

ARGUMENTAIRE COMMERCIAL

SALES ARGUMENT

JANUARY 2026

Passenterie - Trimmings

ISORIA Collection

PORTA Collection



ISORIA





ISORIA

COLLECTION INSPIRATION

ISORIA is inspired by the world of haute couture and French luxury. Driven by the exploration of new techniques, the collection is distinguished by the finesse of its details and the originality of its finishes. It is based on a subtle play of contrasts between matte and glossy, which adds depth and modernity to the creations.

Its name evokes softness through its feminine sound. It also refers to the word "*isore*", meaning "*harmony*" in Ancient Greek, evoking the collection's refined and sophisticated spirit.

Inspirational moodboard:





ISORIA

RANGE

The collection consists of **5 braids**, each available in **6 colours**.

Each braid features a **specific characteristic** (raised texture, openwork, special finish...), thereby offering visual and tactile richness.

The entire collection has been designed to be **coordinated** and to allow **product combinations** that are coherent and elegant. This complementarity makes it easy to create complete textile ensembles (curtains, cushions, upholstery...).

The ISORIA braids also pair very easily with the trimmings from our other collections (mouss fringe, gimp, piping cords, bullion fringes...), both in terms of style and colour. This compatibility further expands the creative possibilities. The creations made for the collection shoot illustrate this: each piece combines an ISORIA braid with items from other collections, demonstrating the range's ability to integrate into multiple decorative settings.

All the braids in the collection are **machine washable at 40°C**.

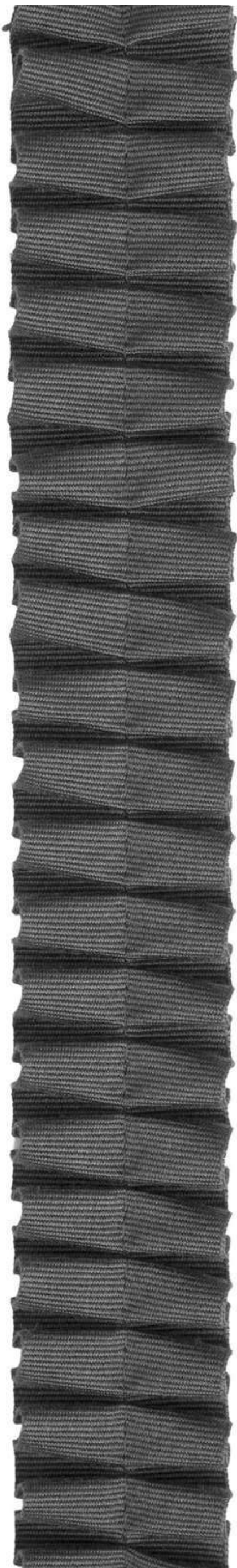
The double tieback **FORTUNA** from the **PORTA** collection **has been produced in the 6 colours of the ISORIA** collection to complement the range of braids and enable a wide variety of projects.





ISORIA

RANGE



Actual size

Falbala - Flounced braid

FALBALA is a braid **with a raised profile**. It is made from **grosgrain** and its specific pleats give it volume and movement. This construction gives it good body, ideal for adding structure to decor.
In sewing, the term denotes an ornamental pleated ribbon.



Description	Code	Largeur Width	Compo.	Col.
GALON FALBALA FALBALA BRAID	32632	3.4 cm - 1 11/32"	98% CV 2% PES	6

Technical specification:



Right side



Wrong side

Thicker seam



Actual size

Arpege - Satin rep braid

The braid **ARPEGE** stands out for its **fineness** and its great **suppleness**, allowing precise and unobtrusive application. Its distinctive feature lies in the contrast between the **shiny threads** of the rayon and the **matte texture** of the cotton, creating a play of light. Its suppleness makes it particularly suitable for refined finishes or for applications requiring a lightweight braid. Inspired by the musical term, its name reflects the fluidity of the braid.



Description	Code	Largeur Width	Compo.	Col.
GALON ARPEGE ARPEGE BRAID	32633	3.5 cm - 1 3/8"	60% CO 40% CV	6

Technical specification:



Right side



Wrong side

Knots



ISORIA

RANGE



Actual size

Cornely - Embroidered braid

The embroidered ornaments of the braid **CORNELY** evoke **floral motifs**. Its name is inspired by the refined embroidery technique invented by Emile Cornely in 1865. Its central motif echoes that of the ARPEGE braid, allowing perfect **visual coherence** when they are used together.



Description	Code	Largeur Width	Repeat Repeat	Compo.	Col.
GALON CORNELY CORNELY BRAID	32634	6.4 cm - 2 1/2"	2.8 cm - 1 3/16"	90% CV 10% PES	6

Technical specification:



Right side



Wrong side

Less shiny and more raised embroidery



ISORIA

RANGE



Actual size

Filigrane

- Embroidered openwork braid

The **openwork structure** of the braid **FILIGRANE** allows light to pass through, making it a preferred choice for relatively lightweight fabrics such as sheers. Its openings allow the creation of **transparency** and interesting layering effects. Its name evokes lace and the fineness of metallic-effect openwork.



Description	Code	Largeur Width	Repeat Repeat	Compo.	Col.
GALON FILIGRANE FILIGRANE BRAID	32635	6.4 cm - 2 11/16"	7.7 cm - 3 1/32"	100% PES	6



ISORIA

RANGE



Actual size

Icona

- Scalloped embroidered braid

The braid **ICONA** reproduces exactly the same motifs as the FILIGRANE braid, but in a narrower, lighter version. This variation can be used **on its own**, for a discreet finish, or **in combination** with FILIGRANE to create a coordinated effect in the same decor. Inspired by the word “*icon*”, its name refers to the purity and finesse of the crafted motif.



Description	Code	Largeur Width	Repeat Repeat	Compo.	Col.
GALON ICONA ICONA BRAID	32636	3.9 cm - 1 17/32"	4.7 cm - 1 27/32"	100% PES	6

ISORIA

COLOURS

9900 - CAVIAR



The colour **CAVIAR** combines a deep black with a contrasting bronze thread, two tones emblematic of haute couture.



32632
9900



32633
9900



32634
9900



32635
9900



32636
9900

FORTUNA TIEBACK COLL. PORTA



35902
9900



ISORIA

COLOURS

9020 - LYS



The colour **LYS** reveals a luminous ivory tone, accented with a gold thread for a soft, precious look, evoking the delicacy of the lily flower.



32632
9020



32633
9020



32634
9020



32635
9020



32636
9020

FORTUNA TIEBACK COLL. PORTA



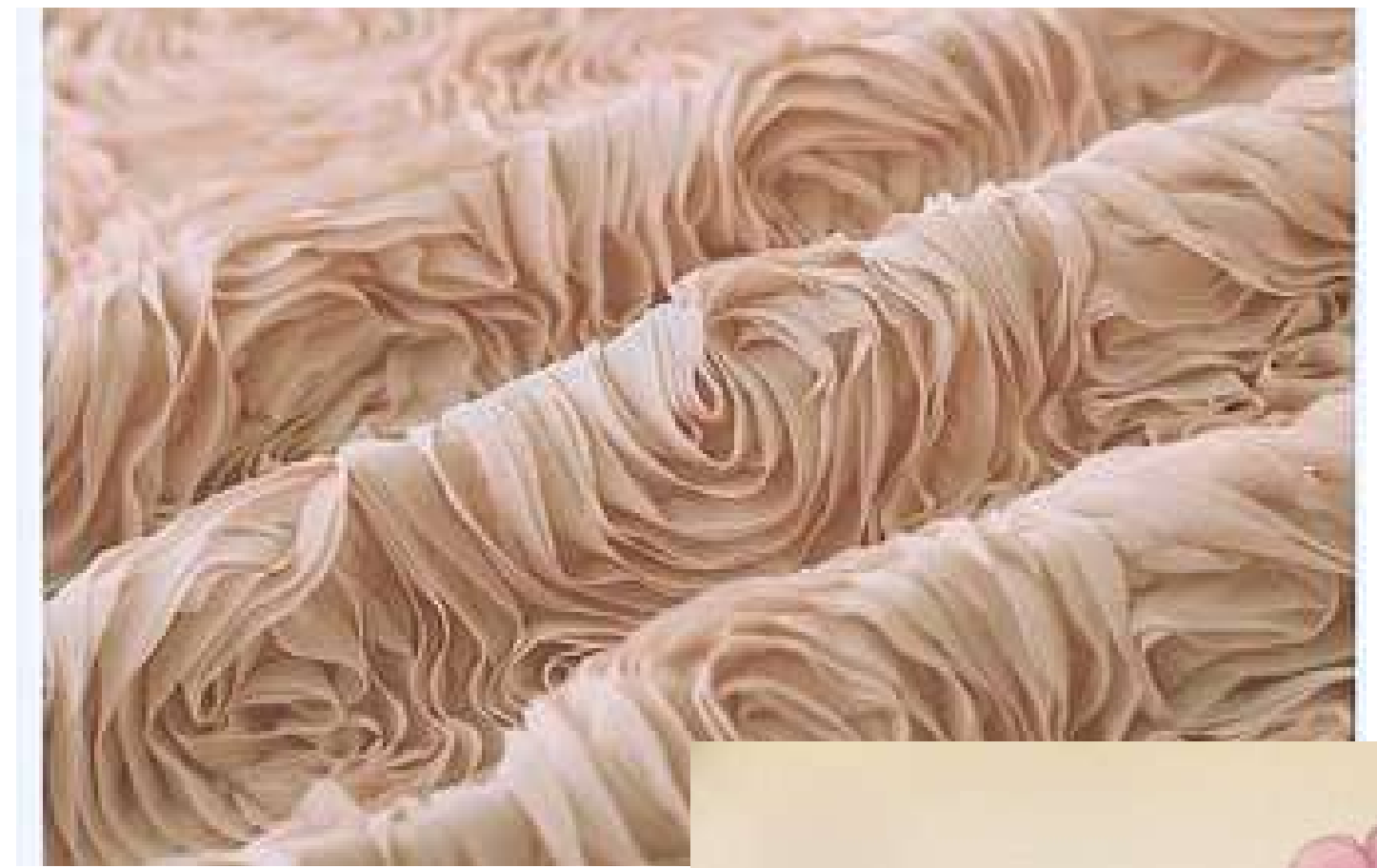
35902
9020



ISORIA

COLOURS

9320 - EGLANTINE



The colour **EGLANTINE** evokes the softness of the eponymous flower. This powdery, feminine shade is subtly warmed by a darker thread, giving it an extra touch of elegance.



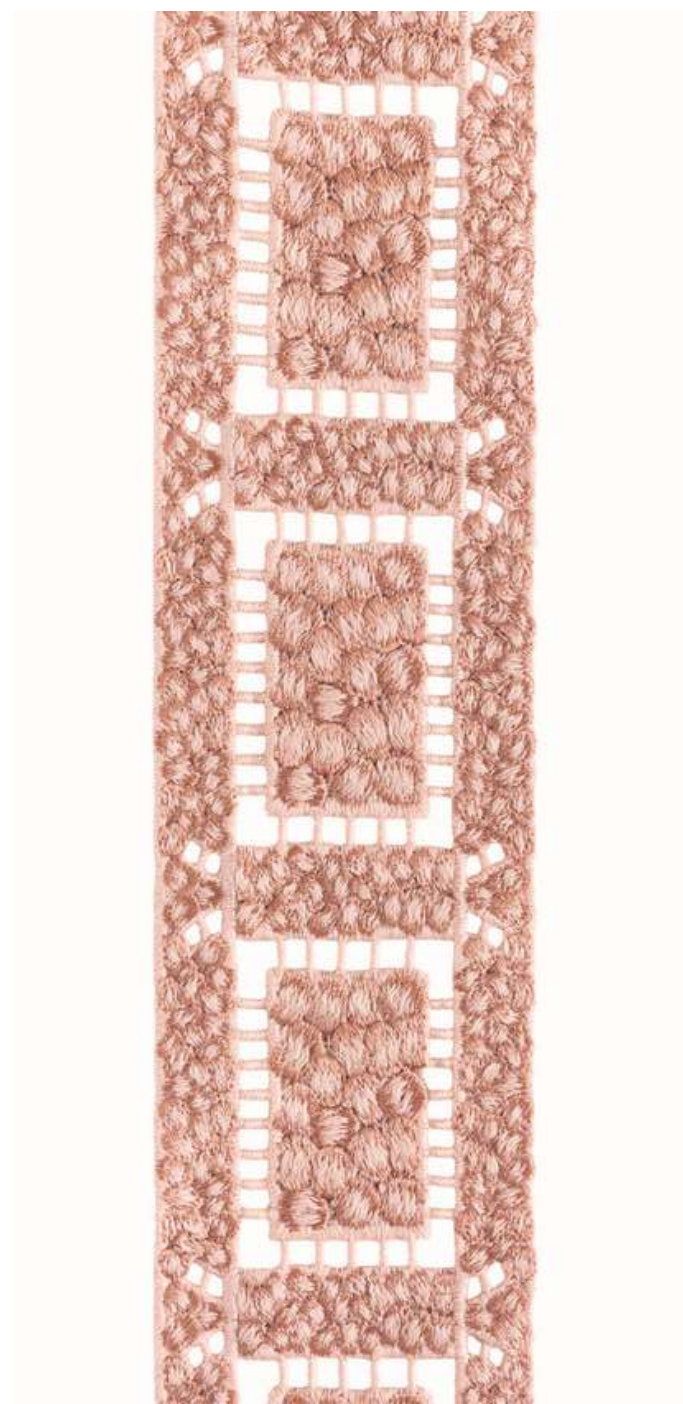
32632
9320



32633
9320



32634
9320



32635
9320



32636
9320

FORTUNA TIEBACK COLL. PORTA

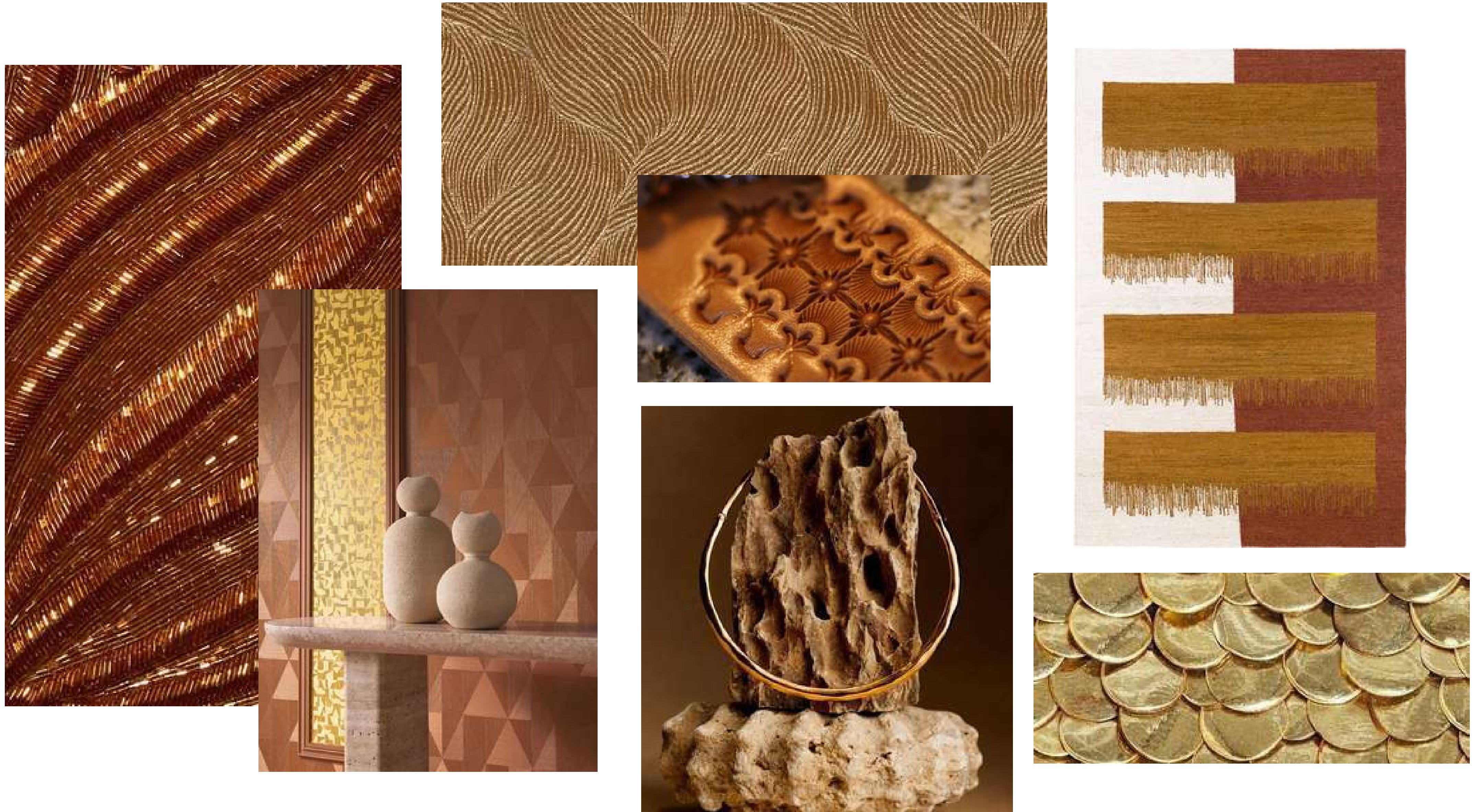


35902
9320

ISORIA

COLOURS

9820 - CUIVRE



The colour **CUIVRE** is inspired by the warm reflections of the precious metal, bringing depth to the range.



32632
9820



32633
9820



32634
9820



32635
9820



32636
9820

FORTUNA TIEBACK COLL. PORTA



35902
9820



ISORIA

COLOURS

9710 - SAUGE



The colour **SAUGE** is inspired by the velvety foliage of the aromatic plant. This soft, luminous green is both modern and elegant, yet remains understated.



32632
9710



32633
9710



32634
9710



32635
9710



32636
9710

FORTUNA TIEBACK COLL. PORTA

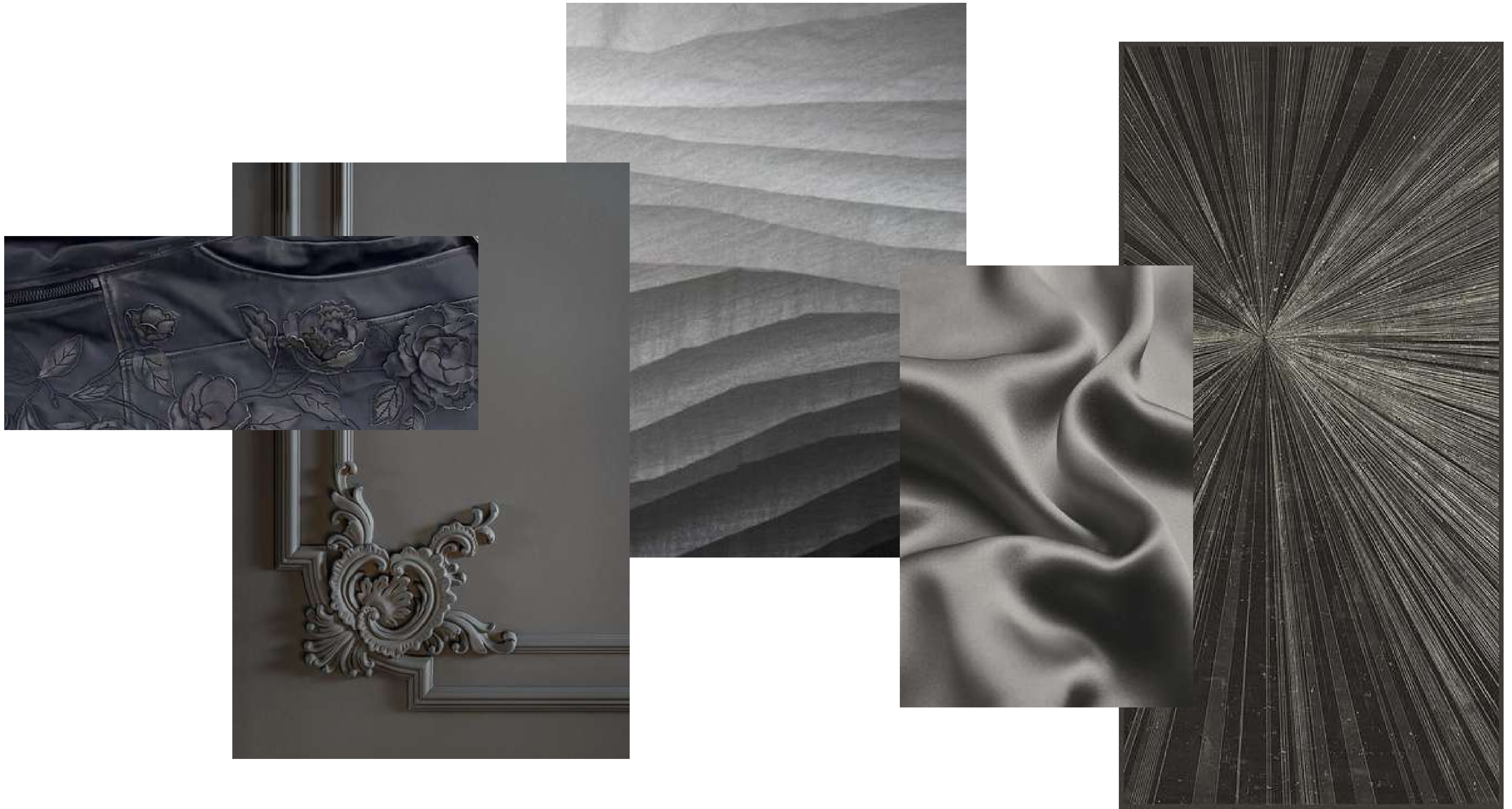


35902
9710

ISORIA

COLOURS

9910 - ARDOISE



The colour **ARDOISE** is characterised by a deep grey enlivened by a touch of silver. A timeless and refined shade.



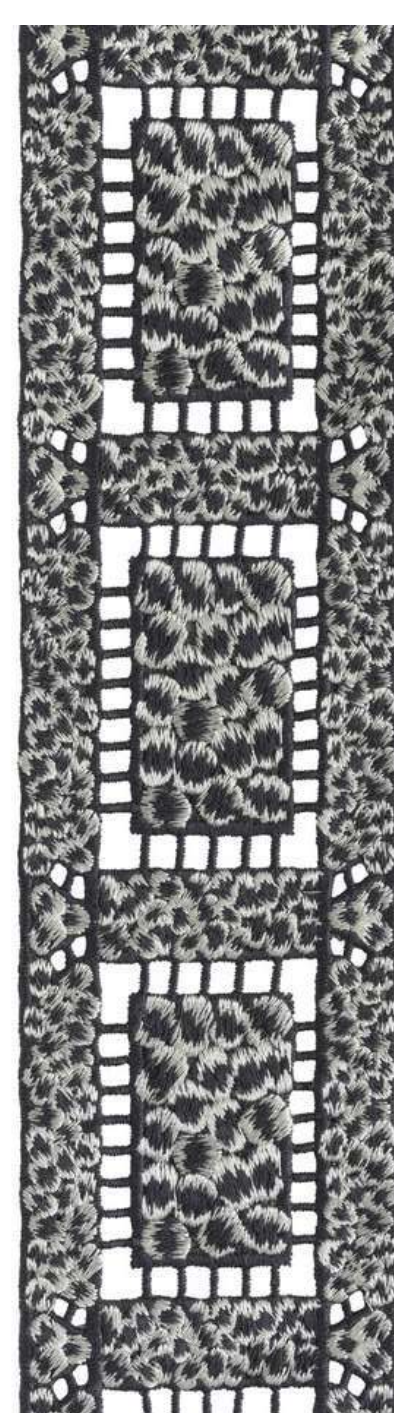
32632
9910



32633
9910



32634
9910



32635
9910



32636
9910

FORTUNA TIEBACK COLL. PORTA



35902
9910



ISORIA

CARD

Number of flaps: **2**

Spine thickness: **2 cm**

Code: **83233**

CUTTINGS

Usual conditions

Code: **Cxxxx + col**



LOOKBOOK

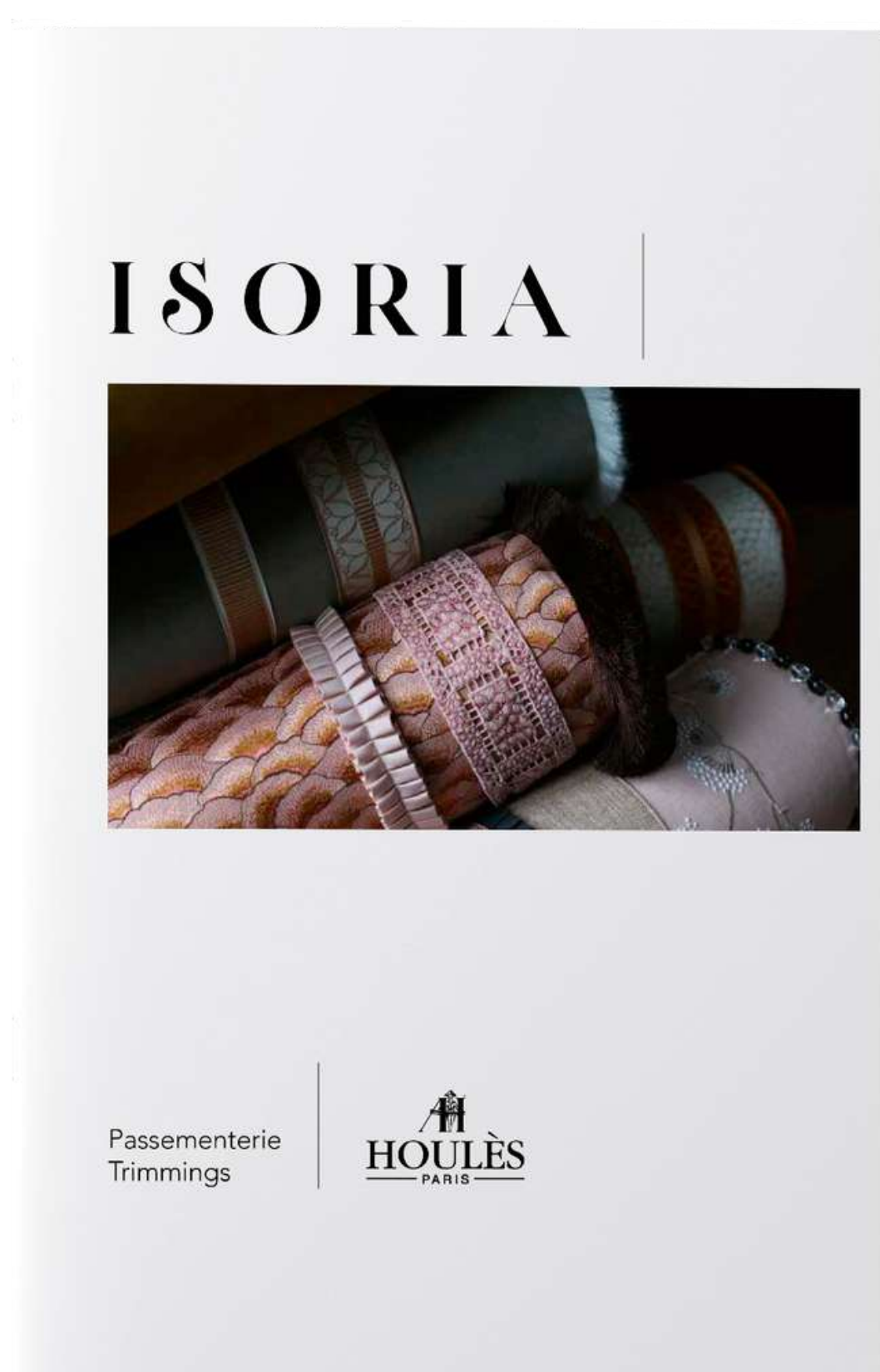
Dimensions: **21 cm x 28 cm**

Format: **Portrait**

Number of pages: **32**

Code: **85903**

Comments: To accompany the ISORIA collection, we created a Lookbook: a high-end medium in a new format that provides generous space for lifestyle imagery, allowing the materials, details and colour harmonies to be showcased, while drawing inspiration from a fashion magazine.





ISORIA

PHOTOSHOOT



The artistic direction of the ISORIA photoshoot is anchored in a clean, elegant aesthetic. We chose a Fontainebleau villa in a neoclassical, Haussmann-inspired style, characterised by its white and grey tones, its mouldings and a deliberately understated décor. The colours SLATE and SAGE were chosen to create a soft, contemporary contrast, perfectly in keeping with the refined atmosphere of the space.



ISORIA QR Code Collection

ISORIA

A collection of various rolled-up fabrics, including patterned textiles, ribbons, and decorative trims, displayed on a wooden surface. The rolls are stacked and arranged in a way that showcases different textures and designs, such as floral patterns, stripes, and solid colors. The lighting is soft, highlighting the intricate details of the fabrics.



CONFECTION REFERENCES

SAGE AND SLATE AMBIENCE

FABRICS :

SHEER: Houlès - GAYA (72716-9010)
Houlès - NEPTUNE lining (11037-9001)

CURTAINS: Guell Lamadrid - ALBATE (col. 01)

CUSHIONS: Guell Lamadrid - FLOW (col. 28)
Guell Lamadrid - NIBU (col. 23)
Houlès - EDEN (72895-9990)

TRIMMINGS :

FALBALA braid Coll. ISORIA (32632-9710/9910)
ARPEGE braid Coll. ISORIA (32633-9710/9910)
CORNELY braid Coll. ISORIA (32634-9710/9910)
FILIGRANE braid Coll. ISORIA (32635-9710/9910)
ICONA braid Coll. ISORIA (32636-9710/9910)
FORTUNA TIEBACK COLL. PORTA (35902-9710)
Gimp braid (31053-9990)
Piping cord Coll. NEOX (31316-9015)
Piping cord Coll. VALMONT (31114-9000)
Bullion fringe Outdoor 12cm (33224-9910)
Bullion fringe Outdoor 21cm (33230-9900)
Bullion fringe 12cm (33210-9980)
Bullion fringe 21cm (33226-9901)
Bullion fringe 12cm (33227-9901)
Bullion fringe Coll. PALLADIO (33107-9910)
Effilé Coll. NEOX (33006-9900/9920)
Metal Braid Coll. PALLADIO (31153-9910)





CONFECTION REFERENCES

BOLSTERS



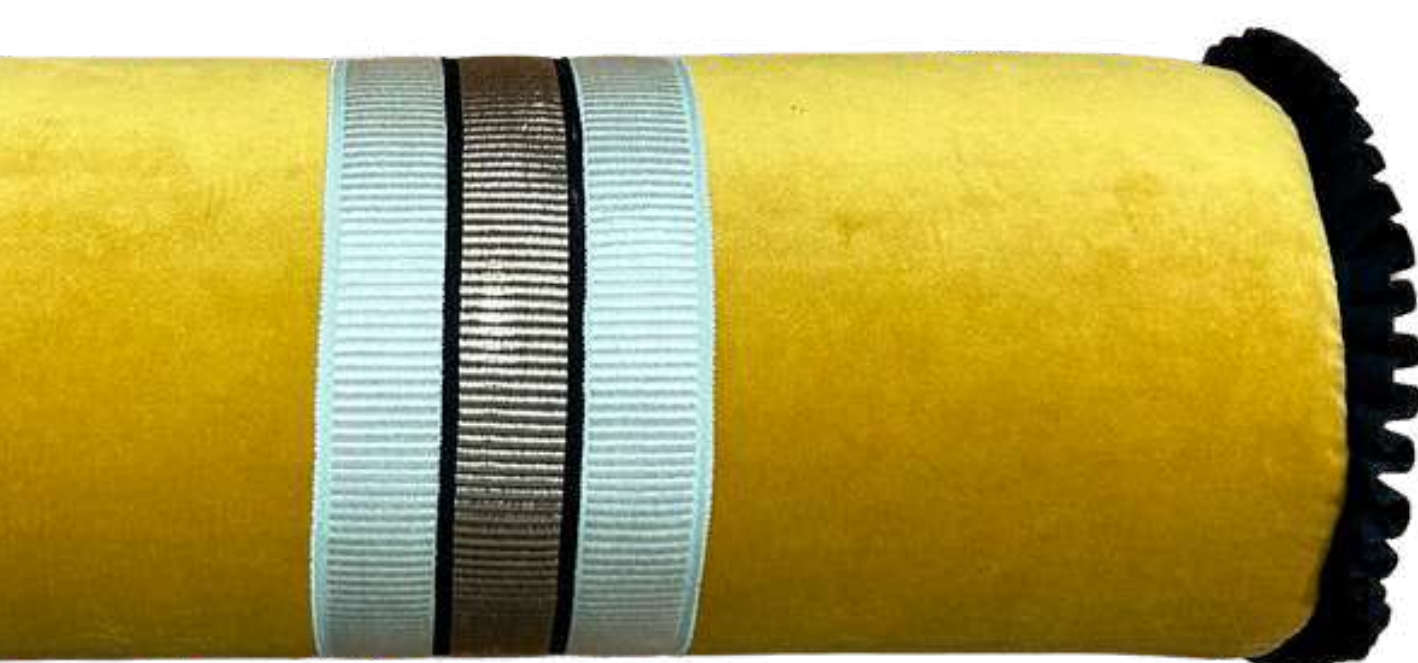
FABRICS Colefax and Fowler - ASHBURY (F47000-02)
: Houès - JAÏPUR (72520-9040)

TRIMMINGS : FALBALA braid Coll. ISORIA (32632-9910)
CORNELY braid Coll. ISORIA (32634-9320)
Piping cord with beads on foot Coll. DIVA (31296-9900)



FABRIC : Karin Sajo - COROLLES (KS 215-91)

TRIMMINGS : FALBALA braid Coll. ISORIA (32632-9320)
Plain Mouss fringe (33024-9800)



FABRIC : Houès - JAGUAR (72524-9130)

TRIMMINGS : FALBALA braid Coll. ISORIA (32632-9900)
ARPEGE braid Coll. ISORIA (32633-9900/9710)
Rosette Coll. ZELDA (36032-9990)



FABRICS Houès - EDEN (72895-9760)
: Quenin (Lelièvre) - ECAILLE DE CHINE (4254-06)

TRIMMINGS : CORNELY braid Coll. ISORIA (32634-9020)
ARPEGE braid Coll. ISORIA (32633-9020)
Effilé Coll. NEVA (33180-9020)



FABRIC : Quenin (Lelièvre) - ECAILLE DE CHINE (4254-06)

TRIMMINGS : ICONA braid Coll. ISORIA (32636-9820)
FILIGRANE braid Coll. ISORIA (32635-9820)
CORNELY braid Coll. ISORIA (32634-9820)
Velvet Piping (31300-9310)
Faux Leather Piping (31104-9210)

PORTA



PORTA

PORTA is a new **collection of tiebacks** signed by Michael Aiduss. Innovative and cohesive, it offers sculptural pieces that reinvent this accessory with an approach **contemporary** and **high-end**.





PORTA

COLLECTION INSPIRATION

The PORTA collection draws inspiration from **Italian history** and from the doors of the cities of the Kingdom of Rome that once symbolised the passage between two worlds. By revisiting this idea, PORTA transforms the threshold into a defining moment: when you enter and allow yourself to be surprised.

In this collection, the tieback becomes a genuine design object. Sculptural and modern, it frames light and gracefully accompanies the act of arriving or moving from one space to another.

Each piece finds a balance between heritage and modernity, between softness and character. PORTA invites everyone to cross a unique threshold, designed to highlight the space and spark curiosity.

Inspirational moodboard:





PORTA

RANGE

The collection comprises **4 tiebacks**, each available in a palette of 2 to 8 colours.

The PORTA tiebacks are distinguished by a contemporary, majestic aesthetic, combining **understated forms** and **the prestige of materials**. Made from **various techniques** and **noble materials** such as metal or wood, they demonstrate an **exceptional craftsmanship** and a meticulous attention to detail.

To accompany this modern, streamlined approach, a **new hanging technique** has been specially developed to complement the traditional system.





PORTA

Fortuna



OLIVE
9725

The collection's only **double tieback**, the **FORTUNA** model is inspired by early 20th-century design. It highlights the richness of materials, the variety of textures and a fluid silhouette, which give it a sophisticated look, playing on the **contrast between matt and glossy**.

Her skirt is made of **tricotine**, giving it a supple and airy appearance, while its mould is worked with the technique of **flocking**, offering a **soft texture** similar to velvet.

Technical specification:

Flocking is the projection of textile fibres directly onto the wood support previously coated with adhesive, producing a uniform finish without joins.



UVETTA
9520



CAVIAR
9900



LYS
9020



EGLANTINE
9320



CUIVRE
9820



SAUGE
9710



ARDOISE
9910

Description	Code	Hauteur Height	Longueur Length	Compo.	Col.
EMBRASSE FORTUNA FORTUNA TIEBACK	35902	48 cm - 18 29/32"	100 cm - 39 3/8"	47% CV 35% BS 12% ME 6% CO	8



PORTA



Sebastiano

The tieback **SEBASTIANO** stands out for its elegant, streamlined silhouette, with a decidedly contemporary aesthetic while retaining the hallmarks of the traditional tieback. Its mould in **fluted white oak** gives it strength and presence, while the **metal details with a patinated brass finish** enhance its premium character. Its long **fringed suedeette skirt** adds texture and movement.

Technical specification:

*Suedeette is a synthetic material with the luxurious appearance of genuine suede, but **easier to care for** and **more durable**. Usually made from polyester, it is highly prized for its **suppleness** and its **soft, velvety feel**.*



CASTAGNO
9830

CAMMELO
9020

GRIGIO
9930

Description	Code	Hauteur Height	Longueur Length	Compo.	Col.
EMBRASSE SEBASTIANO SEBASTIANO TIEBACK	35901	45 cm - 17 23/32"	90 cm - 35 7/16"	31% BS (WHITE OAK) 30% PES 19% ME 15% CO 5% CV	3



PORTA



CAVIALE
9900

Venezia

The mould of the tieback **VENEZIA** is made up of **woven blocks** in rayon, separated by **metal discs** with a patinated brass appearance.
The skirt in **bullion fringe** adds a touch of fluidity, creating a balance between structure and lightness.



LATTE
9880



CAMMELO
9020

Technical details:

The mould for this tieback requires **significant manual intervention**. The **hand-gluing** of the threads onto the cubes requires a **precise alignment at the corners**. This meticulous and particularly demanding operation requires **3 hours of work per mould**.

Description	Code	Hauteur Height	Longueur Length	Compo.	Col.
EMBRASSE VENEZIA VENEZIA TIEBACK	35903	48 cm - 18 29/32"	90 cm - 35 7/16"	30% CV 28% BS 25% ME 15% CO 2% PAN	3



Romano



CAMMELO
9020



CIOCCOLATO
9800

The tieback **ROMANO** combines a contemporary style with an elegant antique inspiration. Its **entirely metal mould** with a patinated brass finish gives it an imposing silhouette, while its **bullion fringe skirt** adds a classic and elegant touch. ROMANO stands out for its **artisanal craftsmanship** and **the significant proportion of work carried out by hand**, justifying its premium positioning.

Technical specification:

Each bullion is a small **spring** obtained by winding a wire around a **mandrel** (a cylindrical metal tool used as a support), then giving it its twisted shape. This operation is carried out **by hand**.

It takes **9 hours of work** in total to make the skirt of the ROMANO tieback.



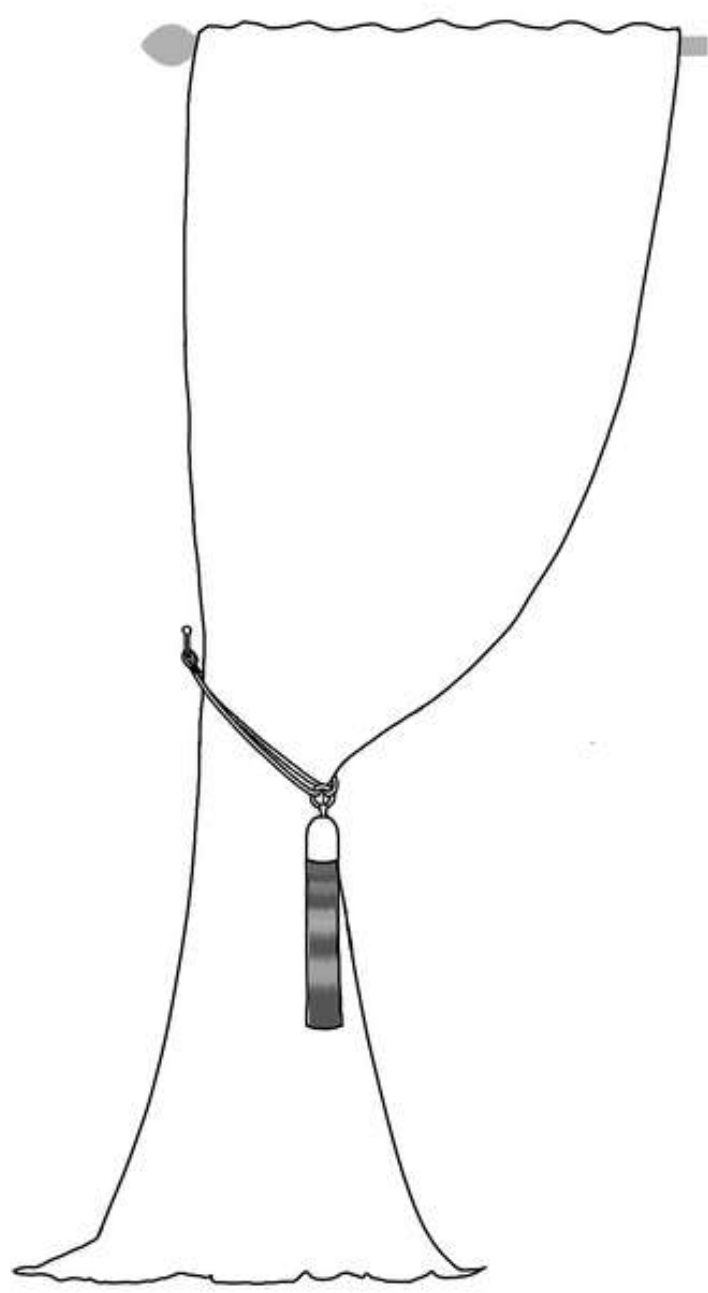
Description	Code	Hauteur Height	Longueur Length	Compo.	Col.
EMBRASSE ROMANO ROMANO TIEBACK	35904	48 cm - 18 29/32"	90 cm - 35 7/16"	57% ME 25% CV 15% CO 2% BS 1% PES	2



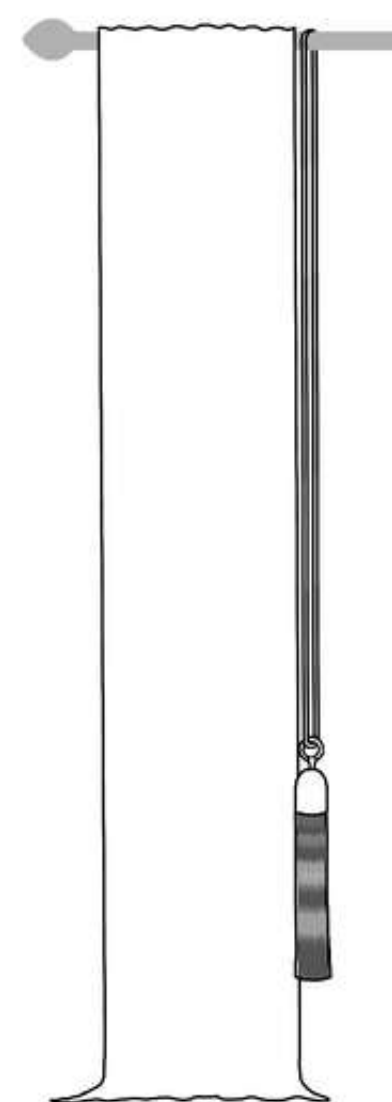
PORTA

FIXING

The models **SEBASTIANO**, **VENEZIA** and **ROMANO** offer two attachment options: the **traditional attachment** intended for tieback hooks and an **installation option directly on the curtain pole**.



Option 1



Option 2

This second configuration allows the tieback to be used as a **decorative element** integrated into the whole window. Its linear design provides a contemporary, refined finish.

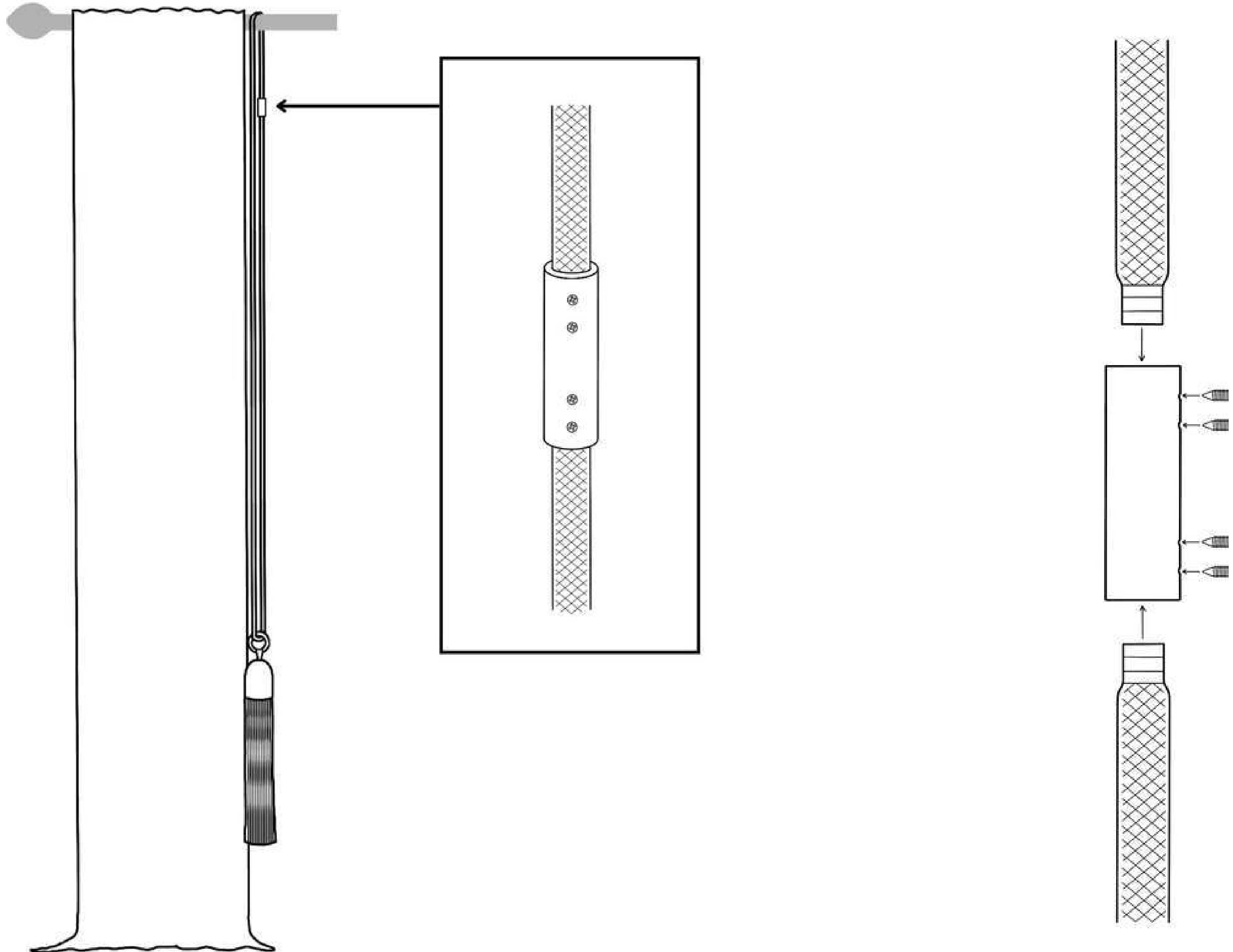
For this fixing system, the cord is sold **by the metre**, so the customer can freely specify the length required according to the installation height.

A **connector**, sold separately and matching the patinated brass finishes of the tiebacks, joins the two ends of the cord. Each end is inserted into the connector and secured by **4 screws**, ensuring a stable and durable fastening.



PORTA

FIXING - CONNECTOR



Screw drive: **Cross-head**

SEBASTIANO CORD CONNECTOR

35908-0000

*Compatible with the cord of the SEBASTIANO tieback
(large diameter)*



VENEZIA & ROMANO CORD CONNECTOR

35909-0000

*Compatible with the cords of the ROMANO and VENEZIA tiebacks
(narrow diameter)*



PORTA

FIXING - CORDS BY THE METRE

SEBASTIANO



SUSPENSION CORD SEBASTIANO - CASTAGNO
35905-9830



SUSPENSION CORD SEBASTIANO - CAMMELO
35905-9020



SUSPENSION CORD SEBASTIANO - GRIGIO
35905-9930

VENEZIA



SUSPENSION CORD VENEZIA - CAVIALE
35907-9900



SUSPENSION CORD VENEZIA - LATTE
35907-9880



SUSPENSION CORD VENEZIA - CAMMELO
35907-9020

ROMANO



SUSPENSION CORD ROMANO - CAMMELO
35906-9020



SUSPENSION CORD ROMANO - CIOCCOLATO
35906-9800

Technical specification:

For the entire PORTA collection, the metal parts are made from a **zinc alloy**, whose main qualities are **lightness** and **durability**. They have a **patinated brass finish**, which lends a premium look and recalls antique inspiration. The patinated finish of the metalwork is carried out by **specialised craftsmen**.



PORTA

LEAFLET

Number of pages: **6**

Code: **85902**



Note :

This leaflet was created to present PORTA's universe and the tieback range, particularly for Paris Déco Off.

At a later stage, to support the launch of the collection, a premium brochure will be offered in a format allowing the tiebacks to be viewed at real size.