



LinenMe

Your story
told in linen

PRESS RELEASE



LinenMe Add New Colours to their Already Extensive Range

Known for the quality of their linen homewares, LinenMe also stock one of the largest ranges of colours internationally. And they've just added four more shades.

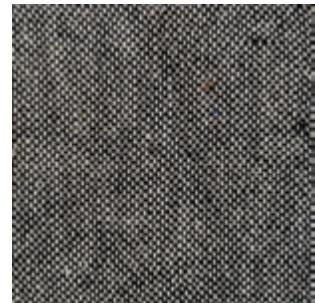
Renowned around the world for their reasonably priced, expertly crafted sumptuous linen homewares, LinenMe have added four new colours to their already extensive stone washed linen range. Now stocking a total of 38 different colourways, from muted neutrals to swathes of coral and pistacchio, there's a shade for every interior and every wardrobe.

Stone washed linen is supersoft and gets better with age, making it a beautiful fabric for bedroom textiles and clothing. Thanks to the naturally charming creases there's no need for ironing, which means it's a great no-fuss fabric for everyday use, whether you're curling up in bed or hosting a family gathering. Now you can choose exactly the right colour to complement your decor or to spark off a whole new look. There's something for minimalists who want a calm, pared-back aesthetic; and for those who love a bold splash of gorgeous colour.

The recent additions to the colour range are Moss Green, Natural Rhomb, Silver Rhomb and Natural/ Black Rustico. With this amount of choice you're sure to find the colour you want, in every product from cushion covers to curtains, and nighties to napkins.



A



B



C



D

LinenMe New Colors 2019 AW:

- A. Moss Green
- B. Rustico Natural Black
- C. Rhomb Silver
- D. Rhomb Natural

Also in Trends Sea Blue and Steel grey



LinenMe - part of Maison&Objet Sustainable program



Green is more than just a colour

Regular exhibitors at Maison&Objet, LinenMe are delighted to have been chosen as part of the specially curated visit itinerary of exhibitors who demonstrate a commitment to sustainability. The criteria for selection for the Sustainability itinerary are: sustainable procurement, a 'less is more' approach to reducing waste, and showing respect for fellow human beings and the environment.

As well as finding inspiration for colours in Nature, LinenMe try to reduce their impact on the environment at all levels of production. They use green energy for production and reuse offcuts of fabric in handwoven placemats. Linen is a sustainable fabric, requiring fewer resources to grow and process than cotton, and it's biodegradable too, meaning less landfill waste. As the home textiles and fashion worlds slowly wake up to the need to improve their eco-credentials – fast fashion is responsible for more emissions than all international flights and shipping combined – brands like LinenMe are ahead of the game.

About LinenMe

LinenMe bring three generations' worth of know-how to their business. European-grown linen benefits from the mild, damp climate along the coastal areas, which produces the finest flax. Understanding how best to grow and harvest this flax, and the optimum ways to process and work linen cloth means LinenMe produce top quality, well-cut, considered pieces for everyday life. Working with a combination of traditional hand looms and modern technologies, these new colourways are part of an expansive range of high quality textiles. Making homes look even better across over 60 countries internationally, their linewares offer comfort, subtle style and great durability in a wide selection of colourways.

From flax field to finished product, LinenMe's meticulous design process and exquisite hand stitching ensure that each piece is a potential heirloom, to be passed on to be enjoyed by generations to come. With every item produced to order, customers get a luxe-feeling bespoke service at great prices. Sustainable, simple and stunning: and now in even more colours, too.

Introducing a new collection of wool throws

Not only do LinenMe create sumptuous linen textiles, they also offer a range of fabulous wool throws for the ultimate in coziness and home comfort.



If you would like high res images, further information, expert comment or if you would like LinenMe to assist with samples for shoots, please contact:

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