



SPRING & SUMMER 2023

Lovely Linen®

[WWW.LOVELYLINEN.COM](http://WWW.LOVELYLINEN.COM)

















## MISTY EDGE

- TIMELESS STRIPES -

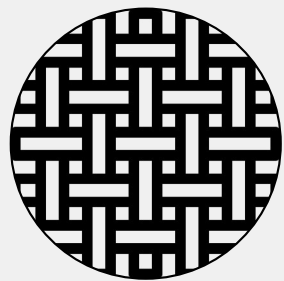
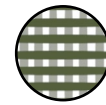
100% EUROPEAN LINEN  
CLASSIC STRIPED LOOK  
GORGEOUSLY SOFT FEEL



## MISTY SQUARE

- KEEP YOUR STYLE IN CHECK -

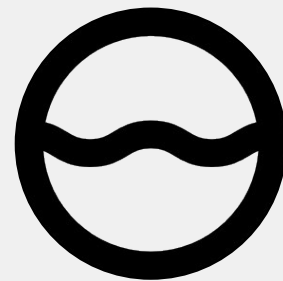
100% EUROPEAN LINEN  
INTERESTING CHECKED PATTERN  
GORGEOUSLY SOFT FEEL



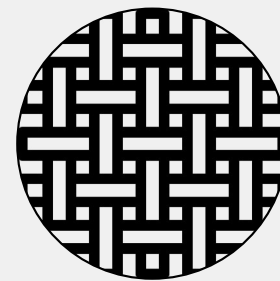
WEIGHT: 190G/M<sup>2</sup>



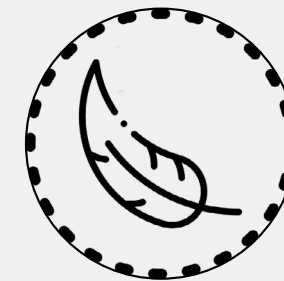
LIGHT & THIN



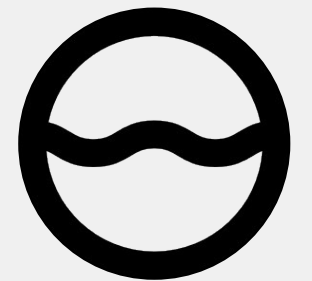
EASY TO CARE FOR



WEIGHT: 190G/M<sup>2</sup>



LIGHT & THIN



EASY TO CARE FOR



TABLE LINEN



BED LINEN



TOWELS



CUSHIONS

MIX WITH:

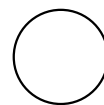
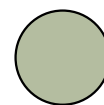
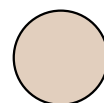


TABLE LINEN



BED LINEN

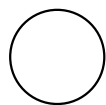
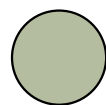
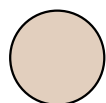


TOWELS



CUSHIONS

MIX WITH:







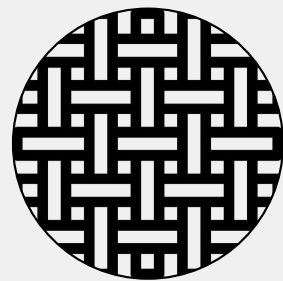
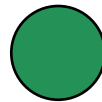
# LOVELY MOJITO

- A BOLD CHOICE -

100% EUROPEAN LINEN

VIVID & TRENDY

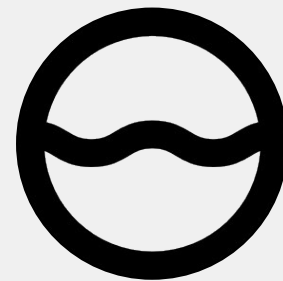
STONE-WASHED



WEIGHT: 260G/M<sup>2</sup>



SUSTAINABLE



EASY TO CARE FOR



LINEN ABSORBS WATER BETTER THAN OTHER MATERIAL WHICH MAKES IT A PERFECT CHOICE FOR KITCHEN AND BATH TOWELS.

LOVELY LINEN DRIES QUICKLY, TAKES LITTLE SPACE AND IS SOFT AND TENDER TO YOUR SKIN.

CHECK OUT OUR WIDE RANGE OF KITCHEN, BATH AND EVEN BEACH TOWELS TO FIND YOUR FAVOURITE ONE!



NAPKINS

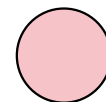
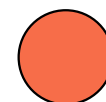


TOWELS

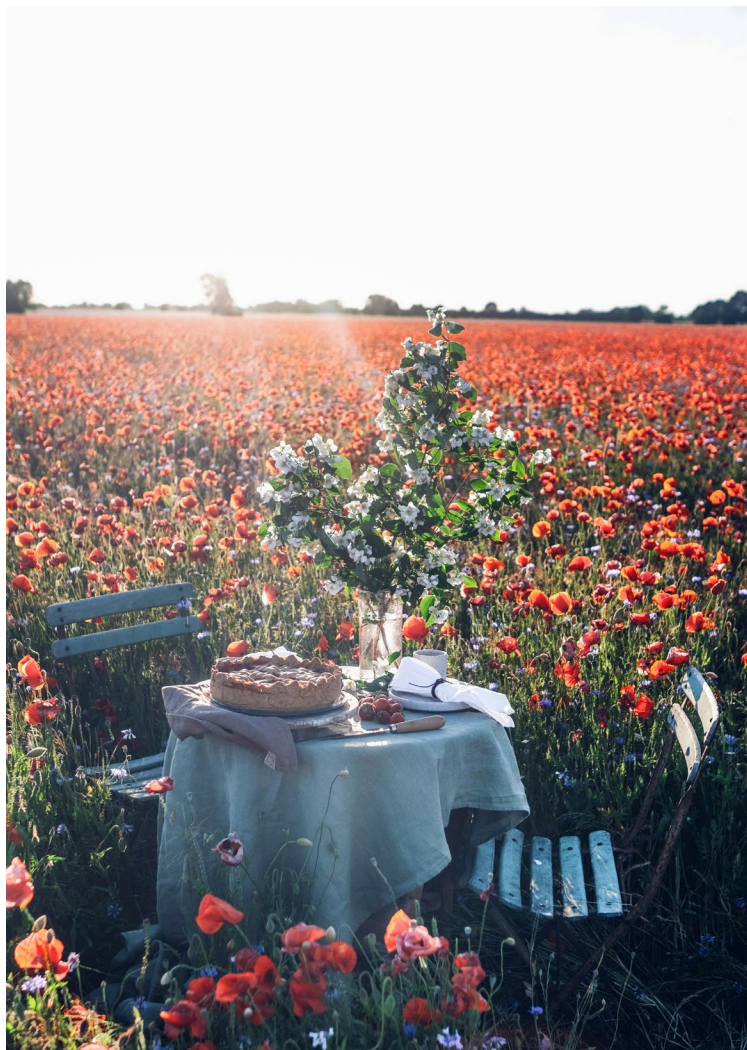


CUSHIONS

MIX WITH:







LINEN IS ONE OF THE MOST ECO FRIENDLY FABRICS IN THE WORLD. IT'S MADE FROM FLAX THAT NEED A LOT LESS WATER AND CHEMICALS TO CULTIVATE.

THE MORE YOU SLEEP, LIVE IN AND WASH YOUR LOVELY LINEN THE SOFTER AND MORE BEAUTIFUL IT BECOMES.

THAT'S WHAT WE CALL A SUSTAINABLE CHOICE. AND A BEAUTIFUL ONE!





## BEAUTY IN STRENGTH!

NOT ONLY IS LINEN GORGEOUS, IT IS ALSO INCREDIBLY STURDY HANDLING THE DEMANDS OF DAILY LIFE BEAUTIFULLY.

ITS RESISTANCE TO WEAR AND TEAR WILL MAKE IT A FAVORITE IN YOUR HOME YEAR AFTER YEAR.

AND IT'S ALSO SURPRISINGLY EASY TO CARE FOR!

# 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.

## 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.

## 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.

**SUSTAINABLE  
BEAUTIFUL  
FUNCTIONAL**





@LOVELY.LINEN

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AND REQUEST A LOGIN:

[B2B.LOVELYLINEN.COM](http://B2B.LOVELYLINEN.COM)

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