



Paris, September 3, 2024

## C4 Industries makes its first investment in the French *art de vivre* and becomes the anchor investor of Maison Lelièvre



Putting words into actions in our commitment to promoting France and its industry, we have become the anchor investor of **Maison Lelièvre**, a symbol of French excellence for over 300 years. Maison Lelièvre has always combined tradition and innovation, continuously reinventing itself to maintain its modernity.

This investment materializes a project that began a decade ago, based on a simple premise:

1. **Our economy thrives due to its particular know-how in the luxury sector and the French *art de vivre***, as demonstrated daily by LVMH, Hermès, and Kering. The strength of this sector resides in the network of SMEs that unite talent and heritage, admired and envied by all.
2. Numerous studies have shown that **capital investment in these companies is insufficient in France**, which hinders their export development and their bid for leadership positions, at least on a European level. According to INSEE, over 80% of investments are made by less than 2% of the country's companies<sup>1</sup>.

We have developed in-depth knowledge of the heritage sector. With a team led by [Pascal Cagni](#), founder of C4 Industries, and headed by [Wladimir d'Ormesson](#), Deputy Managing Director, we have studied and worked with more than 20 companies that preserve the national heritage and contribute to the success and influence of the French *art de vivre*. This led us to evaluate an investment in Baccarat in 2020 and to invest today in [Maison Lelièvre](#).

Maison Lelièvre became the 95th French luxury *maison* of the [Comité Colbert](#) on July 1<sup>st</sup>, 2024, and was one of the first companies to be awarded the label [Entreprise du Patrimoine Vivant](#) (EPV - Living

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<sup>1</sup> France, entreprises des secteurs principalement marchands non agricoles et non financiers, hors micro-entrepreneurs, ayant investi en 2021 - [Les entreprises en France - édition 2023](#), INSEE.



# C4 Industries

Heritage Company) in 2006. **Maison Lelièvre** embodies French style, and its collections of fabrics, wall coverings, and bespoke rugs are an integral part of the world of luxury decor. Since 1914, four generations of the Lelièvre family have passed on their passion for rare fabrics.

Regrouping several *maisons* dating back more than 300 years: [Lelièvre Paris](#) founded in 1914, [Quenin](#) founded in 1865, [Tassinari & Chatel](#) founded in 1680, Maison Lelièvre today possesses unique know-how, inherited from the great 18th-century factory of [Camille Pernon](#) and the Grand brothers. Its products adorn France and Europe's greatest castles and exceptional venues. The company's carefully preserved archives were instrumental in the success of the '[Imperial silks for Versailles](#)' exhibition at the Grand Trianon of the Palace of Versailles, attracting a record number of visitors in just three months between March and June 2024.

To preserve the family nature of Maison Lelièvre, [Emmanuel Lelièvre](#) will continue to lead the company's development as General Manager, with the support of [Pascal Cagni](#), founder of C4 Industries, who will take on the role of President. The management team will be strengthened by the appointment of two Deputy Managing Directors: [Frédéric Capelli](#), who has more than 15 years' experience within the Maison, and [Laura Thivolet](#), who has been Principal at C4 Industries for over 6 years.

## [About C4 Industries](#)

Founded in 2004 by Pascal Cagni and based in Paris, C4 is an entrepreneurial platform whose sole mission is to support entrepreneurs and accompany them on their journey. [C4 Industries](#) is an anchor investor in five companies headed by exceptional entrepreneurs and leads the entire portfolio of the C4 platform. [C4 Ventures](#), a leading European venture capital fund, has invested in over 50 technology startups since 2014, nine of which have become unicorns. [C4 Collection](#), a para-hotel group, offers a collection of four unique houses and villas, all renovated with exquisite craftsmanship, providing an authentic experience in exceptional locations. The [Cagni Foundation C4](#) has been working to improve access to education, culture, and the arts for children and disadvantaged populations worldwide, supporting over 15 projects since 2011.

## Press contacts

### C4 Industries

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