



Press release September 2019

Maison & Objet Paris Fair (Hall 4, stand F 48) from 6th to 10th September 2019

BONDEN HOME TEXTILES BRING NATURE HOME

- made of the purest Nordic natural materials and natural dyed with the wild plant shades of the North



Novelties at Maison&Objet: Contemporary crafted Finnish lamb wool home textile qualities for every season of the year

In the Northern part of the world we have a heritage of nomadic lifestyle where versatility, natural aesthetics and practicality were essential properties that made living possible in harsh conditions. Having limited resources, it was vital to make everything respecting nature. We have brought the same properties to Bonden products, creating harmony of living, easiness and a lasting style that combines easily with different interiors, no matter whether modern or traditional.

Finnish lamb wool is used almost year-round in the variable climate conditions of the North. By combining the knowledge of our local spinners, weavers and designers we have turned this traditional material into versatile textiles that can be used throughout the year. At Maison & Objet 2019 we will bring novelties of Finnish lamb wool textures to cover the needs of different seasons by combining wool with other natural materials that are functional by nature, such as natural linen and organic cotton.

When designing the textures, we pay great attention to the organic and sensorial qualities. For us eco-luxury isn't just about sustainable production but also about bringing nature's touch to the skin by using different structures. With sustainable design, tactile texture of the fabrics and non-toxic materials our home accessories reconnect our senses with nature. Bonden brings nature home.



Holistic approach –from waste to contemporary crafted luxury

Bonden Nordic Naturals home textile collection shows our holistic approach towards the materials. Our products are dyed using plant colours, as we want to avoid using toxic industrial chemicals. On top of that, our whole production process takes place in Finland, starting from spinning the yarn. Finnish lamb wool is also an example of using resources wisely: approximately 50-80% of Finnish lamb wool is thrown away as waste - despite it being ecological, natural and non-toxic material with good properties.

For more information, please contact:

Kati.hienonen@perhosvaikutus.com

Tel: +358 50 5709133

bonden.fi