



I Love Linen SS19 follows the outstanding success of last year's campaign launch. For SS18, I Love Linen sponsored the Victoria and Albert Museum's landmark Fashioned from Nature event and partnered with Chelsea College of Arts, as well as a highly-visible store campaign and social media.

## ABOUT CELC

CELC, the European linen authority, is the force behind I Love Linen: 80% of the world's linen is sourced from flax plants that grow in northern France, Belgium and the Netherlands. Linen keeps you cool, is kind to the skin and kind to the planet: the natural choice for summer.

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."

[www.europeanflax.com](http://www.europeanflax.com)

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

#ilovelinen #wearelinen  
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