As part of PARIS DESIGN WEEK (5-12 September 2015), the European Confederation of Flax and Hemp – CELC introduces an original itinerary "J’AIME LE LIN" comprising over 20 addresses, primarily concentrated around the Haut-Marais and République.

LINEN ITINERARY

An itinerary covering more than 20 addresses, essentially concentrated in the area between the Haut-Marais and République, in which each participating location (whether concept store, gallery or hotel) reveals and expresses its embrace of the 100% linen lifestyle with irresistible examples that highlight the adaptive reach of Flax/Linen into the areas of Fashion, Decoration and Design through new composite applications. A plant fibre of European origin, constantly innovating and giving fresh impetus to the ways in which it is utilized.

As a textile, in its washed linen incarnation, employed for products from bedding to the towels for our bathrooms and kitchens; it’s utilized for home furnishings as curtains and couches; in a knitted version for all wardrobes and styles, both casual and luxury, right down to accessories.

Combined with resins, it also takes its place as a high-performance composite, and in the process provides a new source of inspiration for protagonists in the arena of Design, from designers to manufacturers. Flax and resin: two materials that combine their properties in order to develop new ones that can be used in the composition of products that form part of our everyday lives. Furniture design, the sports and leisure sector, boating, home improvement, and soon to emerge from the R&D labs, aerospace and rail!

LINEN, as an ECOLOGICAL and THERMOREGULATING textile [bed linen at MERCI, homewares from LAPUAN KANKURIT at the INSTITUT FINLANDAIS, knitted linen at MAJESTIC FILATURES, fashion accessory at VANESSA BRUNO and HOME AUTOUR DU MONDE]. FLAX, a champion of VIBRATION ABSORPTION [NOTOX Surfboard at CUISSE DE GRENOUILLE, Stand Up Paddle EARTH SUP by BIC SPORT at PAPIER TIGRE, INBO Skateboard at WAIT, INBO bicycle at BICYCLE STORE, and AKONITE ski at THE NORTH FACE] - FLAX, ATTRACTIVE, STRONG AND LIGHT [EGIDE bike helmet at BONNE GUEULE, VTT URGE BIKE helmet at LA CREMERIE BMX, DELSEY ‘24 Hour’ luggage at FRONT DE MODE, chairs at GALERIE JOSEPH and GALLERY S.BENSIMON, glass and flax door by LAB’LAPEYRE]. FLAX, HYPOALLERGENIC AND HEALTHY [BBDOR cradle at BALOUGA]. FLAX, with ACOUSTIC PROPERTIES [BLACKBIRD guitar at ELEVATION STORE]. FLAX, THE NEW RAW MATERIAL FOR 3-D PRINTING [DRAWN lamp at HOTEL LA MAISON CHAMPS ELYSEES]. FLAX, SYNONYMOUS WITH ECO-FRIENDLINESS [AZ&MUT flower pots at BOIS VIOLETTE]. FLAX, HEALTHY and INSULATING [real linoleum from TARKETT].

LINEN ITINERARY TO DISCOVER
Flax grows right at our feet, with Europe the world’s n°1 producer.

Guaranteeing the fibre’s premium quality status, European Flax® is the mark of traceability in all design, fashion and lifestyle markets.

About CELC

The European Confederation of Flax and Hemp (CELC) is the only European agro-industrial organization bringing together and federating all the stages of production and transformation for flax and hemp. It is the specialized spokesperson for 10,000 European enterprises in 14 countries, overseeing the fibre from plant to finished product. Founded in 1951, the CELC is a source of pioneering thought, economic analysis, industry consultation and strategic direction.

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