



"Jardin Botanique" Tablecloth



Press Release

Noël
Embroidered linens since 1883
www.noel-paris.com



HERITAGE



Adeline Dieudonné

Established in 1883 by Madame Noël, the eponymous company first specialised in antique lace. In 1910, her son Edouard-Louis Noël then made embroidery the company's trademark. In collaboration with his wife, Jeanne Boulet, he developed what would become the "Noël style."

In the 1920s, Maison Noël moved to rue La Boétie. Thanks to its well-established savoir-faire, Maison Noël continues to build an international reputation. The exquisite tablecloths dress the tables at the most elegant and prestigious dinners held at the Palace of Versailles and the Elysée Palace, and for major receptions organised by Helena Rubinstein in New York. Noël has also embroidered for the likes of notable people, such as the cradle linen for Prince Charles of Great Britain.

In 1992, Adeline Dieudonné acquired Noël and breathed new life into the company while preserving the tradition of exclusivity and quality. Maison Noël's universe continues to expand with increased focus on lifestyle living with the introduction of new collections dedicated to loungewear and baby linen, among others.

Since 1993, Maison Noël has been situated in a vast and luminous setting in the heart of Paris' 16th arrondissement on Place d'Iéna, just a stone's throw from Trocadéro. Noël's collections feature a range of table linen, bed linen, baby gifts, accessories, loungewear, throws, scented candles, towels and bathrobes. Each collection is showcased in the decorative boutique, which has been recently redesigned.



UNIQUE SAVOIR-FAIRE



"Libellules" Tablecloth

Since its origins, Maison Noël has offered home linens embellished with fine and elegant embroidery. While still using traditional hand embroidery to create unique designs, Maison Noël has been able to evolve towards modernity by introducing more modern techniques by using machines.

Hand Embroidery

Hand-embroidered tablecloths are the iconic symbol of the Noël collections. They are decorated with Noël's famous motifs and are a perfect illustration of the meticulous work involved in the art of embroidery. This technique requires intricate preparation. The original motifs, drawn on finely perforated tracing paper, are stencilled onto the linen, cotton or organdie, and then embroidered by expert hands. This is true "Haute Couture" work.

Machine Embroidery and the "Embroidery Loom"

Using the embroidery loom allows for a large number of identical motifs to be embroidered mechanically. The lengthy preparation is done by hand and requires great skill.



ARCHIVES OF 13,000 DESIGNS



"Thistles" (Noël archives)

The archives of Maison Noël are vast in size, with 13,000 drawings and thousands of carefully preserved tracings since its creation in 1883. These designs allow for an infinite number of compositions around many themes: fruits, flowers and leaves, wildlife scenes, ocean life and geometric motifs inspired by art deco or more contemporary styles.

Adeline Dieudonné and her team constantly enrich their esteemed heritage with new designs to decorate table linen, bed linen, towels, t-shirts, accessories and baby gifts.

Designers and artists are often invited to create and design new motifs whilst keeping with the Noël style, such as illustrator Florine Asch and artist Annabelle d'Huart, author of iconic motifs such as Mademoiselle H, Jardin Imaginaire, Lagon and Alizée.



A CUSTOMISED SERVICE



"Alizée" Bed Linen and Towel Sets

With its recognised expertise, Maison Noël offers exclusive and personalised services to exceed the expectations of its clients, whether they are private customers, interior architects or designers. Beyond the tailor-made, Noël offers a vast array of personalised services, such as, customising designs, creating exclusive motifs, restoring heirlooms and providing top quality linen care services.

Maison Noël is unique in that they offer embroiderers, of all levels, ready-to-embroider patterns from their most emblematic drawings. This is a very customised "do it yourself" service offered by Maison Noël and has a dedicated account on Instagram.

Noël

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