

lavie

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Lavie unveils new products and materials at MAISON&OBJET

From 18 - 22 January 2024, the Swiss label lavie will be presenting its new products on the international stage at MAISON&OBJET in Paris. Lavie stands for home textiles made from linen, organic cotton, and hemp, produced sustainably and fairly in Portugal and Italy. The first Cradle to Cradle Certified® Gold Capsule Collection, the new organic cotton top sheet collection and new colours for the approved linen bed clothes will be in the spotlight at the international furnishing and lifestyle trade fair.

Textiles for life

The lavie products for bed, bathroom and living are timeless textiles that accompany you in everyday life. They impress with their casualness and understated beauty as well as their pleasant feel. The home textiles are made from linen, organic cotton, or hemp. All products are produced sustainably and fairly in Portugal and Italy.

Lavie thinks and acts sustainably, both ecologically and socially as well as economically. They are honest and affordable products for people who value healthy materials and responsible use of resources.

Together with like-minded people, lavie is committed to a circular and regenerative textile industry. The first Cradle to Cradle Certified® Gold Capsule Collection was created in cooperation with CIRCULAR CLOTHING. To achieve certification, the materials and manufacturing processes used were tested in the following impact categories: Material Health, Product Circularity, Clean Air & Climate Protection, Water & Soil Stewardship, and Social Fairness. The various certification levels, from bronze and silver to gold and platinum, indicate the extent to which the criteria have been met during production.

The first Cradle to Cradle Certified® Gold Capsule Collection

«Made to last» is the name of the latest capsule collection from lavie, which is Cradle to Cradle Certified® Gold. It comprises a total of 19 variations of decorative cushions and aprons, all of which are woven and sewn from denim in Italy and some of which are laser-finished. The title "made to last" also stands for the design maxim on which the entire range from the Langenthal-based home textiles manufacturer is based.

«Made to last» beautifully demonstrates how design is created in a field of tension: Between the desire for design, technical feasibility, and the demand for functionality. The collection was based on certified denim in the colours black, ecru and grey. The collection is made up of plain-coloured products and special highlights: The cushion covers Marilyn and Geena, for example, have been laser-treated. Depending on the setting, the surface of the denim is either engraved or the textile is cut through completely.

The motifs for the laser engraving originate from specially produced analogue cyanotypes. Fleeting, inconspicuous things were exposed to the sun for this purpose: Vegetable scraps, small everyday objects or objects that disappear forever between sofa cushions. By creatively capturing the ephemeral, the theme of circularity took on a captivating form.

The regularly fringed surface of the Marilyn cushion covers was created with precise laser incisions. A minimalist grid was used to create unique cushion covers that are reminiscent of fil coupé weaving in both look and feel.

«Top Sheets for Summer Nights»

For the warmer season, lavie is launching a multifunctional, GOTS-certified top sheet collection made from 100% organic cotton. A top sheet alone or combined with a plaid replaces the warm duvet in summer. The large-format top sheets are the perfect layering textile for cosy bedding in sweaty temperatures.

In terms of colour, the top sheets also add a fresh touch to the bedroom. The plain colours Leni dark green, endive and coral can be used to create beautiful accents. The Paul and Alma models with dégradés are also eye-catching.

The cloths are also practical companions on beautiful summer days and during balmy nights. They can also be used as a table and picnic cover or as a tent cover in the garden and on the patio.

The approved linen bedclothes in the new colours plum and oat

With Linus, the approved bedclothes collection made from 100% European linen, you can sleep relaxed all year round. This is because the temperature-regulating fibres have a warming effect in winter and a cooling effect in summer. Linus has anti-allergic properties, is absorbent, quick-drying, tear-resistant and easy to care for. Thanks to the prewash, the bed linen is particularly soft to the touch. You do not even need to iron it, because the creased look gives Linus an extra cosy appearance.

Top sheet, fitted sheet, pillowcases and duvet covers are available in various sizes and different colours, now also in plum and oat. The linen bedclothes are certified according to OEKO-TEX® STANDARD 100.

About lavie

Lavie is a brand of Balsiger Textil AG from Langenthal. It covers the entire home textiles spectrum in the bed, bathroom and living areas: Bed linen, fitted sheets, towelling and accessories such as plaids and decorative cushions.

The brand stands for home textiles made from linen, organic cotton, and hemp, produced sustainably and fairly in Portugal and Italy. They are timeless textiles that accompany you in everyday life. Ideally for a lifetime. Lavie thinks and acts sustainably - in terms of ecology as well as how it treats people. In doing so, it aims to continuously improve and develop.

Sustainability is a top priority throughout the entire supply chain. That is why Balsiger Textil AG has been GOTS (Global Organic Textiles Standard) certified since 2019. Since the beginning of 2022, it has been committed to the Sustainable Textiles Switzerland 2030 programme and has been GRS-certified (Global Recycled Standard) since autumn 2023. The Code of Conduct introduced in 2022 serves as the basis for the corporate culture, which is based on social and ecological values.

Sustainability cannot be achieved single-handedly, but requires the help of all stakeholders. Only by working closely together and sharing knowledge with like-minded people can lavie and Balsiger Textil AG make progress and contribute to an environmentally and socially responsible textile industry.

www.lavie-home.ch

www.balsiger-textil.ch

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Images

Various images can be downloaded from www.lavie-home.ch/en/media-corner.