

Paris, September 3, 2025

C4 Industries acquires the Faïencerie de Gien, strengthening its presence in the French *art de vivre* sector



[C4 Industries](#) is expanding its footprint in the French *art de vivre* sector by becoming the sole shareholder of the [Faïencerie de Gien](#). This acquisition, following investments in [Maison Lelièvre](#) and [Arc](#) – reflects C4 Industries’ consolidation strategy within the [Entreprises du Patrimoine Vivant](#) (Living Heritage Companies - EPV) sector. Its ambition is to preserve, develop, and promote globally the know-how deeply rooted in French regions.

Led by [Pascal Cagni](#), former General Manager of Apple EMEA (2000-2012), recruited by Steve Jobs, C4 Industries pursues an investment strategy based on three pillars: promoting living heritage, supporting French and European industrial sovereignty, and accelerating the green transition.

A historic manufacturer founded over two centuries ago in the heart of the Loire Valley, the Faïencerie de Gien holds an *Entreprise du Patrimoine Vivant* (EPV) label and is a member of the [Comité Colbert](#) - prestigious French association of luxury houses. It embodies the excellence of fine French earthenware. From the selection of raw materials to final production, every stage takes place in Gien, using traditional methods passed down through generations. All production is carried out in Gien, from material selection to the crafting of each piece, using traditional techniques passed down through generations. It offers a wide range of products and [new collections](#). Each item is the result of unique expertise: for example, the fabrication of a single plate requires 26 components and passes through the expert hands of more than 30 master earthenware makers.



C4 Industries



Renowned for its collaborations with prominent artists and designers - including [Garouste et Bonetti](#), [Patrick Jouin](#), [Olivier Gagnère](#), [Andrée Putman](#), [Jean-Charles de Castelbajac](#), [Pierre Frey](#), [Léa Zeroil](#), and [Nathalie Farman-Farma](#), - the Faïencerie de Gien has consistently reinvented itself while preserving its identity and heritage. The Faïencerie's museum showcases its creativity and vitality through a collection of unique historical pieces made in its workshops since 1821. Visitors, increasingly numerous, can discover the full range of tableware in the recently renovated boutique of the factory and, by appointment, enjoy an exclusive visit to discover the craftsmanship of the master earthenware makers.

Today, with its more than 150 employees, the Faïencerie de Gien generates over 40% of its sales from exports, across 45 countries worldwide. The company is expanding its activities with professional clients, notably among French and international groups in the hospitality and restaurant sectors. C4 Industries aims to support the Faïencerie de Gien in its growth by continuing to modernize production tools, strengthen export development, and leverage synergies with other companies in its portfolio.

C4 Industries, led by [Pascal Cagni](#), will assume the presidency of the Faïencerie de Gien and will be represented by [Alexandre Errera](#) and [Diane Cagni](#) as Co-Directors of Investments, bringing solid expertise in the *art de vivre* sector. [Yves de Talhouët](#), until now President and CEO of the Faïencerie de Gien, will accompany C4 Industries during a transition phase to ensure continuity in the company's management. His two Deputy Directors are promoted to Deputy Managing Directors: [Marc Bureau](#) (Sales and Marketing) and [Nicolas Lesgards](#) (Finance, Manufacturing, and Operations). They will continue the work of preserving and sustaining the company over the long term.

Yves de Talhouët: "After more than a decade at the head of Gien, I wanted to prepare the company's future and ensure its long-term sustainability. My successor needed to combine three essential qualities: genuine care for the human craftsmanship at the heart of the manufacture, experience in international development, and an understanding of luxury and heritage, especially as the company had celebrated its 200th anniversary. With C4 Industries and Pascal Cagni, I have found a partner who embodies these values and who will lead Gien into a new phase of growth, while respecting its identity."

Pascal Cagni: "The Faïencerie de Gien perfectly embodies the purpose of C4 Industries: a commitment to promoting craftsmanship passed down over two centuries, supporting French and European production, preserving tradition while embracing innovation, and remaining open to the world. Backing the Faïencerie de Gien means actively promoting France's industrial sovereignty, celebrating its living heritage, and contributing to a more sustainable, locally rooted economy."



C4 Industries



[About C4 Industries](#)

Founded in 2004 by Pascal Cagni – entrepreneur, business executive, and since 2017, non-executive Chairman of [Business France](#), 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 companies headed by exceptional entrepreneurs and leads the entire portfolio of the C4 platform. [C4 Ventures](#), a leading European venture capital fund approved by the AMF, has invested in over 50 technology startups since 2014, 12 of which have become unicorns. [C4 Collection](#), a para-hotel group, offers a collection of four unique 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.

[About Gien](#)

Founded in 1821, the Faïencerie de Gien, located in Gien in the Loire Valley, is a flagship of French decorative arts rooted in its territory and recognised throughout the world. It made its name in the 19th century by creating tableware for the great aristocratic families of Europe. Its two-hundred-year-old craftsmanship and the exceptional quality of its earthenware are what make Gien truly outstanding. Today, the Faïencerie de Gien is renowned for its tableware collections, combining elegance and conviviality, as well as for gifts and delicate and contemporary decorative pieces. Gien invites you to enhance your day-to-day, to savour the moment and to cultivate a certain art of living.

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