

MAROQUINERIE DES PIERRES DOREES

- **Business:** Manufacturing leather and textile products in the luxury goods sector
- **Project:** Setting up a production plant in Bully (Pays de l'Arbresle municipal community – CCPA)
- **Impacts:** Social and local
- **Source of capital:** France
- **Jobs within 3 years:** 100

Fechner Xavier, CEO

 *Well, we are today therefore of maroquinnerie des pierres dorées on the territory of Bully and we are indeed manufacturers of leather goods for the French luxury houses as a subcontractor and we manufacture components for their luggage and their bags. La Maroquinerie des Pierres Dorées is part of the Jaboulay group, a group from Saint-Etienne which has been working in the textile sector for 5 generations initially and which has diversified over the last ten years to include luxury leather goods. The first company to diversify was Rubies Cuir in Dordogne, Périgueux.*



With a strong growth of more than 150 people, the group decided to create a second manufacturing site and we arrived in Bully to set it up. The first issue in our establishment and in our search for territories was indeed the employment basin since we are in a manufacturing activity and therefore of manpower. We need to recruit a certain number of people. Today we are 30-35 people, tomorrow 3, 5 years about 120 to 150 people. The idea for us was to establish ourselves in a basin that was conducive to such recruitment.

We started this support project with ADERLY very early on with common contacts, in particular the CTC in Lyon, which is a partner in the leather industry and with which we work regularly, and which put us in touch with ADERLY. We visited several geographical employment areas before setting up in Bully, and as such Aderly was able to offer us various visits to the region with local players: ADERLY was also able to assist us with recruitment and human resources in the broadest sense of the term, in particular by putting us in touch with Pôle emploi, with whom we have been working since then on different recruitment methods, in particular the MRS simulation method, which enables us to integrate people who do not necessarily have experience in leather goods, on whom we test their ability to follow a training course, and whom we train internally to increase our workforce.

Today we are on a site of about 1000m² in which we will be able to integrate about sixty, 70 people by the year pro, the idea being to reach 120 or 150 people. The project will then take place on a second site that we will most probably build and that will be in the same area as the one we are currently in. It was also the challenge of the project to find an existing site in which we can quickly set up and in 3 to 5 years build a second site in the same area so as not to lose half of the people along the way and to be able to continue our growth in the next 3 to 5 years.