LOVELY LINEN
est. 1992
FOR RELAXED LIVING
A LITTLE WRINKLE IS A GOOD THING
THE LINEN MAKER

A SEASON OF EFFORTLESS BEAUTY

SPRING & SUMMER 2025

Welcome to Spring & Summer 2025 – a season of effortless elegance and natural beauty. Inspired by sunlit mornings and soft, airy fabrics, we introduce new shades and textures to elevate your home.

This season, we embrace the warmth of linen with Lovely Vanilla – a timeless hue that brings softness and sophistication to every room. Discover our latest arrivals and classic essentials, designed to make everyday moments feel truly special.

LOVELY VANILLA

A fresh take on neutral sophistication – meet Lovely Vanilla.

This soft, creamy shade blends effortlessly into any interior, adding warmth and serenity.

Available in towels, bedding, and table linen, it's the perfect choice for a light and airy home.

WHEAT WARMER

Our new wheat warmer is crafted from
pure linen and filled with natural wheat
– perfect for soothing warmth on chilly
evenings.

**THE NEW WHEAT WARMER
A MUST-HAVE FOR COSY COMFORT**

LOVELY AVOCADO & LITCHI

Your favorites, now available for the bedroom!

Our bestselling colors, Lovely Avocado and Lovely Litchi, are now introduced as duvet covers and pillowcases.

Enjoy the comfort of linen in hues that bring nature's beauty into your home.

100% EUROPEAN LINEN
STONE-WASHED
WITH A SOFT WRINKLED STRUCTURE

+10

THE TABLE

Gather, share, and celebrate – every meal deserves a beautiful setting.

Our linen tablecloths, napkins, and runners bring effortless elegance to any occasion, whether it's a casual breakfast or a grand dinner.
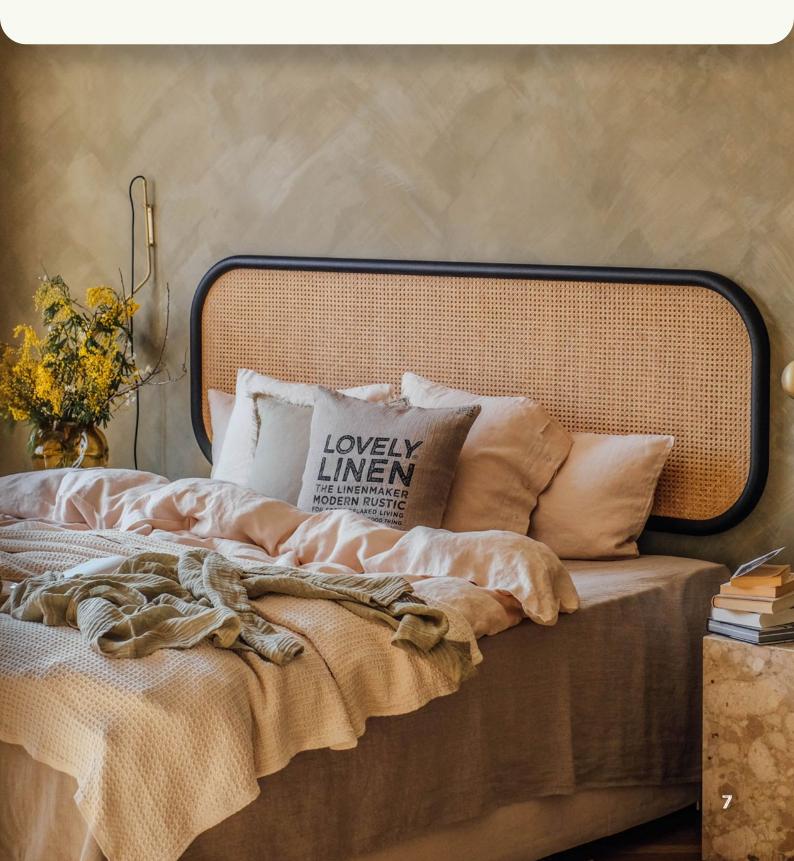
Soft textures, timeless colors, and natural charm – because the best memories are made around the table.
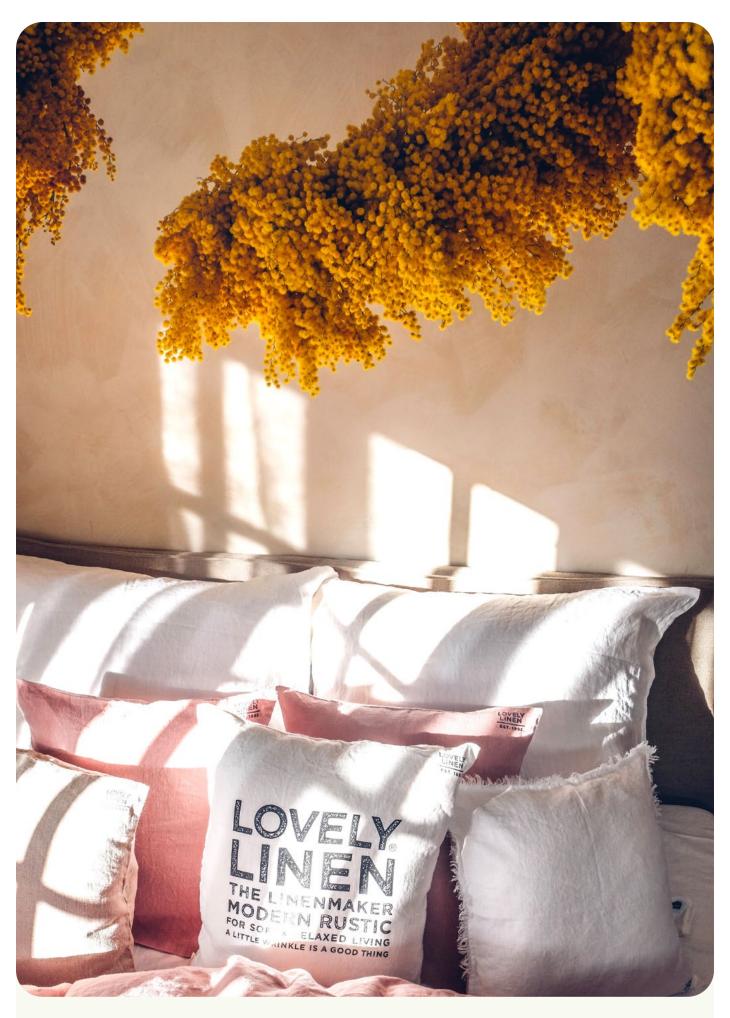
THE BEDROOM

Sleep in softness, wake up refreshed.

Our pure linen bedding is designed for ultimate comfort, naturally breathable and beautifully textured. With every wash, it gets softer, making your bed the perfect place to unwind.

Choose from classic hues and seasonal shades to create a dreamy retreat.

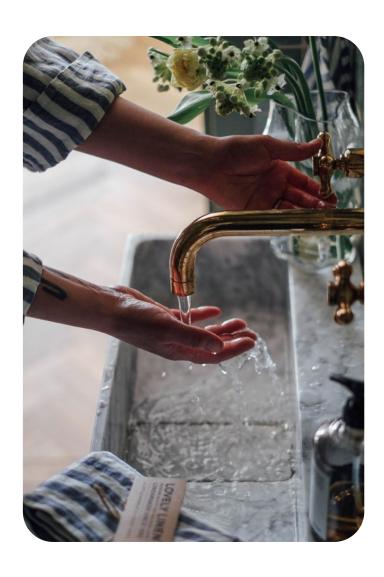Naturally breathable, irresistibly soft – sleep better in linen.

THE BATHROOM

Everyday rituals, elevated.

Wrap yourself in the softness of linen with our lightweight, quick-drying towels. Naturally absorbent and beautifully textured, they bring a touch of luxury to your daily routine.

Complete the look with our soft linen kimonos, absorbent hamam towels, and stylish bathroom mats – designed for both comfort and elegance.
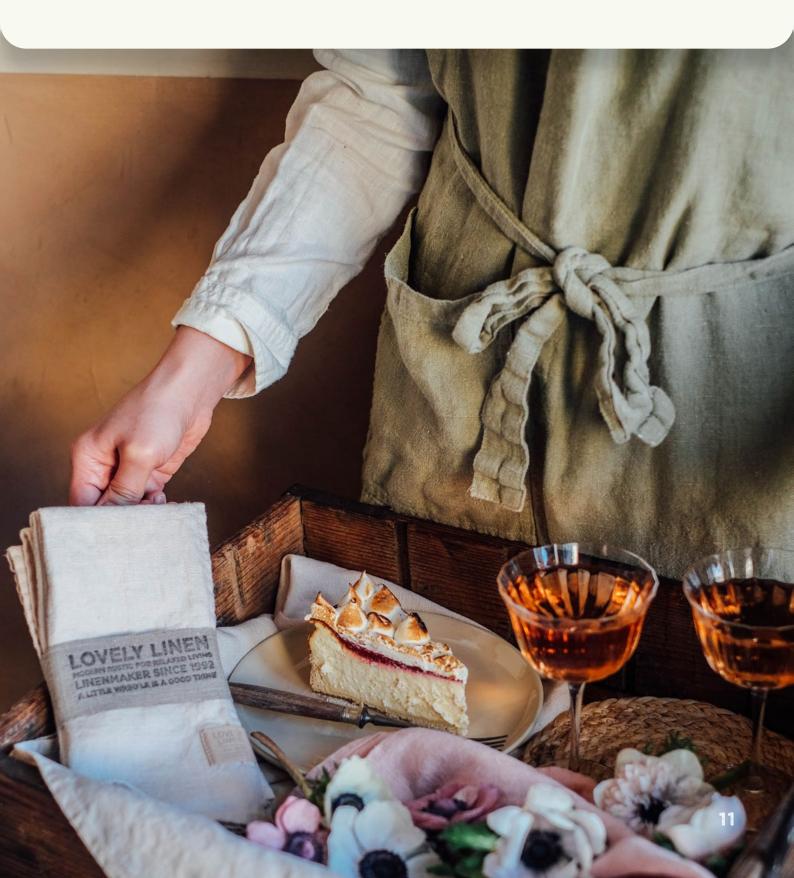
Step into a world of quiet luxury.

The bathroom is more than just a space—it's a retreat, a place to unwind, refresh, and start anew. Wrap yourself in the airy comfort of a linen kimono, feel the softness against your skin, and let the morning unfold at its own pace.
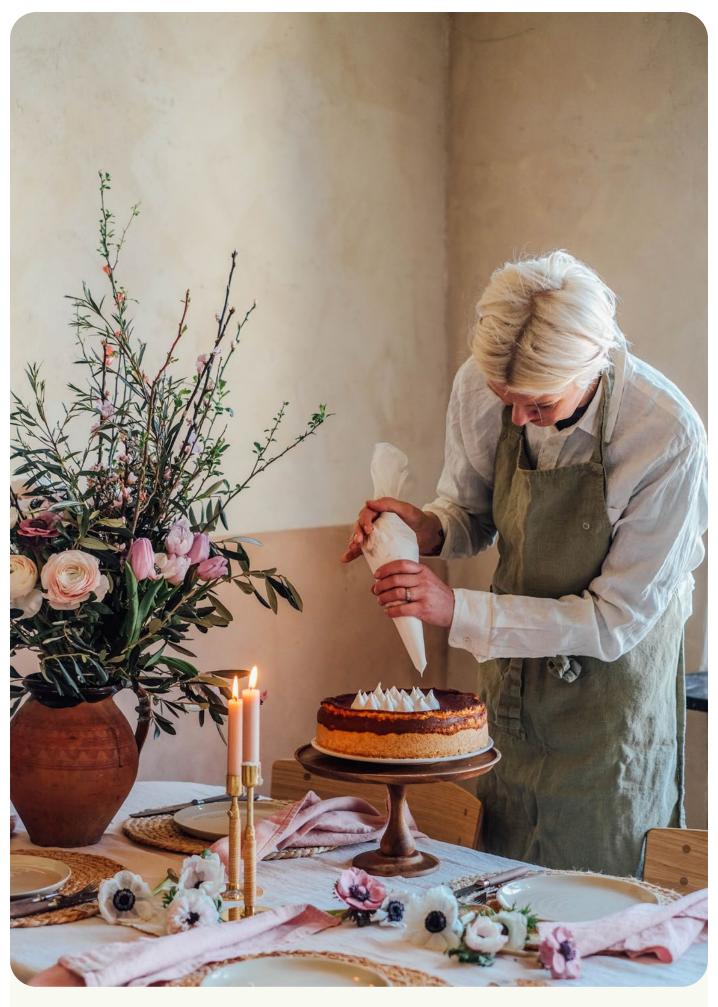
THE KITCHEN

The heart of the home deserves the best.

Whether you're preparing a slow Sunday breakfast or hosting a lively dinner with friends, the right details make all the difference.

Our linen aprons and kitchen towels are designed to bring both function and beauty to your everyday moments.

Cook, create, and stay stylish – linen aprons for every chef.

CUSHIONS & BLANKETS

Layer, mix, and relax in style.

Our linen cushions and blankets add warmth and texture to any space, perfect for creating a cozy and inviting home.

Whether you love muted neutrals or bold accents, our collection offers endless possibilities for effortless styling.

THE NEW FLOWLY BLANKET
AFFORDABLE AND BEAUTIFUL
AVAILABLE IN THREE GORGEOUS COLORS

CURTAINS

Let the light in, beautifully.

Our linen curtains bring a sense of calm and elegance to any room, softly filtering natural light while adding warmth and texture.

The perfect balance between privacy and openness – designed for a home that breathes.

FIND AN AGENT NEAR YOU:
WWW.LOVELYLINEN.COM/AGENTS

VISIT OUR B2B-SHOP:
B2B.LOVELYLINEN.COM

SUPPORT:
WWW.LOVELYLINEN.COM
INFO@LOVELYLINEN.SE
+46 44 10 90 34

LOVELY LINEN
est. 1992
FOR RELAXED LIVING
A LITTLE WRINKLE
IS A GOOD THING
THE LINEN MAKER

Lovely Linen®