



I LOVE LINEN 2019

April, 2019

I LOVE



LINEN

I LOVE LINEN returns to the UK for Spring/Summer 2019. The retail and social media promotion, organised by European linen authority CELC, reaches out to consumers with a celebration of this resurgent, innovative, beautiful and eco-conscious fabric.

YMC, Finisterre, Boden and FatFace are among the fashion brands new to the campaign in 2019. They join a returning line-up that includes Uniqlo, Oliver Spencer, MaxMara, Brora and The White Company. Linen's desirability for home goods has attracted influential names including Designers Guild, Timorous Beasties, Eire-based Avoca and online sustainable lifestyle store Amberoot.

Close to 50 of the UK's leading fashion and interior brands have signed up to the campaign. From April 24 to May 25, 2019, I Love Linen heart-shaped window decals will be prominent in 350 partner shops across the UK, from Belfast to Brighton, Aberdeen to Abergavenny, St Ives in Cornwall to Stamford in Lincolnshire. The stores will also distribute complimentary flax seed packets to emphasise linen's plant-based credentials: 85% of the world's flax plants grow in northern France, Belgium and the Netherlands. In addition, 17 online-only partners will carry the I Love Linen logo on their websites.

The campaign will be backed by social media conversation, notably on Instagram and Facebook – plus the dedicated ilovelinen.uk website. Special events, including panel discussions and workshops, will involve linen advocates including Oliver Spencer, Finisterre and Designers Guild's founder Tricia Guild.

The 2018 I Love Linen campaign was a standout success, marking linen as more than a traditional favourite; a fabric that responds to innovation and answers many of the environmental concerns – local, sustainable, zero waste – that alarm the fashion industry.

Last month (March '19), The UK Sponsorship Awards honoured CELC for its 2018/19 partnership with the Victoria and Albert Museum on the environmentally-engaged *Fashioned from Nature* exhibition, winning Best Use of Sponsorship to Encourage Sustainability. Branding featuring the I Love Linen heart-shaped logo and CELC's support of *Fashioned from Nature* featured in the windows of over 200 stores across the UK, including John Lewis Oxford Street and Peter Jones in Sloane Square, London which helped attract an audience of over 175,000 to the timely exhibition. Other collaborations in the 2018 European linen campaign included Vivienne Westwood, Peter Jones and Jigsaw, plus Chelsea College of Arts.

[More information is available at ilovelinen.uk](http://ilovelinen.uk)

Marie-Emmanuelle Belzung, director of CELC, said: "I Love Linen is a dynamic and uplifting campaign to raise awareness of our beautiful, versatile and noble fabric. Last year's promotion beat all expectations. To live in linen is to love linen. We want people everywhere to feel the love."

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: 85% of all flax is grown in Normandy and the north of France, Belgium and the Netherlands [Europe, 2018: 117 371 hectares = 141 000 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.

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.

[llovelinen.uk](http://lovelinen.uk)

#lovelinen #wearelinen
@wearelinen

PRESS CONTACT

GGHQ Fashion Intelligence
Gill Gledhill
gill@gghq.co.uk
+ 44 (0)20 7250 0589

I LOVE

LINEN



www.europeanflax.com