and quality for hard wear.

18th September, 1958

*Sept 18*

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1st September, 1958

*Exclusive*

*692-5*

*of editorial*

Dear Miss Field,

BOUSSAC COTTONS for 1959

Fashion Show for Press and Buyers

Savoy Hotel, at 4.15 on September 18th

*No television  
by 11 AM  
by 4 PM*

Every season the Boussac Textile Group organises Fashion Shows in Paris, and sometimes abroad, of their own models made of their own fabrics. The purpose is, not to create new trends, but to prove to Makers-up and Press that the fabrics are in every sense - in design, colour and texture - in line with cotton's new 'grown-up-to-Couture' status, and that with such relatively inexpensive fabrics charming styles can be created completely in the latest fashion.

On September 18th this year, for the first time one of these shows is to be held in London.

The production is being brought wholesale from Paris. Six model girls, all of whom work for Paris Couture Houses, are being flown over on September 17th, and there is to be a dress rehearsal on the morning of the 18th.

I cannot give you any precise details of the actual clothes to be shown until I have been to Paris at the end of this week. I do however know in general that they will include everything from beachwear to dinner dresses. They have been styled, as I have said, by Boussac's own team of designers, and as they are 'not for sale', but designed to illustrate cotton's aptitude for high fashion, will no doubt be newsworthy. The great majority will be in printed fabrics - and the prints this year, which I have seen, are big and bold and very photogenic.

You may or may not know the background story of the great Boussac Textile Organisation. (Boussac is so well-known in this

country for his race-horses that his other activities tend to be over-shadowed or forgotten altogether.) In fact M. Boussac is the owner of France's largest integrated textile business. His textile Group - known as the Etablissements Boussac - comprises a multitude of apparently independent firms, of which he is the link and the owner of almost all the capital, and it constitutes 4/5 of his 'Financial Empire'. Other concerns which make up the remaining 1/5 include such interests as the newspaper l'Aurore, the Haute Couture Houses of Dior and Pierre Clarence, the plant of Bendix washing machines/France and the famous racing stables and stud where approximately 100 foals a year are bred. I tell you all this to give you some idea of the magnitude of his operations, and the size of the Textile Group.

I do hope that you may think the Show in London is worthy of consideration for Pathe News, and should be most grateful to hear from you whether you are interested and would like any more specific information about it all.

With kind regards,  
Yours sincerely,

*Jane Halford*  
Jane Halford.

Miss Field,  
Pathe News,  
Associated British-Pathe, Ltd.,  
Pathe House,  
133/135, Oxford Street, W.1.

~~XXXXXXXXXXXXXXXXXXXX~~ · JANE HALFORD · FIONA LOWIS

10th September, 1958.

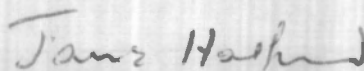
Dear Miss Burnby,

With reference to our telephone conversation this morning about the Boussac Show on 18th September, I am writing to confirm that we are very willing and glad for Pathe to have the exclusive filming of it. As I told you we are 'putting off' one of your rivals.

We look forward to giving you all the co-operation we can. Please will you be kind enough, in turn, to write to me to say that you would like to film the Show.

With kind regards.

Yours sincerely,



Jane Halford.

Miss Burnby,  
Pathe News,  
Pathe House,  
133/135 Oxford Street,  
W.1.

