



I LOVE LINEN launches across UK – John Lewis key retail partner

April 13, 2018

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I LOVE LINEN is a unique celebration of European linen taking place across the UK during Spring/Summer 2018. John Lewis is the key retail partner of the campaign, which champions the comfort, versatility and sustainability benefits of linen.

JOHN LEWIS [today] unveils a 15metre front window in its Peter Jones department store in London's Sloane Square, facing the King's Road. The one-of-a-kind display, designed by French interiors guru Philippe Nigro, features flax from the field as well as John Lewis's latest linen offering in fashion and homewares. The flax plant is the source of linen fabric and grown just 120 miles away in Normandy and northern France, Belgium and the Netherlands.


The central atrium at Peter Jones showcases an extraordinary installation of linen fabrics, seven storeys high – emphasising the store's interiors and textiles offer. Comprised of multiple lengths of coloured linen at various heights, the piece celebrates the fabric's aesthetic merits and practical capabilities.

John Lewis Oxford Street shows its affection for linen with a special window onto Cavendish Square. Linen items available for purchase at John Lewis' stores will be flagged with exclusive signage.

Linen is in many ways a wonder fabric: comfortable and fashionable, locally-sourced and sustainable, linen's journey from field to fabric involves zero irrigation, zero GMOs and zero waste. In a world of fast consumption, linen is a fabric of substance. In the 21st century, innovations such as knit and washed treatments have given the fabric a new bounce and versatility; wrinkles are optional.

Beyond John Lewis, some 200 stores around the country will feature unique I LOVE LINEN windows April 13 – May 13, 2018. The I LOVE LINEN campaign includes collaborations with 40 partner brands, principal sponsorship of the V&A's statement exhibition, *Fashioned from Nature*, and a special design project with students at Chelsea College of Arts – in addition, the parade ground at Chelsea College of Arts hosts a flax field, grown by young farmers in France, for one week from April 19, 2018.

I LOVE LINEN is organised by linen authority The European Confederation of Flax & Hemp (CELCE). More information is available at ilovelinen.uk

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“Linen is the fabric of our lives – we sleep in it, eat on it and wrap ourselves in it. Flax the plant and linen the fabric are beneficial to the body and kind to the planet. Our partners for I LOVE LINEN were chosen as you choose a family. Our experience with John Lewis and Peter Jones is a big step ahead of what we’ve accomplished with department stores before. I cannot wait to look at Peter Jones window! It’s 15metres long and for the first time we have the flax as it comes from the field, right there in the window, merchandised with beautiful clothes, beautiful homewares. The CELC team and its members – farmers, scutchers [who prepare flax for spinning], spinners and fabric producers – are delighted to share our passion for flax and linen with the people of the UK.”

Marie-Emmanuelle Belzung, director, I Love Linen by CELC

“Flax/linen has become an identifiable symbol for quality products, and a reaction to the epidemic of disposability. As a designer, it has become essential to create in a way that looks ahead to the impact on the environment. Flax and linen bring the reassurance of proven durability – for the planet and in the wardrobe.”

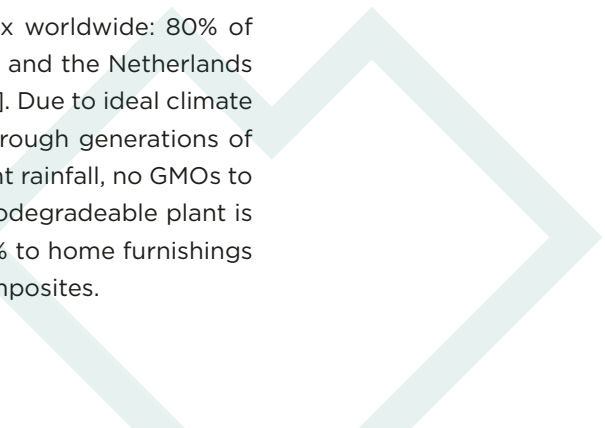
Philippe Nigro, designer

“Linen is an incredible material that our customers love. Not only is it a sustainable resource, it has a multitude of uses. We use it in products across home and fashion. We even have a chopping board made from flax, which is the crop linen is made from. As a business, we love it as a material because of its versatility. We’re really excited about I LOVE LINEN and particularly in the way that we will bring the material to life for customers in our shops. As well as incredible visual merchandising schemes, people visiting Peter Jones or John Lewis Oxford Street will see the process of how flax becomes linen and is made into products.”

Caitlin Price, head of furniture, John Lewis

NOTES TO EDITORS

To clarify terminology: flax is used for the plant, fibre and yarn, while linen refers to textiles aka fabrics. Europe is the number one producer of flax worldwide: 80% of all flax is grown in Normandy and the north of France, Belgium and the Netherlands [Europe, 2017: 107 000 hectares = 143 820 tonnes of long fibres]. Due to ideal climate and soil conditions, plus agricultural expertise passed down through generations of families, European flax involves no irrigation because of sufficient rainfall, no GMOs to create an eco-friendly crop and no waste because the entire biodegradable plant is put to use. Once processed into linen, 60% goes to fashion, 30% to home furnishings and 10% to technical fabrications such as high-performance composites.

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ABOUT CELC

The European Confederation of Flax and Hemp (CELC) is the European agro-industrial organisation uniting all stages of production and transformation of flax and hemp. Founded in 1951, CELC represents 10,000 European enterprises across 14 countries, and oversees fibre development from plant to finished product. As the linen authority, CELC invites dialogue with national and European public organisations. As a think tank and centre for market analysis and strategic orientation, CELC presides over an industry of excellence with a global reach. Moreover, CELC promotes flax/linen to industries as diverse as fashion, sports and automotive, and encourages innovation - from new knitting and washing techniques that revolutionise linen's feel and wearability, to new composites that blend flax with polymers in products including bicycle helmets and car dashboards.

ABOUT JOHN LEWIS

John Lewis operates 50 John Lewis shops across the UK (36 department stores, 12 John Lewis at home, and shops at St Pancras International and Heathrow Terminal 2) as well as johnlewis.com. John Lewis, 'Best In-Store Experience 2017', 'Best Furniture Retailer 2017', 'Best Homewares Retailer 2017'* , stocks around 350,000 separate lines in its department stores and johnlewis.com across fashion, home and technology. John Lewis is an official retail partner of the 2018 I LOVE LINEN campaign, which promotes the qualities and benefits of flax/linen, as well as helping to raise awareness of the fibre/fabric. During the campaign, John Lewis shops will include information "hot spots" about linen, focusing on the practical and sustainable features of linen in its high-quality fashion and home products. A long-time advocate of flax/linen, John Lewis remains aware of the material's importance in an increasingly environmentally conscious marketplace, and a world in which sustainability is a key concern for consumers. John Lewis is keen to encourage consumer understanding of linen's use in other areas of the home, and proving the versatility of flax fibre as a manufacturing material.

**Verdict Consumer Satisfaction Awards 2017*

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