

La Redoute History Document

History of La Redoute

La Redoute was founded in 1837 when Joseph Pollet, son of a rural family, moved to Roubaix, the capital of the French wool region. There he opened his first worsted spinning operation, while also inventing a number of different manufacturing processes.

His son, Charles, subsequently took over the factory, and in 1873 relocated to Rue de Blanchemaille and Rue de La Redoute. He decided to name the business Filatures de La Redoute (Spinners of La Redoute) after the street in Roubaix where the factory was based.

Launched in 1994, its e-commerce site, www.laredoute.com, is now the top ranked French site for fashion and home decor, with more than seven million unique visitors each month. The company operates in 26 countries and has more than 10 million active customers.

La Redoute is the number one e-commerce business for womenswear in France and one of Europe's largest home shopping organisations. It is also the second largest seller of women's apparel and the third largest seller of linens in France.

A subsidiary of La Redoute Group (formerly Redcats Group) since 1994, La Redoute was sold to Nathalie Balla and Eric Courteille in June 2014.

The UK arm of the business is headquartered in Bradford. Featuring collaborations with some of the most sought-after designers on the French fashion circuit, La Redoute delivers timeless and classic styles. La Redoute also boasts a portfolio of own brand creations that fit and flatter the way only the French seem to know how.