



LAPUAN KANKURIT

way of living

FROM THE WEAVERS OF GOOD LIFE

no 14
AW 22-23

MASTERS
OF
LINEN®
100% MADE IN EUROPE

YOUR PERSONAL COPY TO TAKE HOME AND ENJOY FOR LONG



Front cover:

SHAKKI blanket

130x180cm, col. beige-olive-white
cotton-merino wool
design Ida Korsström

< & back cover:

TERVA towel

85x180cm, col. black-cinnamon
washed linen-Tencel-cotton
design Team Lapuan Kankurit

close to nature and each other

Nature is our never-ending source of enthusiasm and inspiration. You can see this in the harmonious colours of green and brown of our autumn collection, and in our patterns which display the many animals and shapes of the forest. The JÄKÄLÄ series designed by **Saara Obele** has been inspired by our harsh Nordic nature, whereas KUUTAMO, also designed by Saara Obele, celebrates the beauty of lights and shades of a nocturnal forest.

Our closeness to nature also shows clearly in our product development. The colour palette of nature will soon have an even greater impact on our design when we start using natural dyes for dyeing wool. In the future, many of our wool products' beautiful shades of yellow, blue, and brown will come straight from nature itself.

To us being close to nature means not only a sustainable production, but also living a life in balance with nature and other people. In her gardening article **Stella Harasek** shows us how fascination with nature can stem from your own backyard and tending to it. In your own garden you can get closer to nature and admire the wonders of growth every single day.

Loving nature also means preserving and respecting it.

Katja Löönen who creates the nature embracing pictures of Lapuan Kankurit tells us about her own relationship to the forest, and how important it is to protect natural biodiversity. In autumn the evenings grow darker and the air cooler, but the beauty of nature remains full of wonders no matter the time of year. Go closer, observe, and be inspired by nature.

Wishing you all an enjoyable autumn,



*Jaana and Esko Hjelt
Fourth generation weavers*





*through
the eyes of
tradition*

Text Jenna Suomela Photo Katja Löönen



1



2

Katja Löösönen has worked with Lapuan Kankurit for nearly 13 years as a masterful storyteller through her words and pictures. Originally hailing from the countryside of eastern Finland, she left the bustling life of Helsinki behind to relocate in the coastal city of Vaasa, the regional capital of Ostrobothnia. She has come to enjoy and appreciate the area, especially the Ostrobothnian way of living and being.

People here care about one another and have a very sure sincerity about them qualities which I also recognize in Lapuan Kankurit itself.

Katja traces her roots deep into the Finnish Karelia, well known for its rich folklore and tradition. She finds her heritage to be an important part of her selfhood, both in her professional and private life.

I do feel a responsibility to protect and uphold not only our folk religion and traditions but also our native forests and their biodiversity, Katja says.

Nature is an intrinsic part of our culture. And personally, I do believe in the holiness of nature itself. To me it seems strange how distant nature has become for many something to pay for and travel to over a holiday when it could be something present and near in the everyday life.

Her core philosophies and beliefs are an essential part of her work as well.

I enjoy working with companies whose values and ideals match with mine, says Katja.

This is one of the reasons why I've enjoyed my time with Lapuan Kankurit so much: we share the values of sustainability, respecting our legacies as well as nature-focused and nature-appreciative living. There is something very true-to-life and authentic about Lapuan Kankurit and the work they do, something that reaches past the surface.

The sentiment of values is echoed by the owners of Lapuan Kankurit.

I take great pride in the fact that I've been surrounded by a group of people who dedicate themselves to Lapuan Kankurit marketing with utmost joy, professionalism and passion. The secret to our long-standing partnership with Katja is definitely in our shared values and way of thinking. She always seems to know just what we are looking for in our photos and has brilliant ideas. Katja has a near-magical ability of bringing nature and its ambiance palpably to us through her work, says **Jaana Hjelt**.

In every story Katja has created for Lapuan Kankurit we are invited to perceive the world through her eyes the view anchored in deep-rooted heritage, steady values and a tangible affection for the Finnish forests and their many myths.

I adore my line of work. It is humane and appreciative at its core. You do not have to strive for something perfect, but rather for something genuine and captivating, Katja says.



Previous spread **UNI pocket shawl** 60x170cm + fringes, col. olive green, 100% wool, design Team Lapuan Kankurit

1/ **AALLOKKO** towel 95x180cm, col. linen-blue, 100% washed linen, design Reeta Ek

2/ **KASTE** robe col. linen, 100% washed linen, design Anu Leinonen

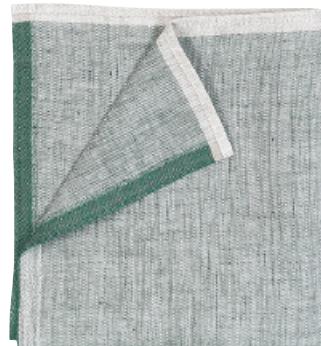
USVA towel 95x180cm, col. linen-yellow, 100% washed linen, design Anu Leinonen





JÄKÄLÄ towel
48x70cm col. white-olive
100% washed linen, design Saara Obele

KISSANPÄIVÄT towel
46x70cm col. white-dark grey
linen-bio-organic cotton, design Matti Pikkujämsä

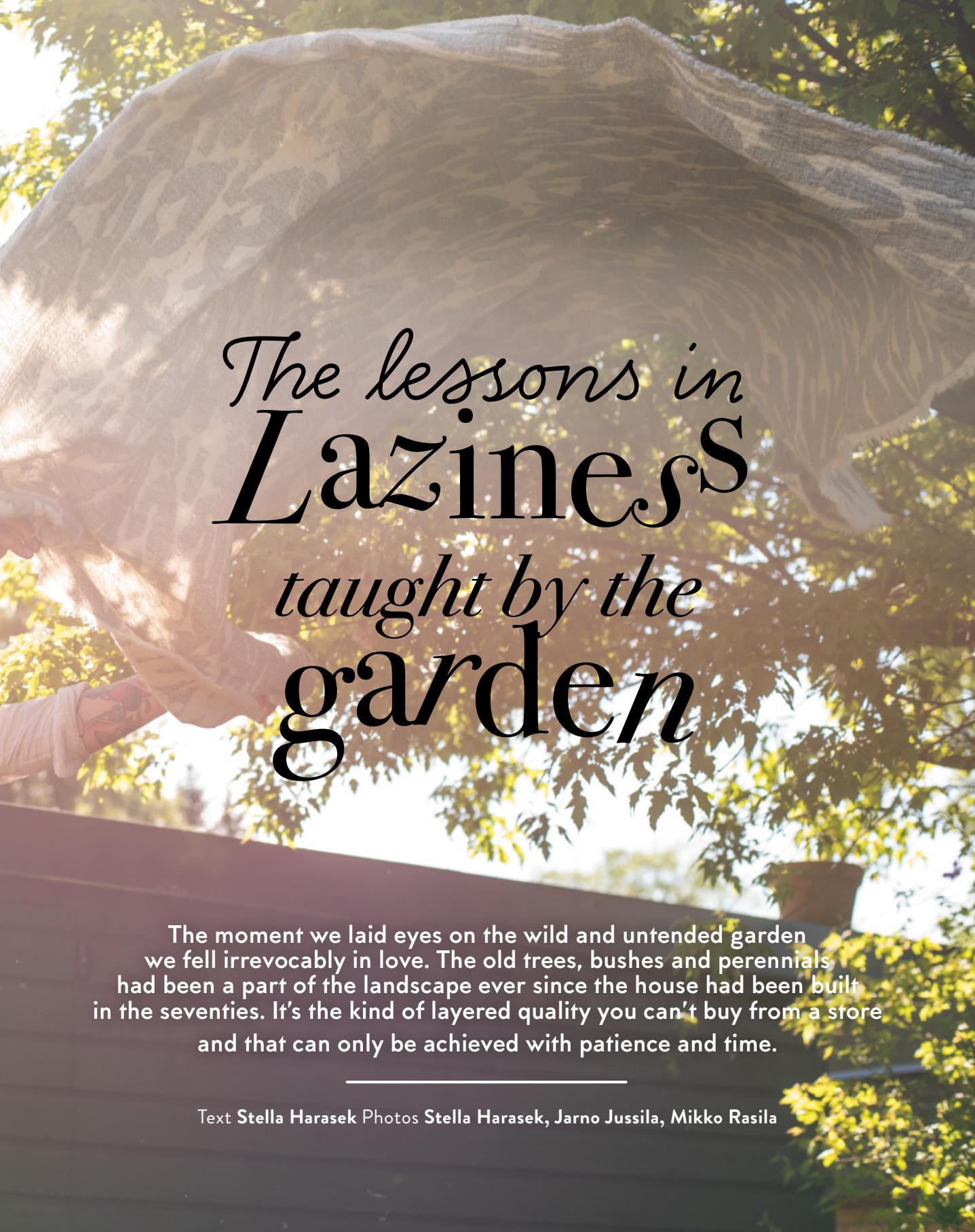


AAMU napkin
48x48cm, col. aspen green, 100% linen
design Team Lapuan Kankurit

AAMU tablecloth
150x260cm, col. cinnamon, 100% linen
design Team Lapuan Kankurit

←
VILLIYRTIT tablecloth/blanket 150x200cm, col. white-olive, 100% washed linen, design Matti Pikkujämsä
DUO towel 48x70cm, col. cloudberry-linen, 100% washed linen, design Elina Helenius





The lessons in Laziness taught by the garden

The moment we laid eyes on the wild and untended garden we fell irrevocably in love. The old trees, bushes and perennials had been a part of the landscape ever since the house had been built in the seventies. It's the kind of layered quality you can't buy from a store and that can only be achieved with patience and time.

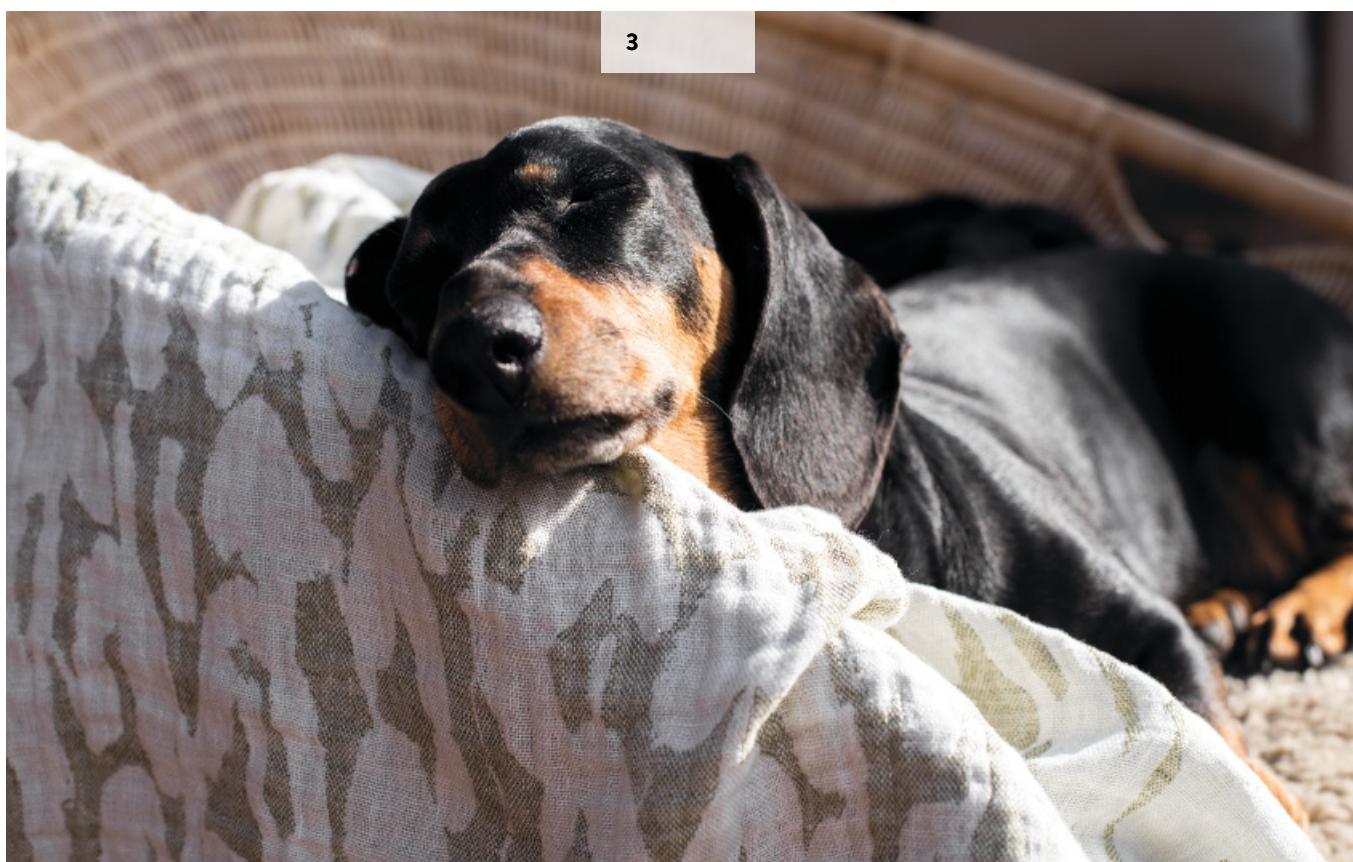
Text Stella Harasek Photos Stella Harasek, Jarno Jussila, Mikko Rasila



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The atmosphere reminded me of a secret garden in a nostalgic resort village. An atmosphere that, to me, seemed to suggest a more resort-like and relaxing living. It seemed to me that, living in a place like this, life itself would become more easygoing and relaxed.

We made massive renovations in the ramshackle apartment while trying to preserve as much of the original surfaces as we could. Luckily, we were able to spare the old oak-paneled ceiling and most of the original oak parquet. We also kept the old folding doors, which at first were considered hideous by everyone else. Now they garner only admiration, and no wonder – they fit seamlessly with the architecture and the atmosphere.

The garden itself has been left to its own devices for now. This is due to a tip we received from those in the know: before making any major changes yourself, it's wise to first observe the garden's own way of living. To see what grows from the ground and when things bloom. What a lesson to learn for two impatient people, that sometimes the best thing you can do is to do nothing. In my mind, the secret garden is teaching us how to be lazy and enjoy the moment instead of always living in the ideas and hopes of the future.

You can tell that, once upon a time, the garden was tended to with great love and care. The groundwork is immaculate, everything has been carefully thought through. Even though the garden has not been maintained in many years, the flowers still bloom one by one in the same exact order as they always have.

My absolute favorite plant is the enormous rhododendron growing under the window of the dining space, with its ambient shadows cast both inside the house as well as on the terrace. The last rays of the setting sun filter through its branches during the evening.

I also adore the azalea, the early summer's blossomer; the Amur maple which dresses in red during the autumn, as well as the small

Japanese succulent garden, which is rather sympathetic in all its disrepair.

The small yard has brought more to our lives than we ever could have guessed. It feels like an additional room which opens in the springtime with the melting of the snow. Every activity we can, we do outside: drink the morning coffee, eat lunch, read books, cool off after sauna. If it's raining, we achieve all of this under the awning. Sometimes I even write under its shade.

The dog sisters adore the yard at least as much as we do, most likely considerably more. They sneak around amidst the ferns, romp on the lawn, play together and chase after balls. Lolling in the sun is the favorite pastime for them both. In a way, I do think we chose this home with them in mind specifically. They enjoy the yard equally during the winter: last spring Jarno made a great labyrinth for them in a snowbank.

Other animals that enjoy our garden include birds, squirrels and lazily buzzing bumble bees. I could spend hours just sitting there and watching them go about their lives. There is a rather hideous old birdbath in the garden, which has proven too popular among our feathered friends to get rid of.

The outdoor furniture consists of only flea market finds, as does most of the furnishing in general. We have a great affinity for wood, rattan and other natural materials, which only improve in use. The patina of time and use should shine through. High quality textiles such as linen only become more beautiful with each wash.

We do not plan our interior design in painstaking detail, but rather choose items that catch our fancy and trust that, in some magical way, they will all come together in the end. This brings out the most unexpected and mirthful of contrasts. I have a particular appreciation for objects meant for utility but designed with taste. When the things we use daily please the eye enough, there really is no need to spend surplus time doing actual decorating.





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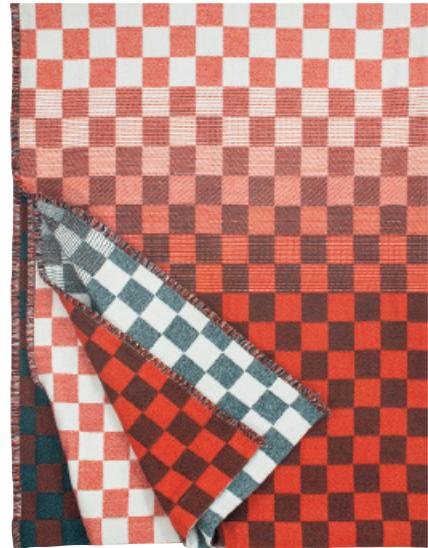


2



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KOLI scarf

60x220cm + fringes, col. beige-cinnamon
100% merino wool
design Team Lapuan Kankurit

UNI pocket shawl

60x170cm + fringes, col. dark red, 100% wool
design Team Lapuan Kankurit

SHAKKI blanket

130x180cm, col. green-red-white
cotton-merino wool, design Ida Korsström



1/ **KOLI scarf** 60x220cm + fringes, col. beige-cinnamon, 100% merino wool, design Team Lapuan Kankurit 2/ **LEWA towel** 48x70cm, col. grey-bordeaux, 100% washed linen, design Mifuko 3/ **JÄKÄLÄ towel** 95x180cm, col. white-cinnamon, 100% washed linen, design Saara Obele **AAMU tablecloth** 150x260cm, col. gold, 100% linen, design Team Lapuan Kankurit

willow

onion

woad

red onion

Natural dyes put finishing touch to sustainable production

Dyeing with natural, plant-based dyes

is a long-time Finnish textile tradition. However, apart from traditional knowhow, industrial-scale natural dyeing also requires production development such as new recipes and creating a whole new dyeing process. Lapuan Kankurit is ready to face the challenge of the industrial use of natural dyes.

Lapuan Kankurit is aiming to include the usage of natural dyes as a part of their production cycle. CEO **Esko Hjelt** says that using natural dyes strengthens the sustainable thinking at Lapuan Kankurit. In addition to plants such as woad, surplus from the food industry, like onion skins, can also be used for dyeing.

We want our production chain to be as natural and organic as possible. Using natural, Finnish dyes is one step towards this goal. The process will, however, take time to implement: at first the natural dyes will primarily be used in a few of the upcoming Finn sheep wool products.

The natural dyes will be developed in cooperation with the plant dye supplier Natural Indigo Finland. The recipes have been developed with **Riikka Räisänen**, docent at University of Helsinki, and **Eeva Piesala** from Piiku Oy, who has a long expertise in Finn sheep wool dyeing. She has made the actual dyeing trials for Lapuan Kankurit.

Riikka Räisänen, who is the leader of the BioColour project at University of Helsinki, says that variations in shade and a certain liveliness are characteristics of natural dyes. The colour

extracted from plants often depends on where the plant has grown and on other qualities of the plant, such as its age and the strength of the bark for example. On an industrial scale where the changes in colour should be under control, this might prove a challenge, says Esko Hjelt.

All these factors including the quality requirements of small scale industrial-production, such as the light and colour fastness, must be taken into consideration. This requires careful planning of the entire production process from plant collection to finishing, says Esko.

The construction of Lapuan Kankurit's own wool spinning mill and finishing line also supports the use of natural dyes. Esko Hjelt says they have also made dyeing samples on linen, but that wool is by far the best natural fibre for natural colourants

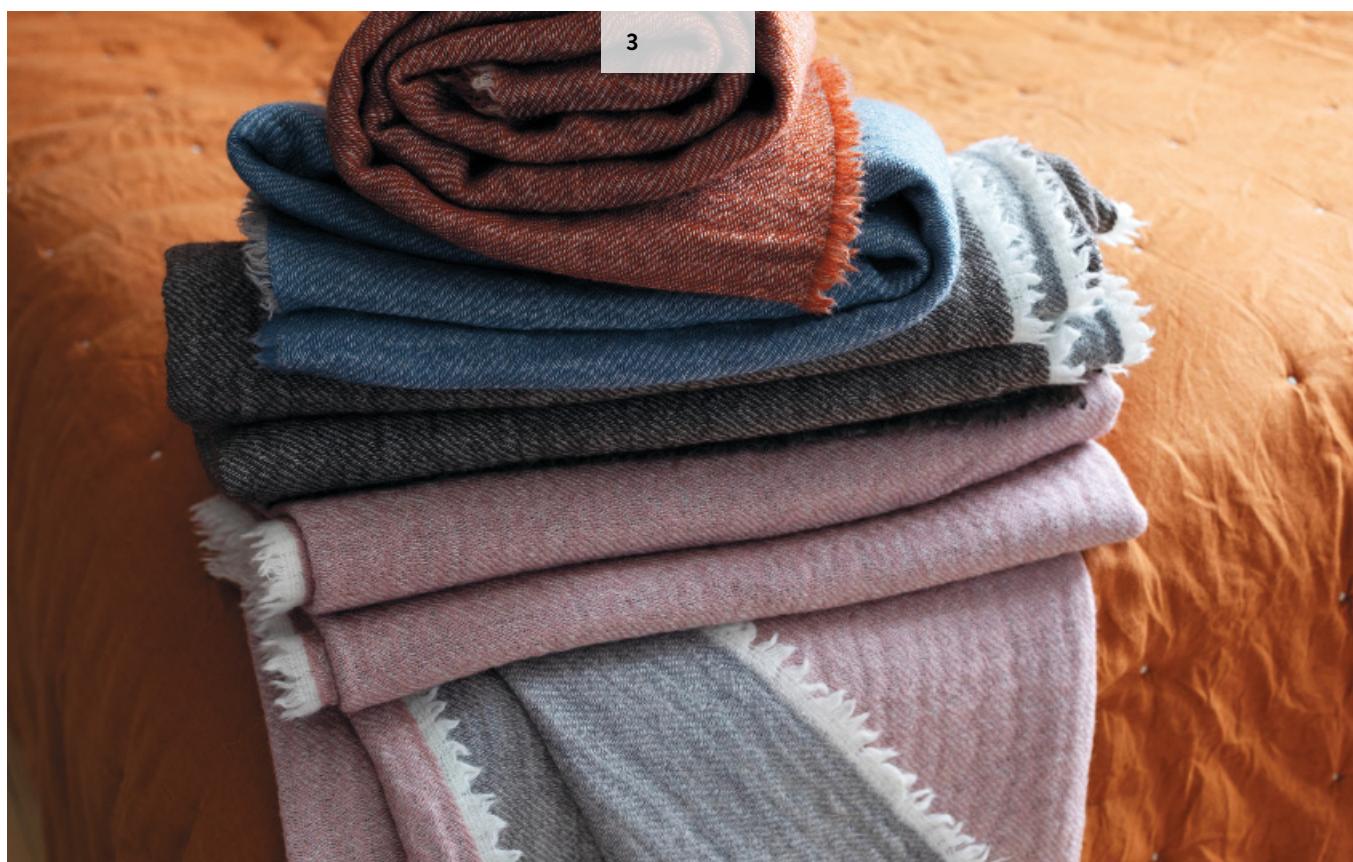
With our own production line we are able to produce an unlimited number of different shades, when we spin and weave the yarns ourselves. This also means huge possibilities for the product design, Esko adds.



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>
MERI sauna hat
col. white-black
linen terry
design Team Lapuan Kankurit



SADE sauna pillow
20x46cm, col. white-olive
linen-bio organic cotton
design Aoi Yoshizawa



<
JÄKÄLÄ sauna pillow
20x46cm, col. white-olive
linen-bio organic cotton
design Saara Obele

JÄKÄLÄ sauna cover
46x150cm, col. white-olive
linen-bio organic cotton
design Saara Obele

2/ VILLIYRTIT towel
95x180cm
col. black-linen,
white-olive & blueberry-
cinnamon
100% washed linen
design Matti Pikkujämsä

3/ DUETTO blanket
140x180cm + fringes
col. cinnamon-beige,
blue-beige, bark-grey &
rose-grey
100% wool
design Team Lapuan Kankurit



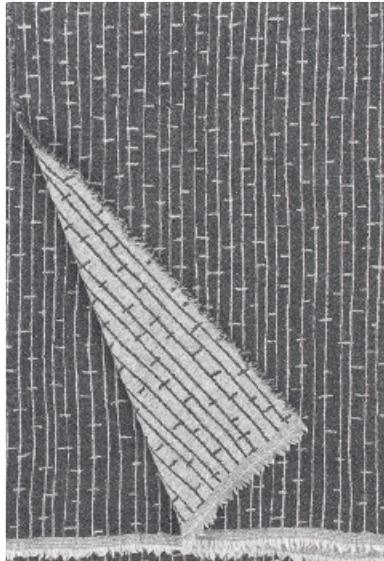
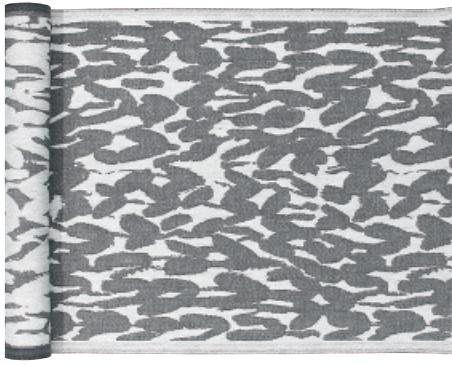
MARIA pocket shawl
60x180cm + fringes, col. grey-green
100% wool, design Team Lapuan Kankurit

JÄKÄLÄ towel
95x180cm, col. white-linen
100% washed linen, design Saara Obele



Weavers'
choice
of towels





JÄKÄLÄ sauna cover
46x150cm, col. white-grey
linen-bio organic cotton, design Saara Obele

METSÄ blanket
140x180cm, col. dark grey
merino wool-wool, design Tong Ren

JÄKÄLÄ sauna pillow
20x46cm, col. white-grey
linen-bio organic cotton, design Saara Obele

PAUSSI towel
48x70cm, col. white-grey
100% washed linen, design Elina Helenius



TERVA towels 65x130cm and 85x180cm, col. white-olive, washed linen-Tencel-cotton, design Team Lapuan Kankurit

Meet some of us

Behind every Lapuan Kankurit product stands many textile production professionals. Our weavers' decades of experience, our rising stars and sales professionals make sure that our work always results in new innovations and award-winning products – the best textiles in the world.

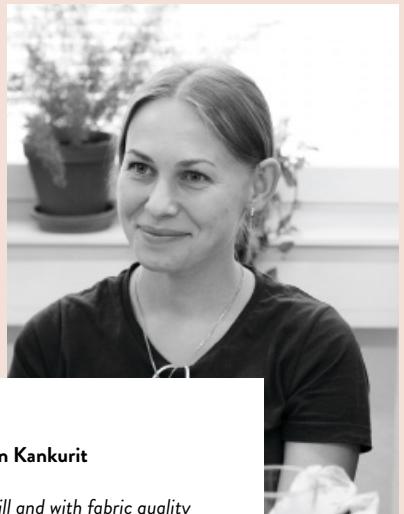


A NNA

Production manager • 9 years at Lapuan Kankurit

Usually, my day starts with the morning round in production. I plan the looms and their products, and together with my production assistant I make sure that the quality assurance, finishing, washing, and logistics are in order. I spend a lot of my days in the office in front of a computer, but I also stop by production several times a day. What I like most about my job is my lovely colleagues. A great working atmosphere helps me keep going in the toughest of situations! In my free time I like to exercise as much as possible.

My favourite product is the WATAMU series, especially in the Bordeaux colour.



O LESYA

Weaver • 10 years at Lapuan Kankurit

I work both in the weaving mill and with fabric quality assurance. I like all kinds of jobs. I check the quality of different fabrics, search and fix any faults. My free time I spend with my family. We travel a lot. We also often go bathing and ramble in the forest. I also like to read.

My favourite products are the TERVA large towel and KASTE bathrobe.



J

JOHANNA

Helsinki Store manager · 5 years at Lapuan Kankurit

No two days are the same as customer relations bring many joys and challenges. What I like most about my job is working in an aesthetically appealing environment with nice colleagues. I spend my free time with friends and family, preferable outdoors, and enjoy making meals and cultural expeditions together with them.

My favourite product out of many is the TERVA bathrobe.



J

UHA-MATTI

Maintenance professional · 4 years at Lapuan Kankurit

Usually, my day includes repairing, maintenance, and adjusting the weaving machines. No day is like the other, it's a very versatile job. I spend my free time with my family. My hobbies include exercising, fishing, and hunting.

My favourite product is the SAARI towel.



H

ILKKA

Textile finishing · 14 years at Lapuan Kankurit

I'm retired but still work part-time with fabric quality assurance and finishing when needed. I like that in my job, you see the result of your efforts. My free time I spend with my grandchildren and outdoors.

My favourite products are the TERVA towels and wool blankets.

M

MERJA

Textile finishing · 3 years at Lapuan Kankurit

I work in the weaving mill, mainly with fabric quality assurance and finishing. I like that my job is versatile, and I get to move about a lot. In my free time I do furniture upholstery and go to open-air dances.

My favourite products are the WATAMU towel.



KOLI scarf

60x220cm + fringes, col. beige-green,
100% merino wool, design Team Lapuan Kankurit

KUUTAMO blanket

130x180cm + fringes, col. green-cinnamon,
cotton-merino wool, design Saara Obele

MARIA hot water bottle

2 liters, col. grey-white, 100% wool
design Team Lapuan Kankurit

SOINTU blanket

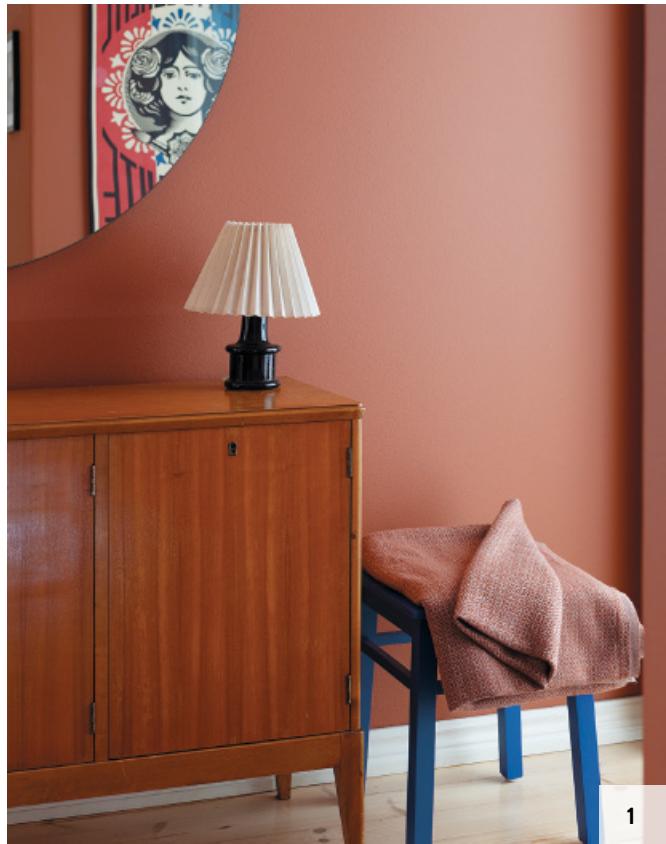
140x180cm + fringes, col. red-cinnamon, 100% wool
design Helmi Liikanen

1/ **KOLI blanket** 135x170cm + fringes, col. beige-cinnamon, 100% merino wool, design Team Lapuan Kankurit

2/ **KUUTAMO blanket** 130x180cm + fringes, col. beige-cinnamon , cotton-merino wool, design Saara Obele

3/ **JÄKÄLÄ blanket** 140x180cm + fringes, col. white-green, 60% merino 40% wool, design Saara Obele

4/ **KISSANPÄIVÄT blanket** 130x180cm, col. cognac-white, 100% wool, design Matti Pikkujämsä



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ONLINE MOST WANTED:

TANHU blanket

140x180cm + fringes, col. green-white
60 % merino 40 % wool
design Elina Helenius

ONLINE STORE

Our online store has all of our great products, but it also gives you a peek into the real workings and the people behind Lapuan Kankurit. Take a look at some detailed information on the designers, materials, our weaving mill and the production of our lines at www.lapuankankurit.fi

Get inspired and share your own thoughts, photos and ideas about our products using our hashtag **#lapuankankurit** on Instagram. Browse through our lifestyle image gallery and our brochures to help you become inspired.

Subscribe to our newsletter to stay abreast with our latest news, special offers, events, and new products.

To consumers we ship to the following countries:

Austria, Belgium, Denmark, Finland, France, Germany, Great Britain, Italy, Luxembourg, the Netherlands, Norway, Poland, Sweden and Switzerland.

Register as BtoB customer to order your business gifts online:
www.lapuankankurit.fi/en/business-gifts

TOKYO MOST WANTED:

VILLIYRTIT tablecloth/blanket

150x200cm, col. linen-bordeaux
100% washed linen
design Matti Pikkujämsä

TOKYO OMOTESANDO STORE

Lapuan Kankurit and their long-term distributor opened their first flagship store in Omotesando, Tokyo in the beginning of October 2019.

The fresh Scandinavian decoration in the Tokyo store displays Finnish materials and colours. The light wood and concrete are accompanied by Finnish furniture.

In the concept store, monthly events are arranged at which the products, history, production and designers of Lapuan Kankurit are presented, along with Finnish lifestyle and culture. In the flagship store you will also find other Finnish lifestyle products.

Omotesando Store

5-13-12 1F, Jingumae
150-0001 Shibuya-ku
Tokyo, Japan
Tel +81 3 6803 8210
info@lapuankankurit.jp
www.lapuankankurit.jp



OUTLET MOST WANTED:

VIIRU scarf

35x220cm + fringes, col. grey
100% merino wool
design Elina Helenius



HELSINKI MOST WANTED:

JÄKÄLÄ blanket

140x180cm + fringes, col. white-brown
60% merino 40% wool
design Saara Obele

LAPUA OUTLET STORE

Our outlet store at the cultural centre, Vanha Paukku in Lapua opened in October 2015 and is designed by Japanese IMA Design. It is an open spacious store full of charm with an interesting history as the Lapua Ammunition factory (Lapuan Patruunatehdas) resided in the building until a dramatic accident in 1976.

The former factory today houses a number of shops, museums, a 200 seat Alajoki auditorium, meeting rooms, restaurants, a theatre, the Lapua Art Museum and library.

In summer it is possible to hop on a river cruise with the local ferry, which takes you through the area's history.

www.vanhapaukku.fi

Lapua Outlet Store

Kulttuurikeskus Vanha Paukku
Vanhan Paukun tie 1
62100 LAPUA, FINLAND
Tel. +358 50 527 57 28
myymala@lapuankankurit.fi
Mon-Fri 11 am–6 pm, Sat 10 am–3 pm
Check website for Christmas opening hours
www.lapuankankurit.fi

HELSINKI STORE

In the heart of Helsinki, between the Helsinki Cathedral and the Market Square lies our Lapuan Kankurit flagship store. It is nestled in the Tori Quarter, a unique Empire style area downtown just a few minutes from the Central Railway Station and other notable landmarks.

We have combined traditional Finnish elements with Japanese minimalism to create a light infused and peaceful environment in our completely renewed Helsinki Flagship store.

Locals and Tourists of Helsinki are now able to enjoy their new "living room". In the space, you can enjoy Finnish textiles, flip through design, food and lifestyle books or just come in from the hustle and bustle of our busy capital and relax.

Helsinki Store

Katarinankatu 2
00170 HELSINKI, FINLAND
Tel. +358 50 538 82 44
helsinki@lapuankankurit.fi
Mon-Fri 11 am–6 pm, Sat 10 am–4 pm
Check website for Christmas opening hours
www.lapuankankurit.fi

UNI pocket shawl

60x170cm+fringes

col. olive green

100% wool

design Team Lapuan Kankurit







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4

Gift ideas!

More ideas for personal and business gifts online
(Register as BtoB customer to order your business gifts.)
www.lapuankankurit.fi

<

1/ SOINTU blanket

140x180cm + fringes
col. blue-bark, 100% wool
design Helmi Liikanen

JÄKÄLÄ blanket

140x180cm + fringes, col. white-grey
60% merino 40% wool
design Saara Oobe

DUETTO blanket

140x180cm + fringes
col. blue-beige, 100% wool
design Team Lapuan Kankurit

2/ TANHU scarf

20x220cm + fringes,
col. green-white
60 % merino 40 % wool
design Elina Helenius

3/ HAVU X TEEMU JÄRVI towel

46x70cm, col. white-black
linen-bio-organic cotton
design Teemu Järvi

4/ SAIMAANNORPPA sauna cover

46x150cm, col. white-brown
linen-bio organic cotton
design Kaarina Tiainen

SAIMAANNORPPA towel

95x180cm, col. white-brown
100% washed linen
design Kaarina Tiainen

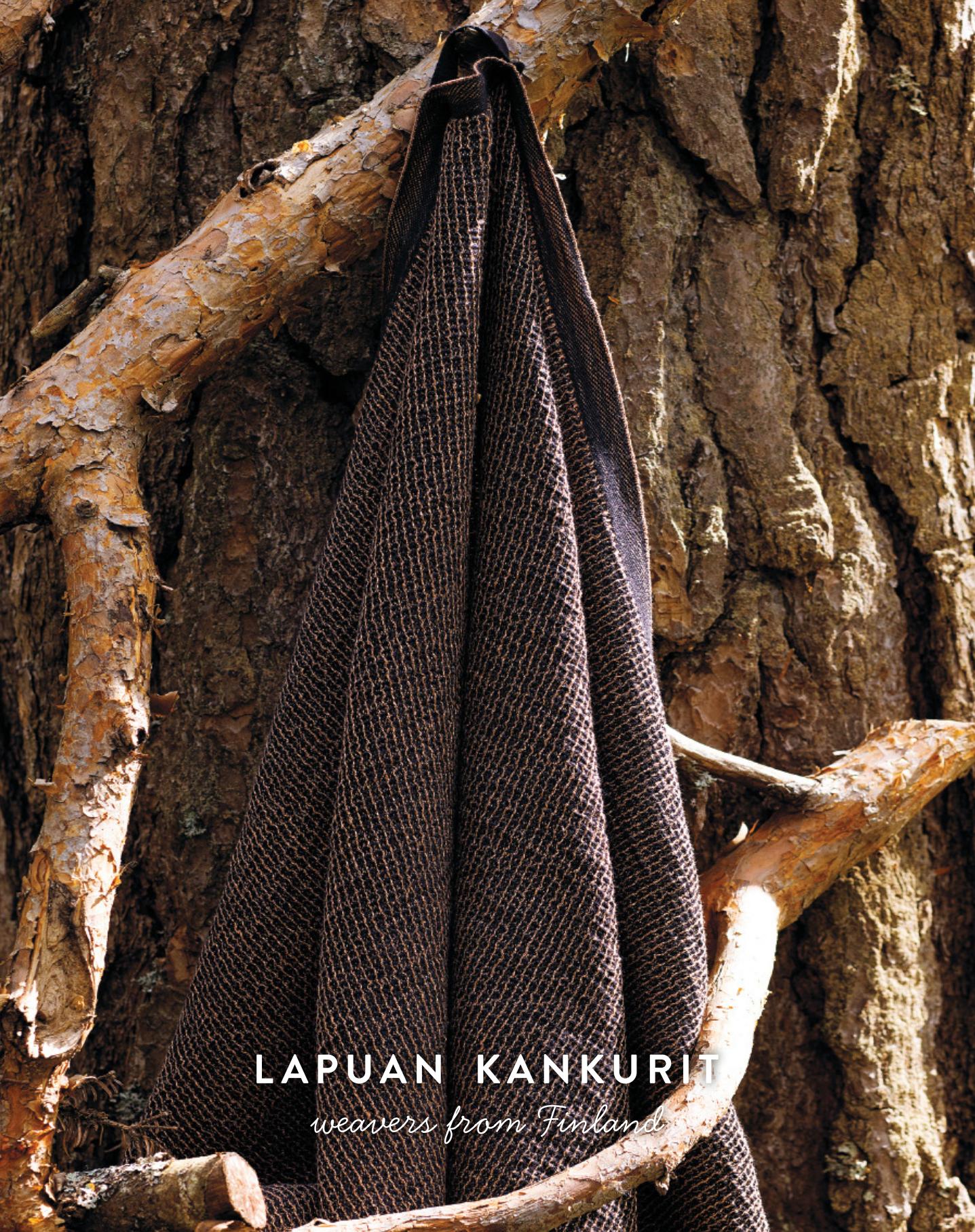
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TERVA towel

comes in many sizes & colours
washed linen-Tencel-cotton
design Team Lapuan Kankurit



NOTE! Giftcard comes with its own small linen pouch



LAPUAN KANKURIT
weavers from Finland