A promotion celebrating linen: three years, three countries

THE I LOVE LINEN CAMPAIGN TAKES PLACE IN THE UK FROM APRIL 13 TO MAY 13, 2018.

Jointly financed by the flax/linen industry and the EU, it marks the third and final stage of a mission of public engagement that began in France with J’AIME LE LIN in 2016 and continued to Italy with AMO IL LINO in 2017.

I LOVE LINEN reaches out to British consumers, engages them online and offline, and inspires them with unprecedented collaborations. As the campaign develops, the beauty and singularity of linen hit home: traceable, innovative and natural, linen is a fabric like no other.
COMFORTABLE, NATURAL, RENEWABLE, LOCAL, CREATIVE AND INNOVATIVE, BIO-SOURCED, SUSTAINABLE

Linen: the world’s oldest fabric is now its freshest, its greenest and its most progressive. From April 2018, linen celebrates its significance and modernity with a series of special events at the Victoria and Albert Museum, at John Lewis & Peter Jones stores and a network of some 40 local partners brand, at Chelsea College of Arts – University of the Arts London.

Take another look at a fabric you love.

Europe is the world’s number one producer of flax: 80% of the world’s supply is grown along Normandy and the northern coasts of France, Belgium and the Netherlands. Bio-sourced and innovative, linen is a durable and versatile fabric for both fashion and interiors. Jersey linen, developed via circular knitting, gives linen a spring and bounce that might surprise those who know the fabric best in cool, colourful summer shirts.

Pre-washed techniques soften linen’s rigidity and smooth wrinkles. Worn and used throughout the year, linen lends itself to blends or brushed finishes that give a cosy feel for winter. Composites made with flax/linen are gifted lightness and natural vibration damping – qualities ideal for sporting equipment such as helmets and surfboards, for stereo speakers and guitars, for car components and furniture. Smart and sensitive, linen is an everyday hero that is naturally thermoregulating, moisture managing and hypoallergenic; it promotes relaxation and sleep, and only improves with age.

Linen connects with people in a way that is unique among all fabrics. Born from the earth yet technical before even any manipulation, linen is a fabric for these times: traceable and authentic, linen is a fabric you can believe in.
### SHOPPING
A series of shop windows to stimulate consumers’ minds and emotions

- I Love Linen’s linear-heart logo is a familiar symbol in Europe following campaigns in Paris (2016) and Milan (2017). In 2018, London wins hearts as shops around the capital champion the beauty of linen.
- From April 13 to May 13, more than 30 stores around London will feature the I Love Linen logo in windows and in-store on grow-at-home flax seed packets.
- A network of some 40 partners shop including John Lewis Oxford Street and Peter Jones Sloane Square.

### \# A synergy of digital and offline actions to address all targets

- The ilovelinen.uk website - Linen Locator becomes a hub for linen’s most exciting developments, as well as a showcase for the entire campaign.
- The story of linen comes alive online via intuitive navigation: optimized for all formats (computer, tablet, mobile), the site allows users to make their own discoveries.
- Follow us on Instagram @wearelinen and Facebook I LOVE LINEN – a showcase for linen versatility and unexpected innovations.
- Press, education and industry expeditions to see the growing flax plants.

### EDUCATION
Design students to create a new wave of communication to champion linen

- Worn by humans for at least 38,000 years, linen is the focus of a flurry of innovation, especially in the realm of sustainable fashion.
- At Chelsea College of Arts – University of the Arts London, third year BA textile design students have been exploring the fibre and fabric as part of a special creative project.
- The new designers’ work is highly imaginative and will be revealed in the summer, in tandem with the V&A, at a dedicated presentation of the next generation of linen at the museum. Details to follow.

### EVENT
V&A: Fashioned From Nature

- Opening on April 21st, Fashioned from Nature is the UK’s first exhibition to showcase fashion’s complex relationship with the natural world.
- CELC, the authority for linen, is the major sponsor of this landmark exhibition, which runs to January 27, 2019.

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APRIL 2018 TO MAY 2018
APRIL 2018 TO JULY 2018
OCTOBER 2017 TO JUNE 2018
APRIL 2018 TO JANUARY 2019
I LOVE LINEN: the message splashed across 200 shop windows of the 39 retailers that best represent the British Fashion and Home furnishings markets! Linen is getting noticed everywhere it is used.

Participants in the campaign include department store John Lewis on Oxford Street and Peter Jones in Sloane Square, 84 boutiques in the women’s and men’s ready-to-wear chain Jigsaw, retailers such as Uniqlo and sales outlets like The White Company, through to the iconic Vivienne Westwood: all agreed to promote the qualities of the hottest, greenest and most ground-breaking of plant fibres!

Others getting in on the act include Finery, L.K.Bennett, Jaeger (casual men’s, women’s and children’s ready-to-wear); Canali, Oliver Spencer and Workhouse England (men’s ready-to-wear); 120% Lino, Brora and Jaeger (casual men’s, women’s) and children’s ready-to-wear; Oramai London and Orlebar Brown (beachwear); Niro Wang (designer); Justine Tabak and Nelliot Quats (online fashions); Ally Capellino, Enrich & Endure, Pouz and Sami Couper (Home furnishing and Fashion accessories). With the presence of textile designer-retailers such as C&C Milano, De Le Cuona, Designers Guild, House of Hackney, Margo Selby, Mark Alexander and Timorous Beasties and the concept stores Dragons of Walton Street (children’s furniture), Skandium (Scandinavian furniture) and Velorution (cycling gear).

The sheer diversity of linen retailers is the main focus of a novel sales campaign rolled out both in London and nationwide. Find them all using the Linen Locator on the website ilovelinen.uk.

Harvested in fields along the coast of Normandy, northern France, Belgium and the Netherlands, the flax plant – the source of linen – is grown with zero irrigation, zero GMOs and zero waste. The process is human and kind. Fibres are blended, like the finest Champagnes and cognacs, and spun into yarn, dyed, woven or knitted into linen fabric, to become clothes or homeware. Green, creative and innovative, linen fabric becomes softer and more comfortable with use. Age and wear bring an attractive patina. At end of life a pure linen product is biodegradable.

“Flax is a material that should speak for itself,” says Philippe Nigro.

“We have to encourage local production, and this is a sector experiencing a real renaissance. More than a fad, it marks the return to the essentials.”

The Nice-born designer has been a consistent force in the three-year I Love Linen campaign. He created special showcases in Paris’s Place des Vosges in 2016 and Milan’s Via Montenapoleone in 2017, and this year turns his attention to the windows of London. He says:

“Flax and linen bring the reassurance of proven durability – for the planet and in the wardrobe. And it has a very exciting, hyper-technical side.

“Flax fibre – linen – has become an identifiable symbol for quality products, and a reaction to the epidemic of disposability. As a designer, when using specific materials it has become essential not to cheat; to create in a way that is fair and correct; to look ahead to recycling and impact on the environment. New products are for now and they are for tomorrow.”

Philippe Nigro, French designer born in Nice. He works primarily between France and Italy. He studied Applied Arts and Product Design (LIGC, Antibes - La Martinière, Lyon - Boule, Paris). Philippe Nigro’s work is characterised by the connection between the experimental research and pragmatic analysis of the expertise of the manufacturers with whom he works.

Over the years, these experiences have been fuelled by the mixture of Franco-Italian cultures and the experiences of working on distinctly different projects.

This allows him to evolve between projects of various typologies and scales and to work with companies of varying size, prestige and activity, thus resulting in a diversity of responses to the very different aspects of design.

Since 2005 prospective projects have been supported by the VIA (Valorisation de l’Innovation dans l’Ameublement). He collaborates with Ligne Roset, Cinna, Barilla, Pernod Ricard, De Castelli, Piba Marmi, Sartuch, Semkange, Articù, Glia Italia, Marsotto, Ca’mi Bravetti, Venini, Foscarini, De-Padova, Baccarat, and Heimtextil.

A number of his projects form part of the collections of the Centre Pompidou and the Musée des Arts Décoratifs in Paris, such as Twin-Chairs, T.U, and Confluence. In 2014, he was named Designer of the Year at now! design à vivre MAISON&OBJET, and was in charge of the scenography of the 7th edition of the Triennale Design Museum, Italian Design Beyond the Crises. In 2015 he created the scenography for Lexus, the Japanese automaker, at the Milan Design Week.
Interactive experience at ilovelinen.uk

The ilovelinen.uk event site sets out to increase awareness of this program and present the highlights via articles and a social wall, a tool that gathers the I LOVE LINEN online news on social networks in real time.

It gives access to the website, an invitation for the viewer to immerse himself in the world of linen. Each user can create their own customised video route, from the flax field to the fibre's multiple applications, this exceptional European product expresses itself in fashion, design, lifestyle and composites.

In addition to the two thematic entries between upstream - a plant, people, a European industry - and downstream - innovative products for everyday - the content of the website is also enriched with an interactive European flax map and a photo gallery.

ilovelinen.uk
@wearelinenuk
@wearelinen
Linen is a fibre of substance in a fast fashion, high consumption world. Its role in our wardrobes is both a constant and ever-evolving presence: linen lights the path to sustainable fashion! Linen’s environmental benefits and capacity for innovation give it a unique authority, a genuine alternative to harsh, fast textile production.

This is the stepping off point for the special project begun at Chelsea College of Arts in October 2017. Students in their third year of textile design, have been encouraged to explore the intrinsic and potential qualities of linen. Their next step is to develop novel and original communication tools to engage a new generation of consumers.

The embryonic designers will design and produce industry-standard posters, videos or social media channels using their own passions, language and style.

Flax/linen training is offered to other fashion, design and marketing colleges in London.

« Linen’s future lies in building on its past heritage and embracing unexpected alliances » Caryn Simonson, Acting Programme Director for Graphic Communications and Textile Design, Chelsea College of Arts

Chelsea College students have created a new vision for linen, without the traditional rules, and from sports clothes to automotive elements. Thanks to the strong involvement of the educational team, who are always ready to push borders, CELC will propose a Linen Field in the centre of the Ground Parade of Chelsea College... A field which will be “dressed” of surprising Linen solutions (rope, yarns, fabric, ...) by the students.

Linen Field
at CHELSEA COLLEGE OF ART

GROUND PARADE
16 John Islip Street, Westminster
London SW1P4JU

From Friday April 20th to May 3rd 2018
Free access
Edwina Ehrman, senior exhibition curator - Fashioned From Nature, V&A, says: “Fashioned from Nature celebrates fashion's innovation and creativity, and the inspiration it finds in nature, while exploring its impact on the environment. During our research we learned more about linen's special qualities and how it can be grown in harmony with nature, enriching fashion while drawing on centuries of tradition.”

Linen is the ultimate natural fabric and has been worn and adored by Phoenicians and Venetians, by artists and art-lovers. Fashioned from Nature carries visitors from natural history to cutting-edge fashion, via innovative fabrics and new dyeing processes, encouraging them to consider what goes on behind the scenes of fashion and the complex journeys that bring clothing to life.

A flax field will be staged exceptionally on Cromwell Road for the official opening of the exhibition on April 18, 2018 as well as for the launch party of the I LOVE LINEN campaign on April 23, 2018.

“It is the responsibility of our Confederation to support initiatives from cultural institutions such as the Victoria and Albert Museum, for which legacy and sharing are notions of public interest! This collaboration enables us to reveal linen as a textile, linen as material, linen as the fibre of civilization, and we are so proud to have convinced John Malkovich to lend one of his creations, a superb blue linen suit. It is a thin line between contributing and sponsoring: a relationship that set the tone since our first meeting with the V & A teams” Marie-Emmanuelle Belzung, Director CELC.
NEW: A FLAX FIELD IN THE HEART OF LONDON!

I LOVE LINEN FIELD
Produced by the young farmers and technical Team of Cooperative du plateau du Neubourg (Normandy). Antoine Duclos, Alexandre Lesueur, Pierre De Franqueville (Technical); Guillaume Prevost, Christophe Chopin, Baptiste Seys (Young farmers).

This is the challenge undertaken by the team from Teillage du Plateau du Neubourg, Normandy, to create a living stage in the Parade Ground of Chelsea College of Arts, partner of the I LOVE LINEN campaign.
Flax, the source for linen, is an eco-friendly and innovative crop that promotes simplicity and naturalness: values that are anchored in our daily lives.

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<thead>
<tr>
<th>No.</th>
<th>Characteristics</th>
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| 01  | ÉCOLOGIQUE      | • zéro irrigation  
• zéro ogm  
• zéro défoliant  
• sobre en engrais  
• puits de carbone |
| 02  | ZERO WASTE      | • co-products  
• 100% utilised |
| 03  | BIODEGRADABLE   |         |
| 04  | BREATHABLE      | • ventilation  
• moisture wicking |
| 05  | THERMOREGULATING| • cool in summer  
• insulating in winter |
| 06  | ABSORBENT       | • 20% of its weight in water without a sensation of dampness |
| 07  | COLOUR-TAKING CAPABILITY | • excellent absorption  
• dense & vibrant colours |
| 08  | RESISTANT       | • solid  
• durable |
| 09  | STIFFNESS & LIGHTNESS | • weight reduction for industry |
| 10  | THERMAL AND SOUND INSULATION | • eco-Construction  
• furnishings |
| 11  | VIBRATION ABSORPTION | • for industry |
| 12  | HYPOALLERGENIC & ANTI-BACTERIAL | • recommended for sensitive skin |
| 13  | PROMOTES RELAXATION & SLEEP | • offers wellbeing and restorative sleep |
| 14  | PROXIMITY & TRACEABILITY | • European expertise & employment, service, excellence  
• EUROPEAN FLAX® & MASTERS OF LINEN® |
| 15  | EASY TO LOOK AFTER | • wash in water (by hand or machine) or dry clean  
• easy-care  
• washed linen |
Planting takes place in March or April depending on the region. Flax seeds are planted 1 to 2 cm deep. Flax takes 100 days to reach maturity. Some 80 to 100 leaves will sprout from the stem. Plants bloom in June. The plant grows to a height of about 100 cm. The flower only lasts for a few hours, blossoming in the morning and wilting by noon.

Pulling starts in July, once the lower third of stalks have lost their leaves. Flax is not reaped but pulled, to preserve the full length of the stalks. These are then gathered into bundles about 1 metre wide, known as windrows, which lie in the fields. After pulling, the long roots still in the soil fertilise it, thus conferring flax’s status as an excellent head of rotation crop.

Retting is the first step in the transformation from plant to fibre, and entirely natural. Rainwater, morning dew and sunshine help the microorganisms and bacteria occurring naturally in the soil to eliminate the pectin that binds the flax fibres to the hard inner core of the stalk. The retting stage lasts from July to September. To ensure uniform retting, the windrows are turned over mid-way through this season. Once the retting is deemed over, the flax is bundled into bales.

Scutching is the second phase to transform the plant into fibre. The flax fibres are found in the outer envelope of the stalk. They have to be extracted then rid of the inner wooden core (called shives). Scutching is a mechanical process that can be performed at any time of year. The successive steps are known as shelling, stretching, grinding and threshing. Nothing goes to waste in the flax plant: all fibres long and short and all by-products (seeds and shives) are put to use, for instance in animal bedding.

Weaving involves criss-crossing warp yarns (which run length-wise) with weft yarns (which run width-wise) to create a woven fabric. The many different weaves - twill, satin, etc - combined with varying thicknesses and yarn effects, have led to the development of a host of different creative fabrics for fashions, household linen, home furnishings etc.

Knitting brings suppleness, elasticity and a wrinkle-free added-value to linen. Knit fabric or “jersey” is knitted on circular machines, then cut-and-sew assembled for collections of T-shirts, tops, sweatshirts, etc. Knitwear, on the other hand, is produced on flatbed knitting machines in set forms, ready to be assembled, or in 3D without seams.

Finishing Linen can take all kinds of decorative or technical finishing such as water-repellent / outdoor, flame retardant. Linen boasts excellent dye-affinity, meaning it absorbs colour very well, and is perfectly suited to dyes with low environmental impact.
LINEN IN DETAIL

I Love Linen comes to London in April 2018, following successful campaigns in Milan (2017) and Paris (2016). The campaign directly engages the consumer to create greater awareness of linen as a natural fabric with a broad range of applications and properties.

The only fibre of plant origin from Europe, flax is the ultimate local crop: 80% of scutched flax fibre is grown in a region spanning Lower Normandy and the north of France, Belgium and the Netherlands – from Caen to Amsterdam. Linen fabric combines several batches, from different farms and different harvests, and cannot be assigned to one country or one year; simply, it is European.

The finished fabric is easy to care for even at high wash temperatures, has the best ventilation and naturally thermoregulates: it becomes an insulator in colder weather. Highly absorbent, linen disperses sweat fast.

60%

Fashion, from tailoring to casual pieces and sports clothes, accounts for 60% of linen, including knits.

30%

Home furnishings, including washed linen, make up 30%. Linen bedding promotes sleep and well-being.

10%

Technical applications take 10% of Europe's linen: its sturdiness, light weight and capacity for shock absorption make it a perfect natural fibre in high-performance composites. Linen composites include combinations with bioplastics. Strong and flexible, these products are fully biodegradable.

250,000 tonnes of CO2 retained each year by European flax farming

Area 2017
France: 89,000 hectares
Europe: 107,000 hectares

Flax/linen applications
60% fashion
30% home
10% others including technical applications

France, Belgium, Netherlands = Europe, No1 producer worldwide
Production of long fibres:
Europe: 143,820 tonnes

1 hectare of European flax =
900 kg of yarn or
3750m2 of fabric or
4000 shirts or
431 bedsheets or
1375 chairs in flax composite
From grower to point of sale, the European Confederation of Flax and Hemp (CELC) brings together all players in the European flax fibre industry. Founded in 1951, CELC is the specialist representative of 10,000 enterprises in 14 European countries, overseeing the fibre, from plant to finished product. Its reach extends internationally by stimulating innovation and building on the values of natural fibres with established environmental qualities.

CELC is piloting the I LOVE LINEN programme from the overall strategy to the rollout, with the focus always placed on the final consumer. CELC summarises the issues concerning the fibre, from its cultivation to the point of sale. It creates training courses for fashion and product designers, buyers, sales teams, etc.

It instils in them the consistency of the industry’s messages and makes tools and arguments available.

With its signatures of quality and traceability of European fibres, CELC represents an industry of excellence in a globalised context.

EUROPEAN FLAX®

The guarantee of traceability for premium linen fibre grown in Europe. A natural fibre, produced according to environmentally respectful agricultural practices, without irrigation or GMOs.

MASTERS OF LINEN®

The guarantee of European linen traceability, from European Flax® fibre, to processing, yarn and fabric 100% Made in Europe.
I LOVE LINEN is a first for CELC: a promotional campaign aimed at the end consumer, in partnership with leading retailers. The campaign embraces every aspect of linen: fashion, home, design, lifestyle, sport & leisure, and more.

I Love Linen comprises three chapters, three years and three countries:
- France (2015-2016)
- Italy (2016-2017)
- United Kingdom (2017-2018)

Encourage deeper knowledge and understanding of the unique qualities and benefits of linen
Supported by experts in the flax/linen industry
Driven by online and offline press, public relations and in-store activity

To inform, inspire and engage the consumer
A customized approach across multiple touchpoints
A harmony of events and retail that fires the public’s imagination and drives footfall in stores