

# HONG KONG TATLER

## The Tatler 10: Olivier Dauchez of Maison D'Auchel

MARCH 2, 2018 By CHRISTIAN BARLOW



The founder of the luxury leather goods company tells us why patience and persistence are crucial to running a successful business

When you walk into Maison D'Auchel's intimate showroom in the heart of Central, it almost feels like you've stepped into another world. To be in the presence of the team of artisans—to see first-hand, the craftsmanship and attention to detail that goes into every a D'Auchel product—is a rare experience in a city flooded with luxury designer brands.

With over 20 years of experience in the luxury leather goods industry, Olivier Dauchez is the brains behind D'Auchel, a brand he founded in 2014 with a mission of bringing quintessentially French products that are luxurious, timeless and effortlessly chic to Hong Kong's shores.



We spoke with the entrepreneur about the importance of quality and why family always comes first:

What does Hong Kong mean to you?

I have called Hong Kong home for over 20 years, and I believe that Hong Kong is the hub of luxury, retail, and style for the Asia Pacific Region and, now the leading market for luxury in the world—so it's no surprise that I started my label D'Auchel in a place so close to my heart.



Summarise your business in one sentence.

Maison D'Auchel is a celebration of French savoir-faire—or know-how, we provide authentic hand-crafted products made from the finest leathers.

What is your proudest accomplishment?

With over 20 years of experience with leather and leather goods, one of my proudest moments was when I founded D'Auchel in 2014. On a personal level, I'm always and will always be proud of my family.



What do you love most about running your own business?

I love being able to create products and make my vision, a reality. I created D'Auchel as a personal mission, to present authentic French craftsmanship, and in this pursuit, I have the pleasure to work with our artisans daily. Sharing my passion with my clients is pure joy!

What advice can you offer budding entrepreneurs?

It's a long journey, do it for the long haul and be prepared for everything. Make sure you love your business but always stay true to yourself and believe in your mission, and success will come.

As an entrepreneur, what do you think sets you and your business apart from the competition?

D'Auchel is one of a kind and doesn't really have a direct competitor in Hong Kong. Everything that we do is unique, in terms of products, leathers, craftsmanship as well as the close relationship with my clients. There are no limits to what we can offer in terms of choice, selection and customization and this is an unparalleled experience.

Where do you find inspiration?

The French Legacy of traditional hand craftsmanship and know how, that has been passed down from generation to generation and is the heritage of my family, which constantly inspires us and I'm humbled to carry the legacy with D'AUCHEL.

Looking back do you wish you had done anything differently?

Not at all! I took the time to be very particular, detailed and demanding during the launch process and I have no regrets.

What's your end goal?

I would love for D'Auchel to be an internationally recognised Maison, known for its handcrafted luxury leather goods.

What are your words to live by?

Anything worth having takes time.