

DUVELLEROY



A NEW PARISIAN SETTING

March 11, 2025 Paris

Duvelleroy, a Parisian fan house founded in 1827 and revived in 2010

Reopening of the Duvelleroy boutique, 17 rue Amélie 75007

This renovation project was born from the desire to reaffirm our Parisian roots, to tell our story and showcase our craftsmanship, invite people to try different fans, and offer a setting worthy of our exceptional pieces.

With all these elements in mind, we have designed this new space as a boutique-lounge—a place where visitors can stroll, find inspiration, adopt a fan as a daily companion, or choose a unique piece.

At the heart of the space, a fan cabinet taken from the maison's archives, originally present in the first Duvelleroy boutique in the 19th century, serves as a focal point. Architect Audrey Bouaziz has envisioned a contemporary setting: a mirrored slat bar evoking pleats and a Parisian-style wooden library. The ensemble is punctuated with yellow velvet—Duvelleroy's signature radiant color. This renovation reflects the brand's creative approach: drawing from heritage to find resonance in the present.

The dialogue between past and present continues through the objects inhabiting the boutique. A curation by Léa Dassonville, Duvelleroy's artistic director, sourced from leboncoin, juxtaposes different eras and styles—combining nods to Art Nouveau, a golden age for the House, with the rounded shapes of the Space Age.

"Since my very first visit to an attic in the countryside where I discovered Duvelleroy's archives, I have cherished the dream of bringing this House back to life. What madness and what beauty it is, fifteen years after relaunching Duvelleroy, to reopen a boutique entirely dedicated to fans. I truly believe this object is our future," says Éloïse Gilles, owner and director of Duvelleroy.









HISTORY & HERITAGE

1827, Foundation of the original Duvelleroy Maison in Paris

The Duvelleroy fan house is born from the dream of Jean-Pierre Duvelleroy, to return the fan to the hands of women. A sumptuous ball hosted by the Duchess of Berry in 1829 fulfils all his wishes: a dance rekindles the fashion for fans and launches the house.

1850s, Duvelleroy wins awards at World Exhibitions and becomes supplier to Queens

The richness of Duvelleroy fans' craftsmanship, characteristic of French haute couture, allows the original house to receive numerous gold medals. Jean-Pierre Duvelleroy successively becomes supplier to Queen Victoria and the great European courts. The Duvelleroy father and son will be awarded the Legion of Honor.

1895-1914 Duvelleroy and Art Nouveau, a key stylistic period for the Maison

The Belle Époque opens a very rich stylistic period for Georges Duvelleroy, Jean-Pierre's successor. Artists such as Billotey, Louise Abbéma, or Maurice Leloir contribute to the creations of the house, introducing flowing curves based on natural forms, typical of the Art Nouveau style. Two emblems of the house are created during this time: the "balloon" fan, whose shape evokes hot air balloons and lightness, and the Duvelleroy daisy, stamped on the fan's rivet.

The language of the fan and lightness as a signature

The London branch of the original Duvelleroy house publishes a booklet that enumerates the coded messages of gestures with the fan: "Follow me," says the fan held before the face... "Go away," implores the fan brushing against the ear... "You have changed," "We are being watched," "I hate you," "I love you," "Kiss me"... thus illustrating the playful and mischievous spirit of the House.

Duvelleroy, Creator of Objects

In addition to fans, the house offers its clients everything necessary for an elegant life: purses, bags, glittering handbags, binoculars, hair accessories enrich the fan catalogs... The house innovates under the impetus of Georges Duvelleroy. Calling on one of the best opticians of the time, the house patents the "Tom Thumb" binoculars, then develops a chain loop system to attach the fan to the belt, also patented, and registers its flagship models, such as the bird fans.

HISTORY & HERITAGE

Feather fans of the Roaring Twenties

World War I marks the end of a world and its way of life: textile fans give way to advertising fans, although high-end feather fans known as "weeping" fans, adorning the flappers of the Roaring Twenties, can still be found. The house fulfills an order for the wedding of Farida Zulfikar to King Farouk of Egypt in 1938. Georges Duvelleroy passes on his know-how to Madeleine Boisset, a fan painter, while his daughter takes over the reins of the business. Evening bags and daytime bags take over from fans and help maintain the activity of the original house.

Hand-fans in the Age of Air Conditioning

In 1940, Jules-Charles Maignan takes over the house from the founder's descendants. Madeleine Boisset, who was for a long time a student of Georges Duvelleroy, ensures the continuity of the craftsmanship for a time. It is with her that young Michel Maignan discovers the world of fans. Duvelleroy is one of the few fan houses to have survived after the war. In the following decades, leather goods become the main activity of the house.

Preserving a heritage

In 1981, Jules-Charles Maignan gives his grandson Michel Maignan a collection of Duvelleroy archives: catalogs, fans, manufacturing tools, materials, and furniture from the house, gathered since its founding in 1827. "I give this to you so that you can do something with it," he said. In the following decades, the history of the original house is presented in numerous retrospectives related to fans: in 1986 at the Galliera Museum, and in 1995 in England, with the exhibition Duvelleroy, King of Fans, Fanmaker to Kings.

Since 2010, the awakening of the sleeping beauty and creative renewal

In 2010, Michel Maignan partners with Eloïse Gilles and Raphaëlle Le Baud, two passionate young women from the luxury and fashion industries, to revive the Duvelleroy brand. Under the artistic direction of Léa Dassonville, the new Duvelleroy house utilizes traditional French fan-making skills for exceptional fans, while also integrating a new art of living into contemporary designs through everyday fans, produced in small series in Spain. Curiosities, such as headdresses and mural lamps, enrich this universe, complement the style, and remind us that the original house had a wide range of creations.





DUVELLEROY

Fournisseur
de Toutes les Cours

MAISON FONDÉE EN 1827
PASSAGE DE PANORAMA

ACTUELLEMENT:
11, BOUL^D. DE LA MADELEINE

*Depuis 1903
la Maison RODIEN, rue Cambon, est
réunie à la Maison DUVELLEROY*

PRINCIPALES RÉCOMPENSES OBTENUES

CHEVALIER DE LA LÉGION D'HONNEUR
OFFICIER D'ACADÉMIE ... COMMANDEUR
DE SAINT-STANISLAS DE RUSSIE ...
COMMANDEUR DU NICHAM ...
CHEVALIER DE FRANÇOIS-JOSEPH ...
CHEVALIER DU CAMBODGE ...
ONZE GRANDS PRIX ...
NEUF DIPLOMES D'HONNEUR ...
VINGT ET UNE MÉDAILLES D'OR, ETC.

Exposition Universelle de 1900
MEMBRE DU JURY « Hors Concours »





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"FIR"

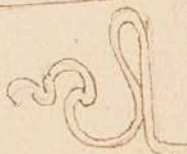
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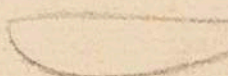
Exposition :
L'Eventail Miroir
de la Belle Epoque
Palais Galliera
24 Mai
27 Octobre 1986
N°



Bakere

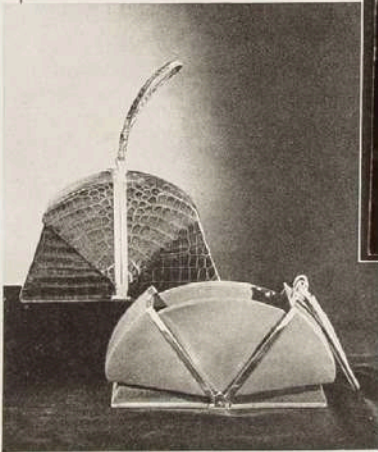


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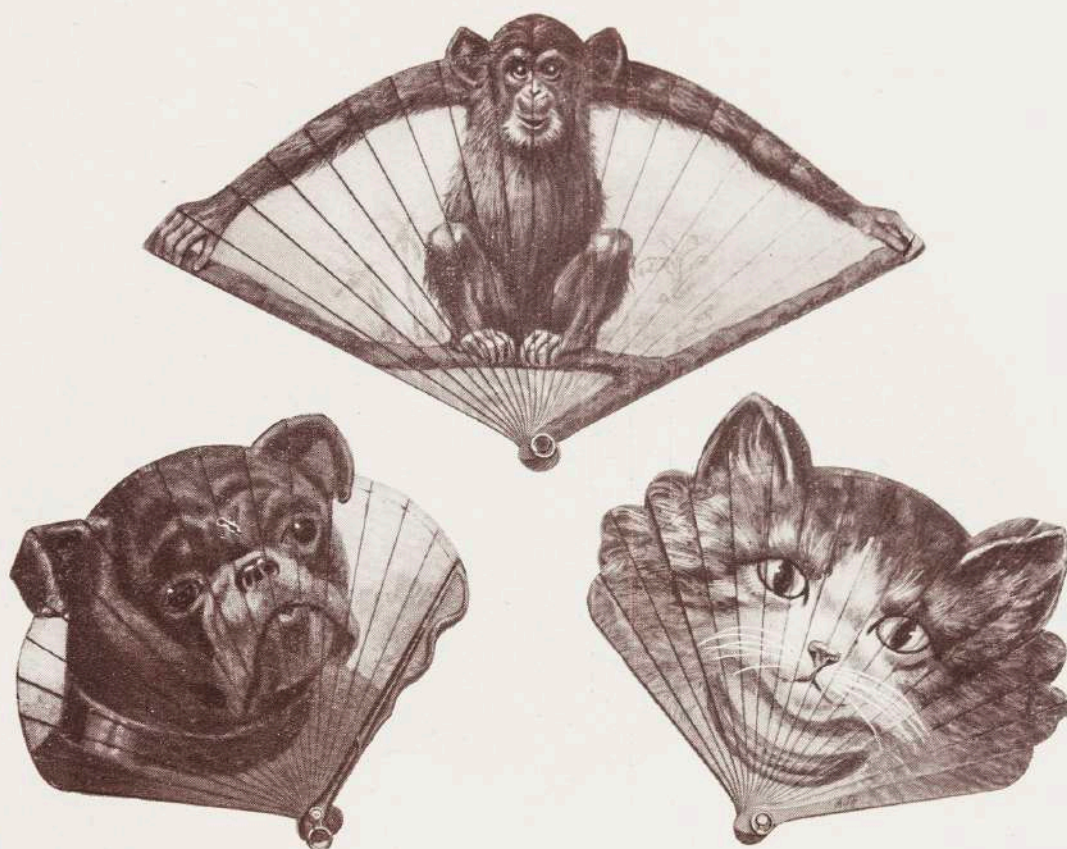

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MANIFESTO

A summer day, a world opens up to us: that of Duvelleroy

In an attic in the countryside, Michel Maignan had kept the archives of this Parisian fan house so famous in the nineteenth century. Pleated moulds, original drawings, letters to the jury of universal exhibitions, sequins and feathers, photographs of the first shops, froufrous fans, bird fans: everything was intact.

At that very moment, we had the intuition that the fan could find meaning in the modern world. When discovering this fragile treasure preserved miraculously since 1827, we decided to go for it. A few days later, we left all our projects to start a crazy adventure: relaunch a house of fans in 2010.

First, the compelling need to take lightness seriously.

Bringing our heads up in the clouds to refresh the mind. Allowing ourselves to disconnect and use our hands for something else than scrawling on screens. And thus, rediscovering a space to connect to one another, playing and flirting as we, Parisians, know how to.

Second, the appreciation of fine crafted work.

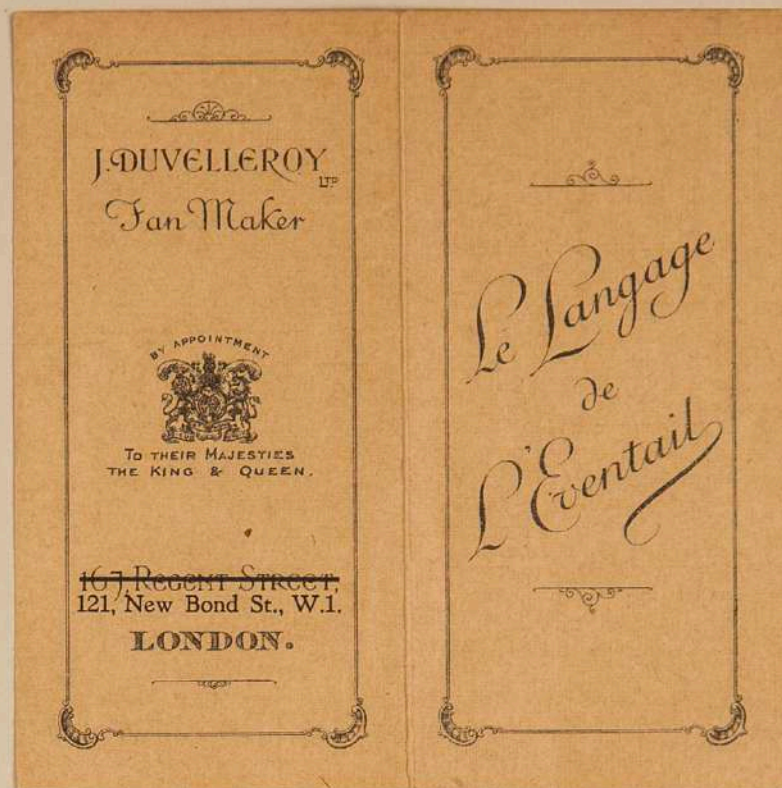
To reach this lightness, one must have feet grounded, relying on exceptional savoir-faire. At Duvelleroy, each hand-fan is hand-made, in Spain or in France, by craftsmen/women with life-long experience.

And last, because a hand-fan is a singular object, carrying history and meaning.

It perpetuates a rare and marvelous craft, a certain vision of life. Offering a Duvelleroy hand-fan as a present is something.

So, we made this wild wish that other wild minds would share our dream, and make it happen.

Eloïse, Léa & Raphaëlle



The :: Language :: of :: the :: Fan.	
Carrying in right hand in front of face	<i>Follow me.</i>
Carrying in left hand in front of face	<i>Desirous of acquaintance</i>
Placing it on left ear	<i>I wish to get rid of you.</i>
Drawing across forehead	<i>You have changed.</i>
Twirling in the left hand	<i>We are watched.</i>
Carrying in the right hand	<i>You are too willing.</i>
Drawing through the hand	<i>I hate you.</i>
Twirling in the right hand	<i>I love another</i>
Drawing across the cheek	<i>I love you.</i>
Presented shut	<i>Do you love me?</i>
Drawing across the eyes	<i>I am sorry.</i>
Touching tip with finger	<i>I wish to speak to you.</i>
Letting it rest on right cheek	<i>Yes.</i>
Letting it rest on left cheek	<i>No.</i>
Open and shut	<i>You are cruel.</i>
Dropping it	<i>We will be friends.</i>
Fanning slowly	<i>I am married.</i>
Fanning quickly	<i>I am engaged.</i>
With handle to lips	<i>Kiss me.</i>
Open wide	<i>Wait for me</i>
Carrying in left hand, open	<i>Come and talk to me.</i>
Placed behind head	<i>Don't forget me.</i>
With little finger extended	<i>Good-bye.</i>

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SAVOIR-FAIRE

Exceptional expertise

All Duvelleroy fans are handmade.

The part that whisks the air is called the leaf, the part held in hand is called the mount or frame.

The leaf of fans is often made of fabric, and the frame, in wood of different essences, pear, birch, ebony, beech, sycamore, and more rarely, for some pieces of collection, mother-of-pearl or galalith.

At the heart of the fan, the pleating gesture

The technique of cold pleating, from a fabric stiffened and placed in the center of a cardboard mold, was improved by Jean-Pierre Duvelleroy in the 19th century. It enables to pleat all types of fabrics, cotton, tulle, lace or silk, preserving a true lightness.

In a hypnotic gesture, the hands of the craftsmen and craftswomen in charge of the pleating close the mould containing the encased fabric, fold by fold, creating the rhythm of the future leaf. Each fold is then glued, one by one and with a brush, on top of the sticks or 'bouts' of the frame.



COLLECTIONS

Fans

Inspired by patterns from the archives, or by contemporary trends, the Point de Hongrie fan, the Masque, the Take Away, the Palmette or the Breloque are timeless.

Made in small series in various wood species, canvas cotton or leather.

The exceptional fans

Made in France, they are by their shape and by the know-how that they summon, emblematic of the dialogue between the heritage of the original Duvelleroy House and the contemporary know-how and aesthetics.

Wooden or mother-of-pearl tableterie frames, raised with inlay of straw, silk ennobled by hand, ruffles and freehand cuts, feather work, and signature forms such as the Balloon, the Wing or the Froufrou: these are the techniques serving our quest for lightness.

Artistic collaborations and crafts

Since the Belle Époque, Duvelleroy has called on the artists of its time to imagine the range of the moment.

This tradition continues and every year, the creations are enriched by the view which artists or other houses cast on our archives (Jean-Charles de Castelbjac and his Air Conditioning fans, José Lévy and his Color Splash fans, MV de Bascher and her Ménagerie fans, Iris de Moüy and her Bubble Gum fans, Bangla Begum and her Chéris fans...) as well as by the contribution of exceptional know-hows (Lison de Caunes for the inlay of straw, Solenne Jolivet for the embroidery of threads, Métaphores for the weaving of horsehair, Marvin M'Toumo and Lemarié for augmented fans, Tango Chirimen for mother-of-pearl and glycine silk, MyCoworks for Reishi™).

















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