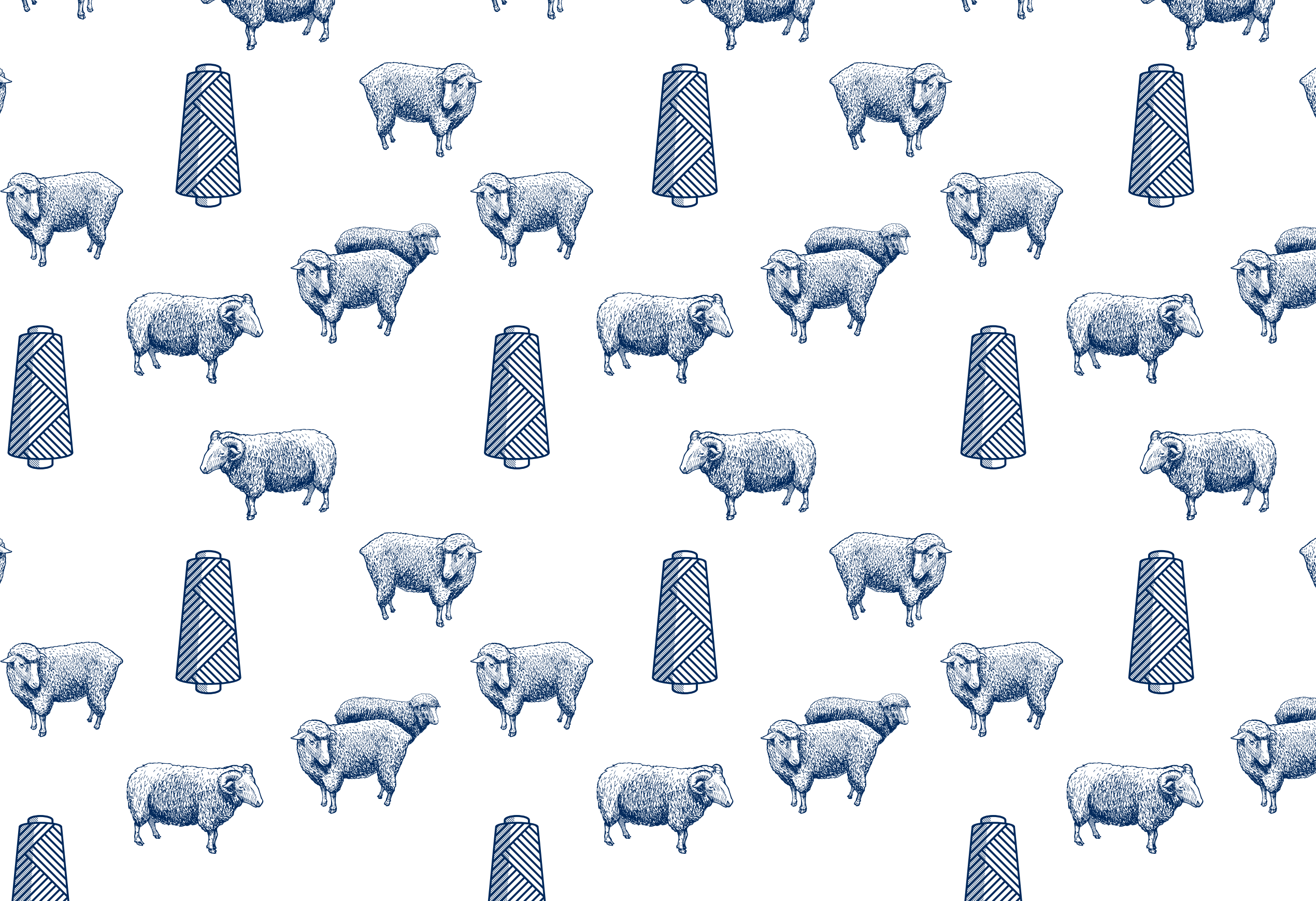
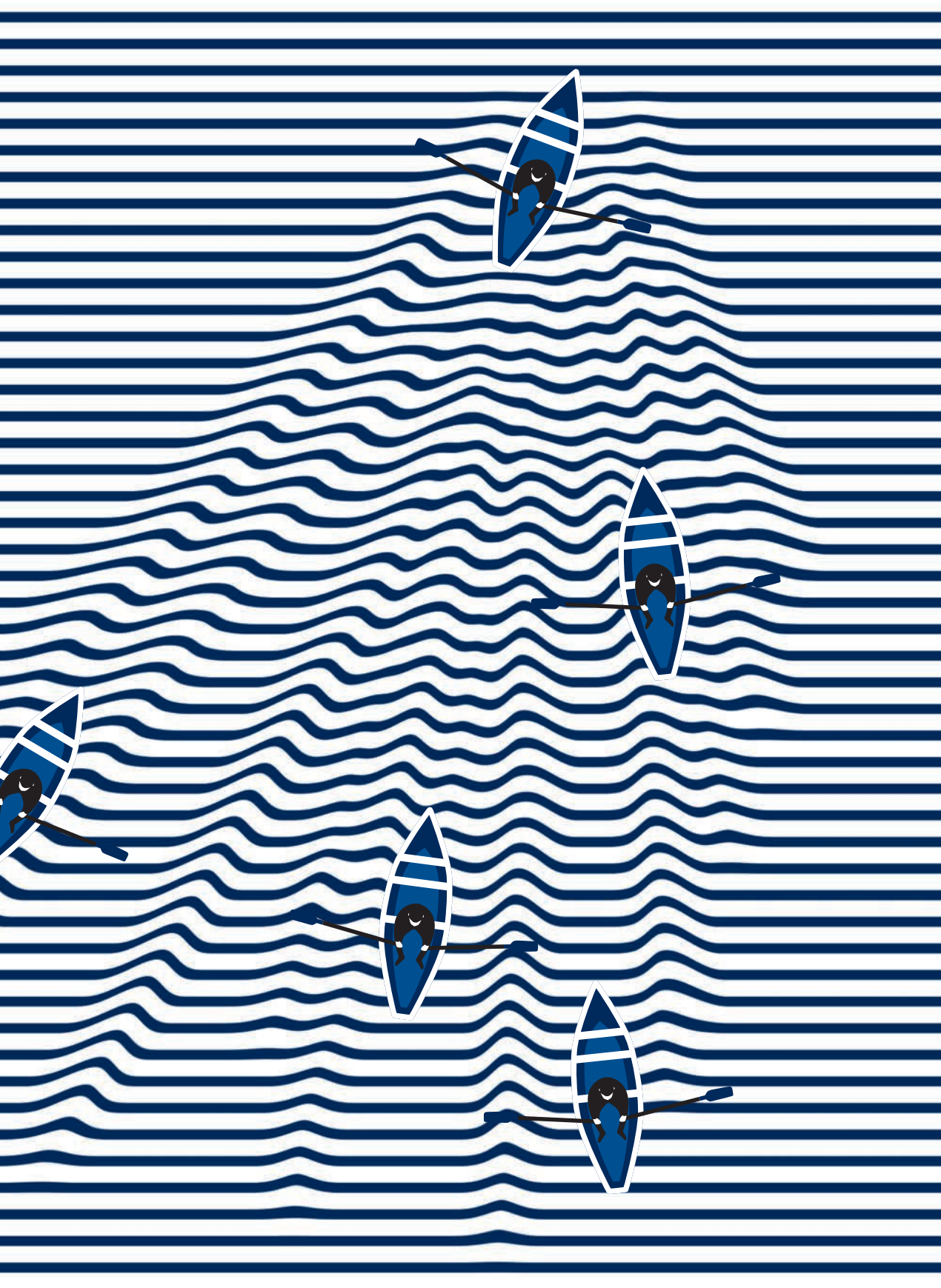


BRAND BOOK

English







STYLE AND VALUES

These words are at the heart of our brand, they are what we believe in. Authenticity, quality and sincerity express what we are and mean a lot to SAINT JAMES and all the team members. Values that have always been part of our DNA since the birth of the company in 1889.

Our know-how and human legacy, inherited from a long business history and a true corporate culture are the raison d'être of a living heritage, anchored in an exceptional environment, a few miles away from the Mont-Saint-Michel and passed down from generation to generation.

This brand book will let you discover our true identity: the roots of the brand, our core values and the message conveyed to all and first to our customers. The SAINT JAMES signature is your guarantee of quality and authenticity.

It is a communication tool intended to support and broadcast our name and image around the world, while keeping in close contact with our customers.

Right from the start, our goal has been to provide the best gear to fishermen, seafarers, sailors and their families. It takes time to earn customers' loyalty. It is an ongoing effort day after day, year after year.

In addition to our well-known basics, we created new collections. There is the famous marinière, the genuine sailor sweater and all the other existing or incoming iconic models, designed for the new generations in sync with new trends. Our claim: SAINT JAMES is not in fashion, but fashion comes to SAINT JAMES.

The brand book outlines our values, which have been anchored in our piece of land for over 130 years.

The new graphic identity turns a new page and opens a new chapter. It sets a common goal, for everyone in the company. A brand does not grow on its own: it is the product of a unique savoir-faire nurtured by generations of talented people.

*Luc Lesénécal
Chairman of the board*



A 130-YEAR STORY

It is a great story that started 130 years ago. The town of Saint-James, with its thousand-year-old heritage in the Bay of Mont-Saint-Michel in Normandy, gave its name to the brand in 1889.

The first SAINT JAMES garment was made in 1889. It was a wool shirt for local sailors. It protected them so well from cold and wet conditions that they considered it as their second skin. An iconic piece of clothing was born.

At that time, the wool of the sheep bred in the «Baie» was woven and dyed on site. Then, it was sold in skeins and balls to haberdasheries or turned into underwear and socks sold in hosiery stores.

SAINT JAMES is one of the oldest companies in Normandy. Its life story is part of Norman history. It is a living heritage, a witness and a stakeholder in an age-old tradition.



The swallow is one of the most common designs used in «old school» tattoos. Swallows can fly over very long distances and signal the crews sailing back home, that land is not far. Seamen had a swallow tattooed once they had travelled 5,000 nautical miles, and a second one when they reached 10,000 nautical miles. Old salts could be identified by their multiple swallow tattoos. Legend has it that if a sailor was lost at sea the swallows tattooed on his body would take his soul to heaven. The swallow is also the symbol of fidelity, loyalty, good luck and good news...

A STORY TIGHTLY KNIT



130 YEARS OF CREATIVITY AN XXL STORY

1850, that was the old times. Nautical sweaters were not fashionable yet for one good reason: they did not exist. Haberdasheries were selling wool balls, beanies and socks. The wool came from the sheep grazing on the shores of the Couesnon River in the bay of the Mont-Saint-Michel.

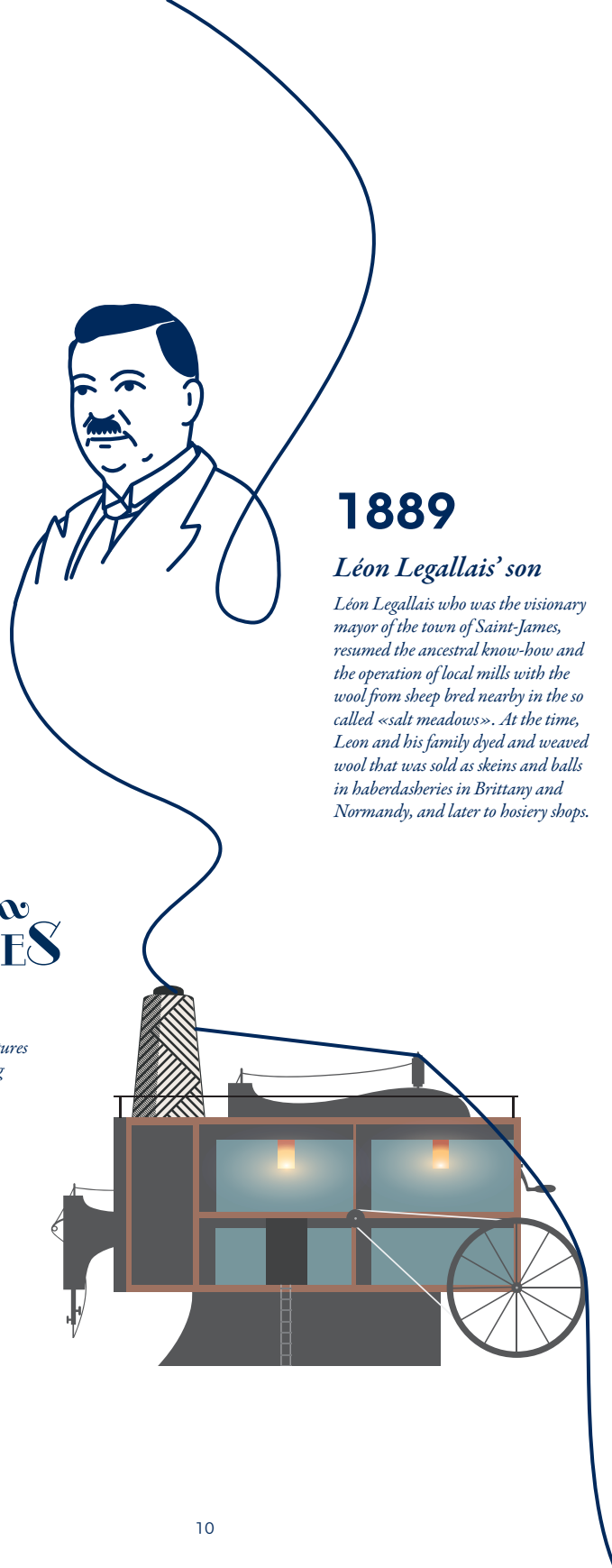
They were the trades of yesteryear, the first steps of a family business that would knit year after year a lasting bond with its region and anchoring point of a venture that now creates world famous fashion collections. A unique legacy still based on know-how, tradition, authenticity, quality and modernity.

Guided by its passion for French know-how and «Made in Normandy», the company develops two trades: knitting and the production of woolen/cotton garments

It is an XXL story, with great moments under daring Captains and their loyal crew: from the company start to the present day, they all contributed to make SAINT JAMES a brand known throughout the world. A brand that became an ambassador of the French way of life and an age-old savoir-faire. Timeless garments embraced by the fashionists.

Creation of Filatures SAINT JAMES

In 1889, the «Moulin du Prieur» workshop officially became the «Filatures Saint-James» (Saint-James Spinning Mills), a limited company.



1889

Léon Legallais' son

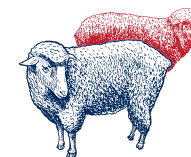
Léon Legallais who was the visionary mayor of the town of Saint-James, resumed the ancestral know-how and the operation of local mills with the wool from sheep bred nearby in the so called «salt meadows». At the time, Leon and his family dyed and weaved wool that was sold as skeins and balls in haberdasheries in Brittany and Normandy, and later to hosiery shops.

STORM CLOTHING

*«Hoist your sail, sail on the waves, sail with the wind,
sail away with your beautiful sweater!»*

It all started in the 19th century in SAINT JAMES, an ancient drapery city. Some people still say its name in English, the Hundred Years' War left its mark. The family spinning mill of Léon Legallais - a kid from the Bay of Mont-Saint-Michel - was born in 1850.

It does not yet bear the name of the town of which Léon is the mayor, it is known as the «Moulin du Prieur» (The Prior's Mill). First balls of wool from the sheep of the Bay and first shirts to protect long haul seafarers from cold, wet weather and wind.



AS «A SECOND SKIN»

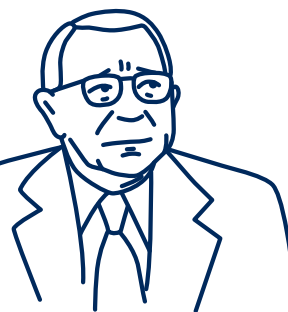
The first SAINT JAMES garment was made in 1889. A storm outfit whose name was closely associated with sailing ships when Breton and Norman fishermen started crossing the Channel to sell garlic on the south coast of England, between two fishing trips in the North Atlantic. They were shouting «Marchand d'ail! Marchand d'ail !» («Garlic merchant! Garlic merchant!»). The English understood «...chand'ail! chand'ail!». The ancestor of the sailor sweater was born!

The SAINT JAMES spinning mills were officially baptized. It was the beginning

of a long story. The sweater is known to be wear-free and it really is. Its knit is so tight that it is a weatherproof garment, quickly adopted by the fishermen heading for Newfoundland with very rough sailing and working conditions in the North Atlantic during the long cod fishing campaigns.

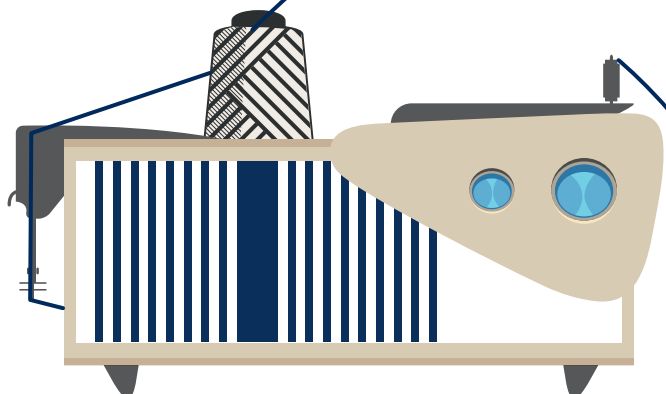
It is not yet the «casual chic» we know today, but a workwear that made SAINT JAMES famous. The sweater is a must-have in the sailor's bag when he goes to sea!

1950



Julien Bonte

Under the management of Julien Bonte, the company dropped its traditional activities and focused on making sweaters, cardigans, including the famous «Genuine Breton sweater», knitted with pure wool.



TRICOTS



FREEDOM AS... A ROLE MODEL

In the 1950s, we are surfing the wave with new ideas and start a new industrial venture, under the leadership of Julien Bonte. He will revolutionize knitting and the company gradually drops its traditional spinning business to focus on the production of the genuine «nautical sweater» which is also a registered name.

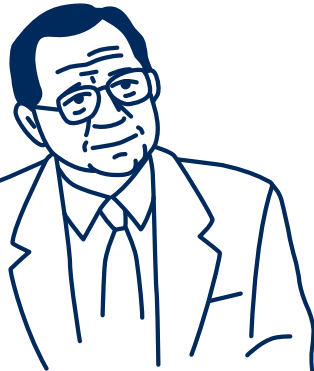
It is the beginning of a business and technology development that propels SAINT JAMES as the «French leader of the nautical stitch».

The post-war years are the years of paid leave and seaside holidays. Freedom is everywhere and SAINT JAMES is its hallmark.

The SAINT JAMES sweater «born from the sea» stands for quality, well-being and joie de vivre. Pascale, Véronique and Nathalie, Julien Bonte's granddaughters, are his first models, smiling in their nautical sweaters, the three «darlings», are the brand's lucky charms: free and lively.



*Pascale, Véronique and Nathalie,
Daughters of Bernard Bonte*



Bernard Bonte

1972

Bernard Bonte succeeded his father Julien in 1972 and built a new factory in 1976 with 1,800 m² of workshops and 300 m² of office space to keep up with the growing demand. The company thus confirmed its commitment to... Saint-James.



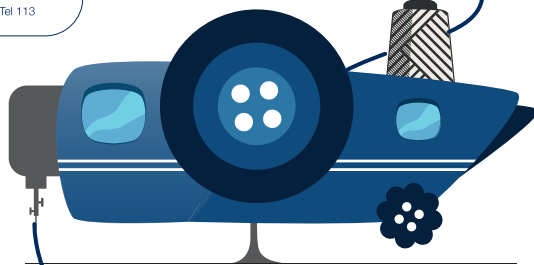
SMOOTH SAILING INTO A NEW ERA

In France, the post-1968 period marked a turning point. Spring and freedom are the key words. Sails are popping up everywhere along coastlines and pleasure sailing is blooming. In the Channel, in the Atlantic and the Mediterranean Sea, seafarers are not alone anymore, pleasure sailors are joining them on the sea. People are attracted by the open seas; they want to stare at the horizon and sail in the sunset.

is everywhere, you can see it on the docks and in fashion shows. The company is strengthening its position by creating seasonal collections, new shirts and trousers that are added to the line. They are made of linen and woven fabric, not just knitwear.

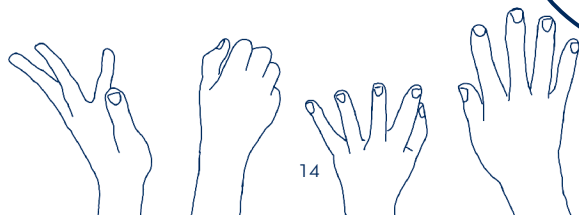
SAINT JAMES is like a home port where you have your mooring. In 1976, the company expands again with new offices and new workshops in Saint-James. France is changing and a new breeze is blowing on SAINT JAMES.

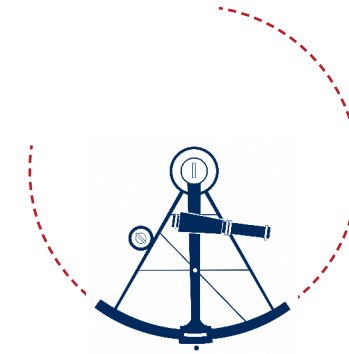
Bernard Bonte, the son of Julien Bonte, sets the company in motion. The marinière



THE 70s

SAINT JAMES becomes the N°1 French manufacturer of Marine Clothing





SETTING THE RIGHT COURSE

1989, the famous brand was about to change hands in the 1990s. The company knits the world's largest sweater to celebrate the 100th anniversary of the brand's creation.

The development of the company was boosted. It gained market shares while innovating, inventing a new boutique concept with a refined design and kept diversifying. New lines of shirts, jackets and trousers were launched. The 90s and the following years endorsed the «casual chic» nautical style promoted by SAINT JAMES.

Sailors know it: staying the course means finding the right skipper to escape gales and squalls, to forge ahead towards a safe port and set off again.

SAINT JAMES is at the beginning of a new development era. Sales are rising fast and the strategic options are making the brand stronger.

This is what Bernard Bonte had undertaken to ensure : the future of the company and its teams. It was a major turning point. In 1990, SAINT JAMES was purchased by its employees via a leveraged buy out. Yannick Duval, a former executive, became chairman of the Board.

In 1996, the brand opened a site with new work areas and more office space, an extension that was followed by another one. Five years later, the Tricots Department deployed an ambitious plan for more space for production, assembly and storage, paving the way to an XXL future.

The changes in status and organization: multitasking becomes the foundation of Tricots SAINT JAMES and work is now carried out by a team. Autonomous groups are set up, to offer everyone one opportunities to change position.

1990



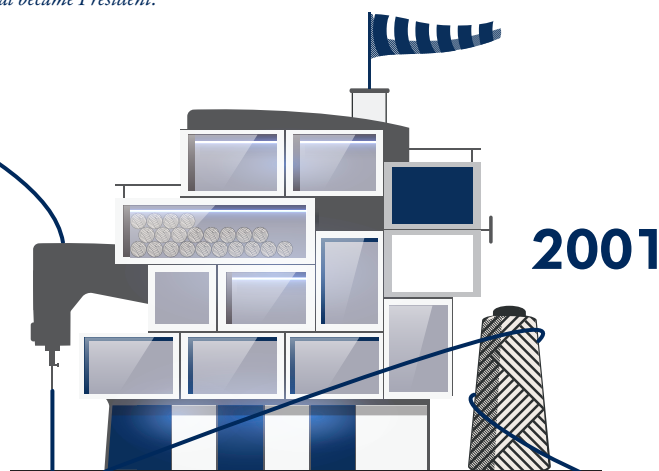
Yannick Duval

As Bernard Bonte and the management want to keep the workshops and the jobs in France, a majority stake in Les Tricots Saint James was purchased by the employees. After Julien Bonte, Bernard Bonte gave up his executive position and Yannick Duval became President.



1994

To keep pace with the business evolution, the new management decided to build new buildings of 4,600 m² and then 11,000 m² in 2001.



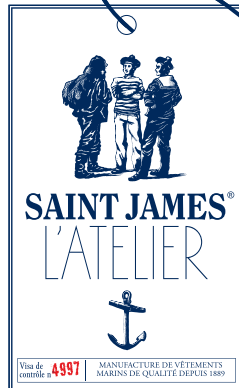
2012

Luc Lesénécal

When Luc Lesénécal became President, the company was a star of the French industry and received the prestigious label «Living Heritage Company» (EPV) rewarding over 120 years of unique savoir-faire.



SAINT JAMES devoted a full line to its basics: nautical sweater, marinière, peacoat carried by their incredible success based on simplicity and perfection.



A LIVING HERITAGE COMPANY (EPV) EMBRACING NEW CHALLENGES

At the helm of SAINT JAMES since January 2013: Luc Lesénécal, former Assistant CEO of the cooperative Isigny Sainte-Mère, and Patrice Guinebault, former Deputy Financial Manager of Tricotés SAINT JAMES. Both men succeeded Yannick Duval and Joël Legendre, respectively President and Chief Financial Officer when the company was sold to senior executives via an LBO (Leveraged Buy-Out) in 2012.

A new takeoff: sweaters and sailors are travelling all over the world, on board duty-free flights in Air France aircraft; partnership agreements are signed with several well-known brands in fashion and textiles.

The new collections and capsule collections - some of which are entrusted to renowned external stylists - SAINT JAMES' know-how is a source of inspiration. In New York, the uniform of the staff of the Bain Club is signed SAINT JAMES. «Made in Normandy» shows up everywhere. The marinière, worn by celebrities, is increasingly trendy.

The company dresses the French Navy, Army, Air Force and the Police. It takes part in major events that it sponsors and supports, like the Best of France exhibition in New York.

SAINT JAMES now has more than 300 employees and around thirty company-owned retail stores, i.e. half of the SAINT JAMES retail network. Five new stores are opened every year.

From 2000 to the present day, the company has been carried by ambition and innovation. The brand is strengthening its position on the French market and developing its international presence. Over 40% of its sales come from abroad: one third in Europe and the balance is equally divided between Asia and North America. China and South America are definitively SAINT JAMES' new and next development objectives.

Surfing on the waves without losing its soul, the brand did not alter its DNA: «Born from the sea».

SAINT JAMES received the label «Living Heritage Company» and remains faithful to its values of authenticity, quality, simplicity and savoir-faire.

Today, the company facilities spread over 15,000 m² of workshops that can be toured; they are contiguous to the shop, the «SAINT JAMES flagship.»



SAINT JAMES



SPREADING OUR WINGS...

350 EMPLOYEES

(250 in the production; 50 in administration, 50 in the shop).

23 KILOMETERS

of wool thread for an 800 gram-sweater.

2 MAIN TRADES

- knitting straight mesh.
- production of nautical sweaters, wool jackets and production of cotton marinières and derivatives.

OVER 1,500 APPROVED RETAILERS

 in France and abroad.

60 SAINT JAMES SHOPS:

Paris, Lyon, Dijon, Strasbourg, Saint-Malo, Strasbourg, Beauvoir-Mont-St-Michel... Shops in Europe, New York, Japan and Korea.

15,000 M² OF WORKSHOPS

in Saint-James in the bay of the Mont-Saint-Michel, in the Manche Département, in the Normandy Region.

2018 - consolidated revenue :

56 MILLION EUROS

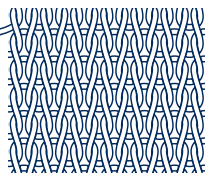
700,000 KILOMETERS

of threads knitted every month (the equivalent of a return trip to the moon).

1,2 MILLION pieces sold/year including 40% exported.

350 SHEEP for the daily wool production.

40% of the revenue comes from exports to Europe, North America and Asia.





BORN FROM THE SEA UNDER A LUCKY STAR

«Born from the sea» and a territory like no other: the Bay of Mont-Saint-Michel. There, SAINT JAMES grew its root and unravelled the thread of its history for over 130 years.

The workshops are located in a protected and precious environment, a few miles away from the bay that surrounds the Mont-Saint-Michel. An island at high tide that is also one of the Wonders of the Western World.

The Mont and its 575 km² bay between Cancale in Brittany and Granville in Normandy offer the designers and stylists of SAINT JAMES an inexhaustible source of inspiration. At the very doorstep of our workshops, the Channel coastline offers an extraordinary combination of different seashores, emotions, colors and incredible lights, ever-changing landscapes, shaped by the ebb and flow of the tides, the highest in Europe, and also the most beautiful.

The sky and the sea, the wind and the sand, the water and the stones, the high tide and the low sea, the moon and the stars... The green color is mixing with gray and blue with ochre. Here, the palette ranges from the color of the skies, the color of the sea and all the colors of Nature.

Moving through quicksand: walking across the bay, between Tombelaine and the Abbey of Mont-Saint-Michel, is like an adventure under the most unique light. There, you discover a strange and beautiful world, populated by myriads of birds and fish. Here, men have built the most beautiful stone and water cathedral, to pray Archangel Michael for his protection.

Here the sea is born. Here lives SAINT JAMES.





Round neck

4 shoulder buttons

SAINT JAMES label positioned on the left sleeve

Straight cut tight fit

Very tight knit, warm and waterproof, protects from wind and cold



THE AUTHENTIC SAILOR JUMPER

We know its story. It tells a story of open seas, rolling waves and powerful tides; it tells the need to escape and discover new horizons. It also tells about the comfort, well-being and warmth of a garment unlike any other.

It is the sailor's sweater as we like it, the authentic and genuine one signed SAINT JAMES, a legacy of yesteryear tradition. Inherited from a time when seafarers went on long and far away fishing campaigns in the North Atlantic Ocean.

The genuine nautical sweater was inspired by the sweaters worn by the fishermen to protect themselves from the weather at sea. Its knitting and its tight fit offer incomparable qualities and comfort: it is warm, waterproof and highly resistant to wind and cold.

It is the iconic garment to go out on the sea, to walk in the city or in the countryside; easy to wear, convenient and chic at the same time. We like it plain, sometimes striped or in several colors constantly renewed.

It is still called a sailor sweater in reference to its fascinating history. No need to go sailing to wear a sailor sweater. It just means a very high quality garment that will resist wear and tear. This sweater has such a tight mesh that it is said to be «waterproof» and has such a tight fit that Norman and Breton fishermen see it as a second skin.

It takes hard work, patience, a lot of precision, extreme care and a real know-how to make a real sailor sweater. It takes no less than 23 kilometers of thread and 18 manufacturing steps to make one. Over 18 seamstresses take part in the production of each sweater for cutting, sewing, checking, ironing... The art of work well done, and in the SAINT JAMES workshops, the workers are the heirs of a beautiful and longstanding tradition.

The genuine and distinctive sailor sweater with its tight knit fabric, four traditional buttons on the left shoulder, tightened cuffs and right base is a legendary sweater. Chic and authentic.



**THE
FRONT**



PRODUCTION STEPS OF A SAILOR JUMPER

KNITTING

The raw material (wool) must undergo a series of rigorous tests before knitting. The body (front and back), sleeves, the neck and the trims are knit separately with a thread coming from the same batch. The size of the panels is stabilized by a steam treatment.

THE FIT

The panels are knit to size and cut, according to templates, based on the specs of the models.

THE ASSEMBLY

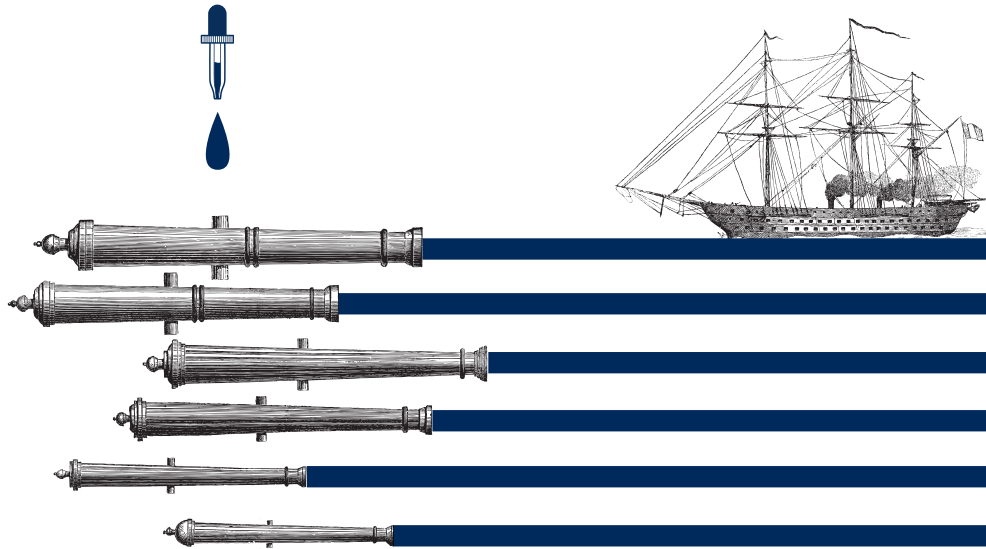
Stitching, overlock sewing, mending all the knitted panels and install accessories to shape the product.

THE FINISHING TOUCH

A strict quality control of each garment precedes the completion of the buttonholes, sewing the buttons and collar label, the «SAINT JAMES» signature.

LA MARINIÈRE :

STORY OF A LEGEND...



It has stood the test of time and eras, resisted trends and fashions and became the absolute reference. A story that began more than a century and a half ago.

In 1858, a military ordinance defined its outlines and characteristics. It was the official uniform chosen to dress the «navy personnel» at the time.

Why designing this type of clothing so unique and recognizable among all with its traditional stripes, 21 white stripes 20 mm wide and 20 to 21 for the blue stripes 10 mm wide? There are several explanations: some say that the stripes were chosen to make it easier for spotting a man who fell overboard. Others say that the number of stripes was set in reference

to the 21 Napoleonic victories in various battlefields...

For the colors, as indigo dyeing was expensive, the alternation of white and blue was probably chosen in the end for cost saving reasons. Another scenario: the blue color was added in the stripes because it was less messy than white!

Sailor garments but not only. The 20th Century marked a real turning point in the history of the marinière, and the trend was towards a democratization of the nautical design. The garment gradually became a favorite of fishermen and pleasure boaters who use it for work or leisure. It is easy and convenient to wear, strong, lasting and natural.

Success was growing: the marinière became a fashion classic bought by intellectuals, artists and leading couturiers. It is everywhere, in fashion shows, under the eye of photographers and on glossy magazines; emulating all generations, covering endless styles: chic, sport, sophisticated, casual, retro-classic, and even rock and roll. Fashion strokes, genius strikes, chic stripes!

Imagination is taking over and the marinière is the perfect illustration of the new state of mind. Anything goes as long as the horizontality of the very stylish stripe - now a given - is preserved. The marinière can be worn with jeans or shorts, sportswear style or chic, yachting style, for a relaxed marine look, combined with a blazer for a «casual chic» that will never go out of style.

To
MAKE A
MARINIÈRE
you need...



THE SECRET OF THE AUTHENTIC SAINT JAMES MARINIÈRE

It is an expert's job, a matter of precision, requiring accuracy, skills and attention. A steady hand and constant control.

A marinière requires 104 cotton flowers, 4,4 kilometres of yarn and a manufacturing process lasting five days minimum. Eleven manufacturing steps are needed up to shipping.

The «Naval» weighs its weight in the history of Tricots SAINT JAMES: 315 grams for each model, it is the iconic marinière of the brand, the symbol of the «French Touch», universal and timeless.

It is fascinating to watch seamstresses working on marinières. A real class act, a perfectly honed technique requiring an undivided attention. The production of a marinière always follows the same path based on a fully controlled know-how: cutting cotton panels, assembling, picketing, overlocking, covering, applying the labels and the logo. Then comes the indispensable and rigorous quality control before ironing.

The whole process requires agile fingers and sharp vision. The marinière, born from the sea, needs tender and loving care!



COCORICO!

WE ARE NOW A «LIVING HERITAGE COMPANY» « Entreprise du Patrimoine Vivant » *Label granted by the French Government*

Since 2012, the company Tricots SAINT JAMES is labelled « Entreprise du Patrimoine Vivant (EPV) » («Living Heritage Company»). An honor as well as a true recognition of its know-how rooted in the Normandy region, the product of a long learning experience that has been lasting for more than a century and a half.

SAINT JAMES, it is a constantly revisited and reinvented fashion story, blessed with a legacy that brings the past back to life while inventing the future... The President, Luc Lesénécal, states it clearly: «Our DNA has not changed since the beginning: what is important is what we do and what comes out of our workshops. We are proud of our past and will not compromise on quality». The acronym «EPV» - Living Heritage Company - sticks to the skin of Tricots SAINT JAMES. It is our history and our

raison d'être. «E» stands for Entreprise, a company where we take risks or control them, where we create value, contribute to the development of the country and create social and territorial links; «P» stands for Patrimoine (Legacy). It is about know-how, authenticity, quality and «V» stands for Vivant (Alive), because we are always moving ahead.

The Living Heritage Company (EPV) label is granted by the French Government to honor French companies with outstanding crafts and industrial know-how. For SAINT JAMES, the label is a tribute to the work done in-house training on some complex knitting, mending and remeshing techniques, among others.

The label awarded in 2012 was renewed in 2019 for another five years period.



THE MASTER KNITTERS OF



We can call them «master knitters» just like Master Glassmakers... Or the art of mastering a legacy and remarkable technique. Knitters are the hosiers managing the knitting machines in all the machine park of the workshops.

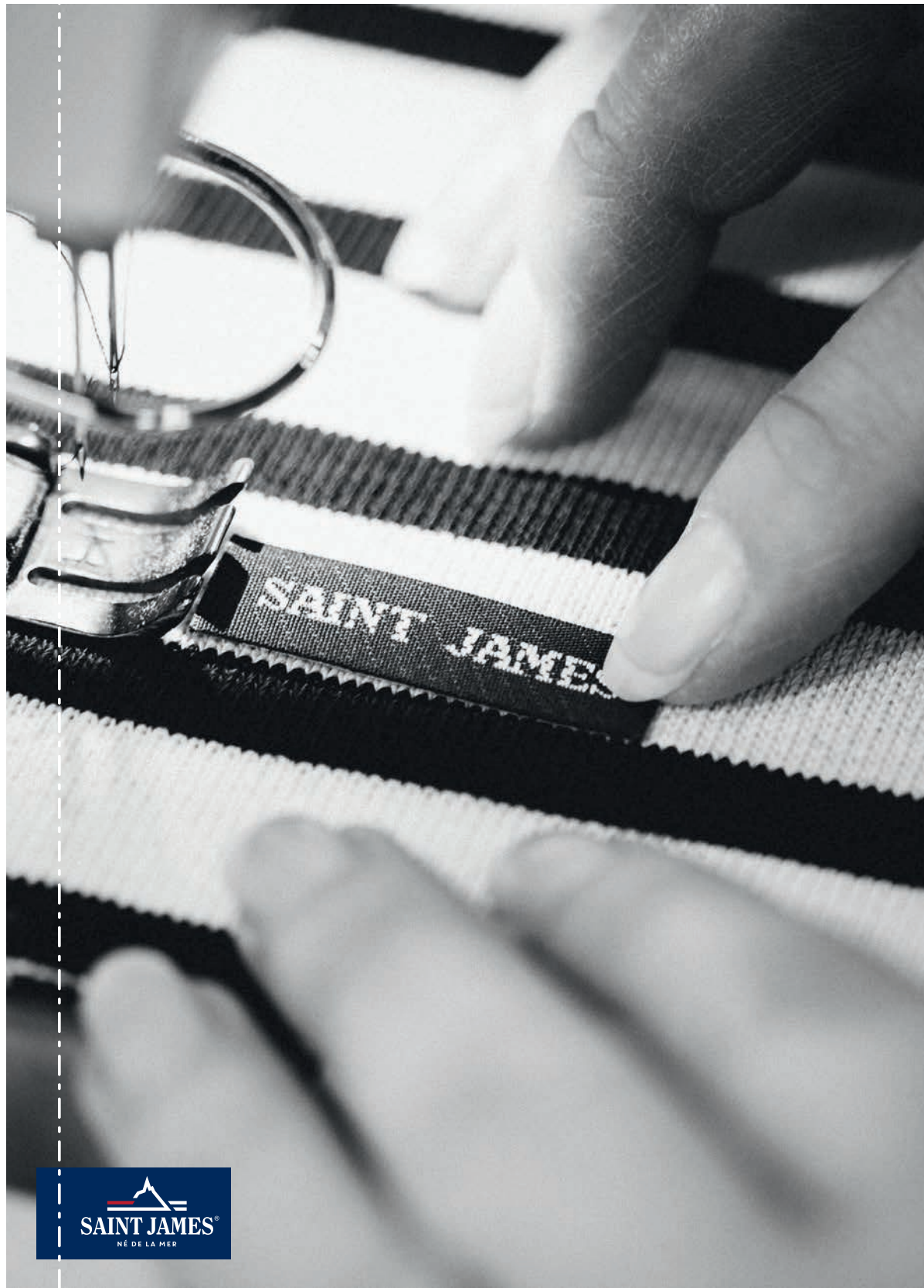
SAINT JAMES has 75 of these machines, it is one of the largest knitting park in Europe. They operate 24/24, 6 days/7. The hosier starts the machine, loads it with thread and adjusts production according to the thread and pattern required.

He checks the quality of the knitting process and then collects and controls the panel when it comes out of the machine. Knitters play a critical role in the manufacturing of a garment. We say that the hosiers, the «master knitters», have the «SAINT JAMES touch».

They can see, at a glance, if the mesh meets the required quality. If they find defects, they identify them with a white tag and send them to the mending workshop. 1,500 knitting stitches are made by the knitting machine in a few hundredths of a second, it takes a sharp eye!

Knitting times for a panel ranges from three minutes to one and a half hours depending on the material, the stitch used, the size and complexity of the pattern. The Tricots SAINT JAMES was among the first to knit standard size panels, a production process that results in a tighter knitting, a better and stronger quality product while reducing the loss of raw materials.

Each month, hosiers supervise the knitting of some 700,000 kilometres of wool thread. It's the same as a round trip to the moon!



THE SEAMSTRESSES

One thing leads to another, at SAINT JAMES the sewing is mostly done by women, who are said to have magic fingers.

Over 100 seamstresses work in the clothing workshop, which is divided into autonomous groups. They are the Good fairies whose daily practice is both an industrial and artisan art of haute couture.

After passing through their hands, the clothes are assembled upside down. Between the beginning of the process and the end of the manufacturing process, eighteen pairs of hands will have knitted, shortened, cut, assembled and ironed the garment. A unique and precious expertise.

Several manufacturing techniques including some particularly complex ones are used:

- the covering, which consists in applying a hem at the bottom of the sleeves and body, using a very elaborate type of stitching;

- the running suture, which - once the stitch is cut - imprisons the edge and prevents any unravelling;
- the stitching itself, a technique which is closest to the family sewing machine;
- the assembly of the panels, the said «Cup», from an especially fine and discreet stitching,
- and the remeshing, knit by knit, carried out on the needles of a crown. The meticulous technique to secure the collar to the neck and body of the sweater consists in folding the collar over the crown to sew it up with a chain stitch.

The mesh is a specificity SAINT JAMES: it makes possible in the end to insure that the knitting remains soft and flexible, thus contributing to a better elasticity when putting on the sweater.





THE SHARP EYE OF THE MENDERS

When watching them, you could imagine them mending fishing nets on the wharf of a fishing port. It is almost the same gesture, the same technique, except that here we're talking about a workshop for the finishing of clothes at the end of the production line. Mending cannot be done on knitting machines. Here, the eyes and manual skills are paramount. An expert's job that cannot be learned at school but within the company itself, after nearly two years of training!

The job of a mender, who deknits and reknits, is unique. Very few people can do it. Away from knitting and garment

workshops, the menders, with their small hooks and illuminated magnifiers, have an eye for everything. They have the critical task of completing special finishes that no machine can do.

The menders are also responsible for tracking down the slightest imperfections, even the tiniest, that may have slipped into the manufacturing process: slip stitches, pulled threads, excess wool or extraneous fibers (straws) from the sheep's wool (spinning).... By dint of patience, rigor and extreme thoroughness, the panels come out of their hands without a flaw.



LIFE-SIZE WOOL!

This is the trademark, signed SAINT JAMES: we knit exclusively pure virgin wool, in other words wool from shearing live sheep. The wool used at SAINT JAMES comes from the southern hemisphere, South America, Australia and New Zealand. Spun in Europe, mainly by Italian spinners, it is delivered in cones to the workshops: before loading the knitting machine, the quality of the yarn is carefully checked.

Made from natural materials, 100% recyclable and biodegradable, wool is «in». It is a «sustainable» product, easy to maintain, requiring little water to wash. Low permeability - hence it is used for producing sweaters, cardigans and Galion peacoats.

It will withstand anything, cold, hot and of course water. Sailors are well aware: wool can absorb more than 30% of its weight without being wet to the touch and without losing its insulation properties. Pure virgin wool, is the guarantee of a high quality of garment.

To knit this natural product, workshops must maintain steady temperature and humidity levels.

In the workshops, groups work on wool and each position has a name referring to the sea: speedboat, frigate, patrol boat, cargo ship, caravel, bisquine, schooner... Ready for boarding?



A MATTER OF STYLE

There are the timeless basics such as the reefer jacket, the Matelot sweater, the marinière, and also the shirts, sweaters, trousers, jackets, cardigans, etc... All the models are renewed and designed for each

of the two annual collections: Spring - Summer and Fall - Winter.

That work is performed by the design team. Their involvement is crucial. With each

season, they are inventing and reinventing new models.

The « stylists' office » is at the crossroads of technology and art. Imaginative skills are combined with the gender and natural material constraints of wool, cotton, linen and the innovative materials of the future.

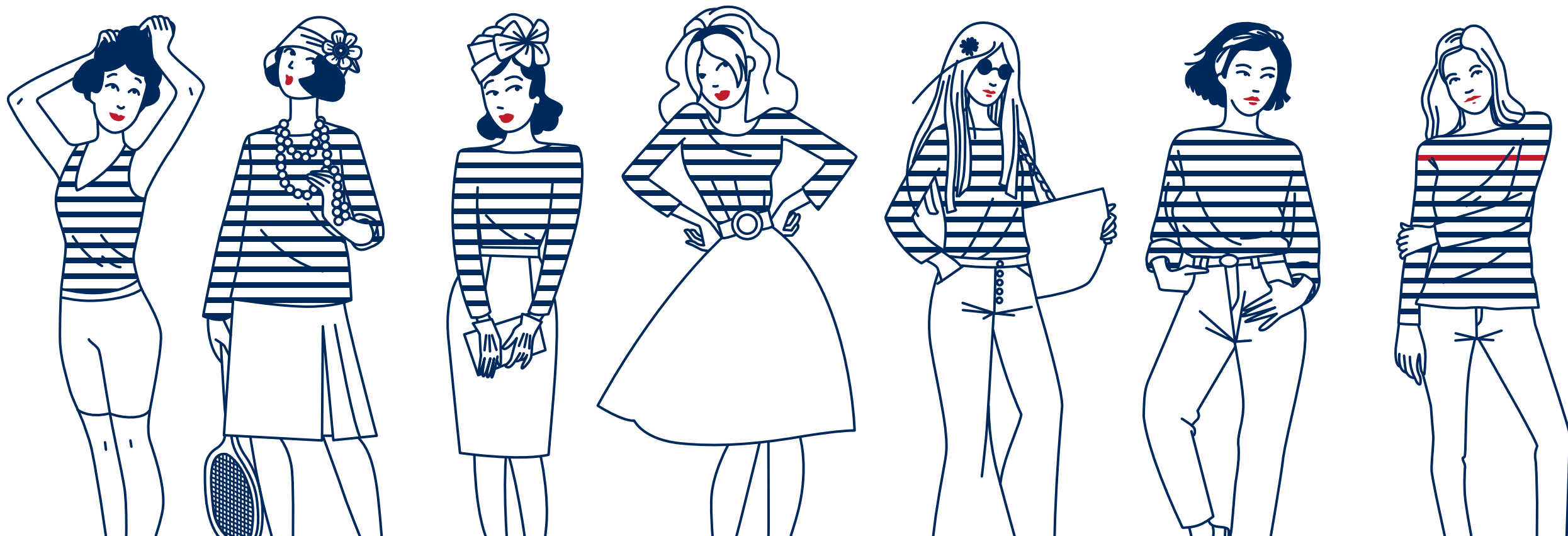
Ongoing research is carried out by all the stylists and knitter teams. They concern materials, threads, assemblies, blends of natural materials or new knitting techniques.

The SAINT JAMES style is easy to spot. « Casual chic », easy-to-wear, comfortable,

just like your own lifestyle and the way you wear your clothes.

Timeless and never out of style, basic and definitely up-to-date in their ever-renewed versions, there are few clothes that embody France like SAINT JAMES on the international stage. Americans, Asia, Japan and Korea are fond of them.

The nautical style is chic, timeless and easy to spot. Our stylists team is proud to promote the SAINT JAMES lifestyle.





VALUES, OUR DIFFERENCES

Our know-how is first and foremost human. It is our contribution to our own ideals.

INDEPENDENCE

Since its creation, Tricots SAINT JAMES protected its freedom and always made sure to act in the common interest of the company and its socioeconomic environment. Today, this independent and open-minded spirit, inherited from its maritime traditions, turns the SAINT JAMES brand as the flag bearer of the Normandy Region.

ENCOUNTER

Like deep sea sailors, we are adventurers fascinated by the sea, curious, open to others, interested in encounters and great adventures. Success comes from encounters and what they bring: exchanges, «coups de coeur», desires for new horizons while remaining faithful to our values. Openness is one of SAINT JAMES values. We are open to others, partners, suppliers, customers... and we try to meet their expectations.

SHARING

With our crew we write a wonderful story. This is what the SAINT JAMES crew

spirit is about: sharing with all those who are working, inventing, innovating and maintaining the right course to the service of the brand. Our know-how is human. That means a lot. That is even the key point.

ACHIEVING

Knitting, crafting, preserving authenticity, originality, creativity and quality to make a difference with our creations. These commitments are the foundation of our daily strategy. Achieving a fate that we can be proud of and that show that we are bound to produce high quality products appreciated by our customers, in line with our maritime legacy. This is our identity.

KNOWING HOW TO BE, KNOWING WHAT TO DO

Turn elegance into an alternative to simplicity. A duality that contributes to strengthen our know-how and interpersonal skills in all our collections. Know-how is a precious asset; just like interpersonal skills: integrity, honesty, respect and transparency are essential to the success of our company.



OUR LANDMARKS

THE START

Mont-Saint-Michel, its bay;
Normandy, its meadows;
the sky, its color palettes

OUR UNIVERSE

The sea, deep sea sailing;
the attraction of journeys and discoveries;
looking for new horizons... the offshore wind

OUR SIGNATURE

Born from the sea

OUR FIELD OF EXPRESSION

From the docks to high street

OUR CARDINAL POINT

Go West, young man!

OUR NATURAL MATERIALS

Wool, cotton, linen....

Our DNA, our story... the yarns that link us

OUR MODEL

Elegant and simple;
a life model... for life

OUR STRATEGY

Creating, inventing, moving forward,
traveling around the world while remaining
faithful to our values and our land.



A STRIPED SIGNATURE

«*What color is your SAINT JAMES?
- Striped...*»

How do you say striped in French, English, Japanese, Spanish, German, Indian, Mandarin? How do you say it in all the world languages? We say... SAINT JAMES, the stripe as an emblem, the banner of a brand whose signature is thus made, known for the quality of its products and the beauty of its models, stylish, elegant and simple. Authentic collections as the fruit of genuine human know-how, the legacy of a living and ancient heritage.

The stripe of the famous marinière, available in multiple iconic versions, is the company's DNA, its trademark. The Matelot's knitwear, the ancestor of the sweater, and the marinière are recognized by their stripes on the body and along the sleeves.

Blue, white, red... and more colors. It's signed, it's a SAINT JAMES, a real one!

Stripes don't project a negative image anymore. It is in fact the opposite, it is synonymous with freedom, adventure, they give a modern and authentic look. They have been adopted by designers, stylists, without concerns for the fashion and the time. The SAINT JAMES stripe is a stroke of genius, a distinctive sign with an unforgettable iodine smell.

It can be written and said in all languages.

An important detail in the signature, the SAINT JAMES stripe spacing is 16mm/8mm.



THE « SAINT JAMES L'ATELIER » COLLECTION

100% virgin wool sweaters, marinières, Reefer jacket.... They all became the stars of the brand, basic and authentic. These models are the DNA of the brand, forever appreciated from generation to generation. The dress-code signs the «SAINT JAMES l'Atelier» collection, is the story of the company since its creation: producing quality sealer garments since 1889. You said it all!

The «SAINT JAMES l'Atelier» collection carries on this sealer fashion tradition with its timeless basics and its ever-renewed collections, while retaining its authenticity with traditional soft and comfortable materials. It is the union between elegance and cool, with the pleasure to be chic in the navy dress-code.

SAINT JAMES®
L'ATELIER





THE BEST ADRESSES

Marinières now fly on Air France. Every day, they take off for far away destinations. When we mention SAINT JAMES outside France, the «Made in Normandy» triggers images that transcend borders.

In New York, Montreal, Tokyo, Osaka, Seoul, Buzan, Shanghai, Taipei and Moscow... as well as around the corner, the SAINT JAMES boutiques and all the approved retailers showcase the brand. Dressing everyone and the rest of the world... to highlight our differences and our open-mindedness, proud of our roots, promoting elegance and simplicity, committed to our independence.

Like all deep sea sailors, looking for human adventures, encounters and discoveries. Like the people who wear our garments, we are citizens of the world: the SAINT JAMES garments are also made for the travelers. They are tough, resist bad weather, are high quality, authentic, committed to their land but prepared to travel around the world.

That is the SAINT JAMES spirit: a cultural exception, a blend of authenticity, simplicity, quality and respect. It's a world that suits us.



PEOPLE ARE TALKING ABOUT US

From Normandy to the other end of the world... Tricots SAINT JAMES are making the headlines and are the subject of numerous newspaper articles around the world, where the brand is widely established or distributed, in the «old» Europe, the United States, Canada, Russia, Japan, Korea, China, Taiwan...

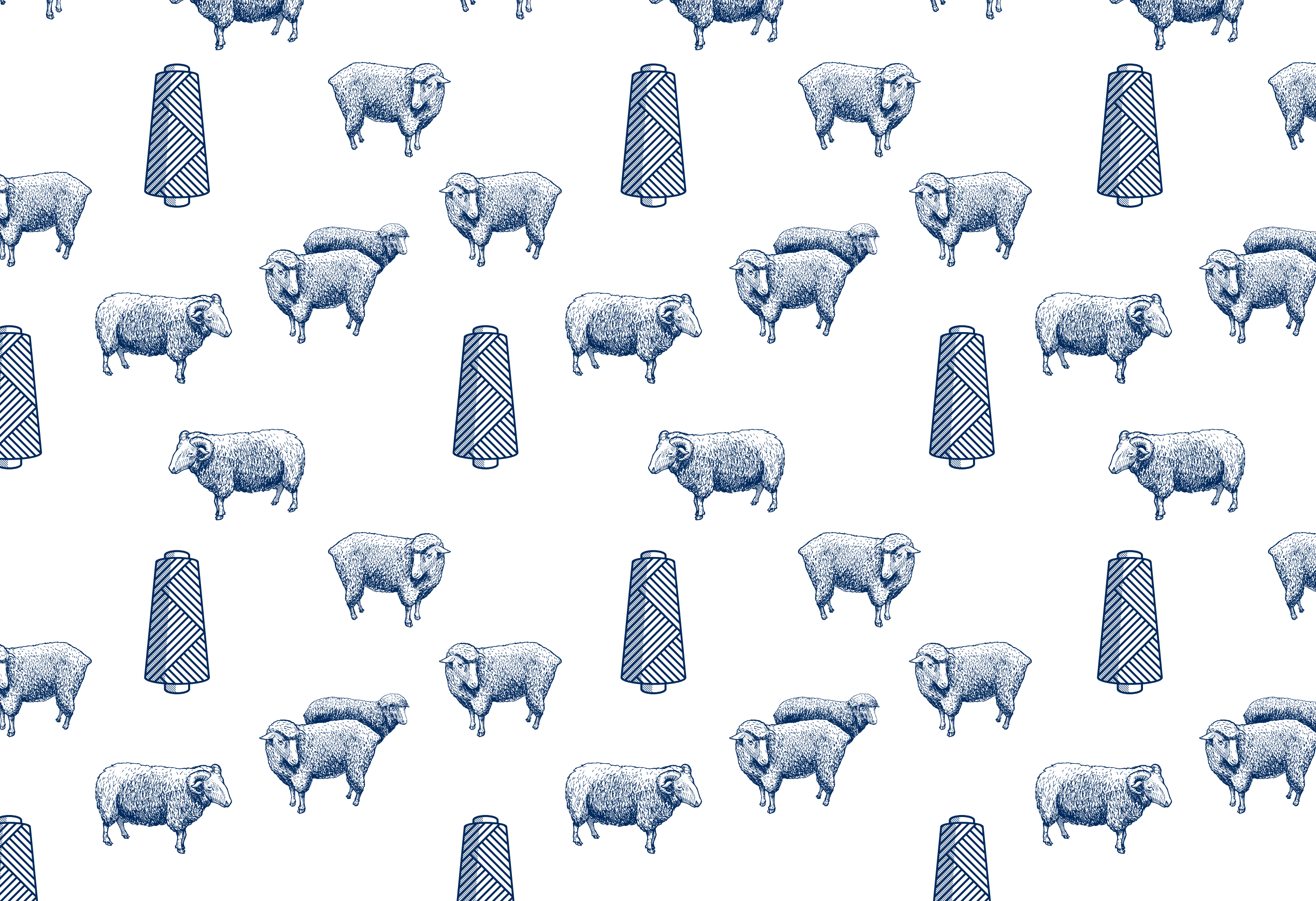
The story of the old factory, the origin of the sailor sweater and the famous marinière, the work of the stylists and all the new collections spark media's interest and curiosity. SAINT JAMES is a brand that people talk about in France and internationally.

Our export sales which are an important growth driver, account now for 40% of the company turnover. SAINT JAMES specificities, the work of seamstresses and all those involved in the production and clothing lines, the research into natural materials, wool, cotton and linen, are among the main topics covered by journalists.

With SAINT JAMES, the whole Normandy becomes known and its story is the epicenter of a tradition and high quality know-how.



S.A.S. TRICOTS SAINT JAMES
B.P.1 - 50240 SAINT-JAMES - FRANCE
Tel. +33 (0)2 33 89 15 60
contact@saint-james.fr - www.saint-james.fr



*« Homme libre, toujours tu chériras la mer »
 («Free man, you will always cherish the sea»)
Charles Baudelaire*

