



# Again & Again

## • CRAFT/PROFESSION

Valérie ERRE set up her company AGAIN & AGAIN to market her fabric bags known as “furoshiki”. Traditional Japanese wrapping cloths, furoshiki are used to wrap gifts and objects; the folding technique used to wrap a gift in the cloth is also known as furoshiki. Due to the impressive variety of folding methods used, furoshiki is also called “fabric origami”.

Valérie came up with the idea of combining decorative painting on fabric with the furoshiki technique to create unusual and imaginative bags. To ensure her bags have practical as well as aesthetic appeal, Valérie adds a leather handle to each. The handles are made in France and guaranteed free from harmful chemicals, in keeping with Valérie’s eco-friendly philosophy.

## • BACKGROUND

After her high school diploma, Valérie studied for a Technical Degree in English. When she left university, she worked in a high-end boutique in Noumea where she mastered the

furoshiki method of folding and knotting cloth. She became fascinated by fabric painting after meeting a New Caledonian artist who taught her a variety of painting techniques. Finally, in 2019, Valérie launched her solo career and began decorating fabrics with painted designs to make her own furoshiki.

## • INSPIRATION AND DESIGNS

Valérie has a deep love for New Caledonia and still cherishes her childhood memories of the Oceanian landscapes and seascapes which inspire her art and designs.

