

LIGHT & FRESH

Spring & Summer trends.
Brought to you by Lovely Linen.
Making your life lovelier since 1992.





THE MORE LOVELY LINEN IS WASHED, THE LOVELIER IT BECOMES.

IT'S DURABLE AND NATURAL!

WHAT WE CONSUME SHOULD BE SUSTAINABLE AND DURABLE. LINEN HAS MANY ADVANTAGES WHEN COMPARED TO OTHER MATERIALS. ONE OF THE BIGGEST ADVANTAGES IS THAT IT'S DURABLE AND ONLY BECOMES MORE BEAUTIFUL OVER TIME.

To make linen products we need to harvest, transport and pack the raw material. These are processes that affect our environment. Therefore, we need to put higher demands on our manufacturers and review our own environmental impact.

- Lovely Linen works only with European linen to ensure high quality and appropriate production processes.
- Lovely Linen works only with European manufacturers to minimize the need for transportation and ensure high quality transportation methods.
- Lovely Linen initiated a process to remove all plastic packaging previously used.

Today consumers are more aware of the environmental benefits of linen. This has made linen more attractive and trendy. When we buy linen instead of other materials, such as cotton, we make a better choice for the environment.

ENVIRONMENTAL BENEFITS

- It's long-lasting and therefore reduces consumption.
- It's 100% biodegradable and recyclable.
- It's non-allergenic and antibacterial.
- Linen consumes only small amounts of water during the manufacturing process.
- A limited amount of pesticides is used in the cultivation of flax.
- Linen is a textile made from the fibers of the flax plant, *Linum usitatissimum*. Linen is valued for its exceptional qualities.
- Thanks to the great absorbent capacity of linen, only a small amount of dye is needed when dyeing the fabric.

IT'S FUNCTIONAL! LINEN FABRIC DOESN'T ONLY HAVE A NATURAL AND BEAUTIFUL STRUCTURE, IT ALSO HAS MANY PRACTICAL BENEFITS THAT ARE GAINING APPRECIATION AMONG CONSUMERS.

FUNCTIONAL BENEFITS

- Linen is highly absorbent and dries quickly.
- Linen rejects dirt.
- Linen fabric doesn't create static electricity.
- Linen allows for a feeling of freshness in hot weather and comfortable warmth in winter. This is due to the good thermal insulating properties of linen. When the weather is hot, the temperature between the body and linen is 3-4 degrees below air temperature. When it is cold, the linen fabric carefully stores the body heat.
- Linen absorbs moisture well, releases it quickly, and dries out, which means that linen fabric doesn't "stick" to your body. Air can pass through linen fabric easily, allowing the skin to breathe.

Linen fabric possesses rare bacteriological properties. Linen fabric is a natural antiseptic and kills bacteria, so neither bacteria nor fungus can live on it. It also reduces inflammation. These qualities were observed by people a long time ago when they discovered that wounds dressed in linen healed faster than the ones dressed in cotton. Clothes made of linen helps to get rid of some skin diseases - from common rash to chronic eczema.

HISTORY OF LINEN

Linen fabrics have served humans for approximately ten thousand years. Ancient Egyptians first started using linen to make clothes and bed sheets, which can be seen in rock carvings. Rich people used thin linen clothes and the fabric was also used to wrap pharaoh mummies. Linen clothes were used as a symbol of "purity and light". They were considered pure and served as a guardian for the body of the person who was wearing them. Peasants used home-made linen clothes. In ancient Greece it was a privilege of priests to wear linen clothes.

Later, linen was also cultivated and processed in Northern countries, where it was called the "northern gold" and "northern silk". It was used for clothes, table cloths and bed linens, military equipment and as canvas for oil paintings. In previous centuries linen was considered a "healthy fabric".

Despite having been used for thousands of years, linen, the most ancient fabric, stays forever young. The popularity of linen has not diminished; it is growing every year.

The secret of its popularity lies in the unique and highly valuable qualities of linen fabric.

#SUSTAINABLE



FEELING
BLUE IS OKAY!





Subdued blue tones are your must-have this Summer. What could feel more like Summer if not beautiful blue shades that remind of the sky, the ocean of forget-me-nots?

- And why not add some white stripes to make
- it look even more vibrant? Give it a try, thank
- us later.
- — ■



BEIGE IS THE
NEW WHITE.

Beige, grey, greige and nude. We love these neutral shades. They highlight all the best qualities of linen. Natural, soft and wrinkled, Lovely Linen is here to make your kitchen, living room and home-office look inviting and cosy.



GREEN DAY? MORE LIKE GREEN YEAR ; ..

They say green is the color of hope.
And everyone really hopes this year is
going to be good, or at least better.

- Our green colors help you keep this hope alive.
- Because hope dies last, right?

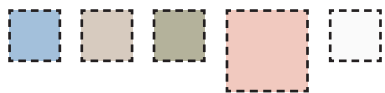




NEW COLOR?
PINK-ISH.



NEW BEAUTIFUL BED SET IN 0345 MISTY SUNSET



! LIGHT & FRESH!
! ..

Our new colors are so gorgeous!
As always, we have been inspired
by the nature that surrounds us.

Beuatiful sunsets and delicious litchi
fruits have come to our minds when
we created this collection.

Hence the color names,
hence the freshness. ■
All cred to the nature. ■





NEW TABLECLOTH IN 0145 LOVELY LITCHI



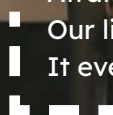


**LIGHT, BRIGHT
AND WHITE?
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This color never goes out of style.
Easy to mix with other colors.
Classical and timeless.

Afraid of stains? There is no need to be.
Our linen is incredibly easy to care for.
It even gets better the more you wash it.





BEACH TOWELS ARE BACK.
LOVELIER THAN
EVER BEFORE.



0145 LITCHI



0162 AVOCADO



0189 NATURAL BEIGE



0196 ALMOND



0197 DARK GREY



Have you missed them? We have! And now, they are making a come-back. Available in 5 carefully picked colors, in a generous size of 145x200 cm, they are here to make you a perfect company this Summer. Made in Europe, of finest pre-washed linen, just like we love it. Practical and handy, they can also be used in the bath, sauna or as a tabecloth.



START RUNNING LATE.
; START SLEEPING IN LOVELY LINEN.
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0141 DUSTY PINK



0178 DENIM BLUE



0197 DARK GREY



0195 LIGHT GREY



0362 HARMONY



0397 DAWN



0879 STRIPE SKY

Our bed linen is not only extremely beautiful, it is also incredibly comfy. We promise you: it will be hard to wake up and leave the bed in the morning.

With different thickness of the fabric depending on collection of choice and a wide range of colors, we have made it possible to pick the right bed set for your bed room.

- Because you deserve a bed room that is one of a kind.





0197 DARK GREY



2089 RUSTIC NATURAL BEIGE & 0898 STRIPE BLACK



0397 DAWN

STUDIES SHOW: EVERY DISH
TASTES BETTER WHEN THERE IS
LOVELY LINEN ON THE TABLE*

*Source: Lovely Linen themselves.

But honestly, who does not want a
stunning-looking table for a fancy
dinner, a home-date or just for
everyday breakfast?

We've got you covered.
Choose between 40+ colors
and find a style that suits you.

■
■ Loveliness overload.
■ ■ ■

MAKING PILLOW
FIGHTS POSSIBLE
SINCE 1992.

A key to an inviting living room?
The answer is easy: pillows.





OH, THESE BLANKETS



Sometimes you just want to wrap up in a blanket, get yourself something warm to drink and simply relax.

Our double-sided wool & linen blanket is already a best-seller. In addition, we have also introduced handy cotton blankets.

A pro-tip: you can use them as bedspreads too!



BC50 STONE



BC89 NATURAL



BC99 OFF-WHITE



TIME FOR A RECAP



- 0174 DUSTY BLUE
- 0178 DENIM BLUE
- 0180 MIDNIGHT BLUE
- 0379 SKY
- 0879 STRIPE SKY

- 0189 NATURAL BEIGE
- 0195 LIGHT GREY
- 0196 ALMOND
- 0898 STRIPE BLACK
- 0389 MEADOW
- 2089 NATURAL

- 0162 AVOCADO
- 0171 JEEP GREEN
- 0362 HARMONY

- 0141 DUSTY PINK
- 0145 LITCHI
- 0345 SUNSET

- 0199 OFF-WHITE
- 0399 CLOUD
- 2099 OFF-WHITE

MORE ON:
WWW.LOVELYLINEN.COM



+46 44 10 90 34

■ INFO@LOVELYLINEN.SE

■ WWW.LOVELYLINEN.COM



Lovely Linen®