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Can We Still Produce in Europe?

At a time of rising tariffs and economic uncertainty, small European brands are proving that manufacturing in Europe is not only possible — it is essential.

While many large brands, anchor their production in low-cost countries, Europe's decorative and textile heritage is kept alive by small, independent brands, which are not driven solely by margins, but by appreciation and respect for places, people, and traditions.

Most small brands are family-founded and have an emotional connection to the products they produce, so they seek to safeguard knowledge of materials and craftsmanship often passed down through generations.

LINOROOM®, offering elegant table linen made from 100% pure linen, is one of these brands.

“Everything in our products is 100% European-made,” says Goda Telksnyte, co-founder of LINOROOM®. “We design in-house, we use exclusively European-grown flax, and every stage of production takes place within a radius of no more than 150 km. We work with small and medium-sized companies just like us. It is comforting to know that we put all our hearts into making beautiful things and pay salaries to people who live in the neighbourhood.”

LINOROOM® table textiles are made in Lithuania, one of the historic regions of quality European linen. The products combine the nobility of the material and attention to detail with Nordic countryside-inspired aesthetics, meant to last and age beautifully. Local production also allows for smaller quantities. The brand creates several limited-quantity collections each season. Therefore, customers who purchase linen tablecloths or napkins by LINOROOM® enjoy something truly distinctive, not seen in every second dining room in the city.

Shouldn't we all become more mindful in our choices and support small European brands, as this is one of the ways to preserve Europe's production industries?

For more information:

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Photos High Resolution of New Collections 2026 <https://bit.ly/HIRESNEWSLinoroom>

