

APPAREL AND ACCESSORIES

Kering invests in raw material production via new tannery facility

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Skins from the tannery are turned into accessories. Image credit: Bottega Veneta

By STAFF REPORTS

French luxury group Kering has opened new facilities for la Tannerie de Priers, allowing for greater production capacity of crocodile hides for its stable of brands.

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Kering acquired the tannery in 2013, and has since doubled its workforce to 90. The newly constructed facility in Normandy is centered on providing employees with the latest technology in a more modern space.

Tanning bed

Kering's purchase of La Tannerie de Priers was an effort to have greater control over its supply of raw materials. As one of Kering's key focuses in recent years is sustainability, having ownership of this tannery also allows it to improve the environmental friendliness of its crocodile skins.

These skins are used in products including watch bands, handbags and shoes.

The new facility was made possible in part due to local support. The Development Agency for Normandy donated to the site under its "Impulsion Innovation" program, while other organizations such as the Seine-Normandy Water Agency, the Community of Communes West Coast Center Manche and the Commune of Priers also played a role in bringing the space to fruition.



La Tannerie de Priers's new facility. Image credit: Kering

Local businesses also contributed in the fields of engineering, architecture, construction and maintenance.

"Thanks to the involvement of everyone, and the accompanying of 452,000 euros orchestrated by DNA, it will, I hope, become one of the spearheads of the Norman industry," said Herv Morin, president of the Normandy Region, in a statement. "What a challenge to see the Periers tannery develop in Normandy.

"We are now counting on our territory more and more companies representative of our sectors of excellence," he said. "Normandy is a reference in terms of know-how and the second region most open to the international."

The facility has and is expected to continue to have an impact on local employment. Kering foresees the tannery's employee count reaching 160 in the coming years as its production increases.

Kering inaugurated the new tannery on Oct. 12.

"I am very proud to inaugurate today, alongside Herv Morin, the new Tannerie de Priers, which perpetuates a rare know-how in the luxury sector," said Jean-Francois Palus, deputy managing director of Kering. "If it represented a major industrial issue, the construction of this new facility was also a territorial issue, a human stake and an environmental issue.

"Fruit of the alliance of imaginations and talents, this site becomes a jewel in the production of precious skins in France," he said.

In recent years, luxury houses have made key acquisitions of tanneries as they aim to control more of their supply chains.

For instance, Italian apparel and accessories maker Prada invested in its leather goods with the purchase of French tannery Tannerie Mgisserie Hervy.

The historic tannery was acquired by Prada in 2014 and was renamed Tannerie Limoges. Tannerie Mgisserie Hervy, through the acquisition, joined Prada's industrial partner Tuscan Conceria Superior to form the new tannery, in which the Milanese maison will have a majority stake ([see story](#)).