



PRESS RELEASE
J'AIME LE LIN
LINEN ITINERARY



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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 ATOUR 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

HOME AUTOUR DU MONDE – 8, rue des Francs Bourgeois 75004 | **INSTITUT FINLANDAIS** – 60, rue des Ecoles 75005 Paris | **MAJESTIC FILATURES** – 7, rue des Francs Bourgeois 75004 | **MERCI** – 111, Bd Beaumarchais 75003 | **VANESSA BRUNO** – 100, Rue Vieille du Temple 75003 | **BALOUGA** – 1, rue Notre Dame de Nazareth 75003 | **BOIS VIOLETTE** – 7, rue du Pont aux Choux 75003 | **BICYCLE STORE** – 17, Boulevard du Temple 75003 | **BONNE GUEULE** – 14, rue Commines 75003 | **CUISSE DE GRENOUILLE** – 5, rue Froissart 75003 | **ELEVATION STORE** – 135, rue Vieille du Temple 75003 | **FRONT DE MODE** – 42, rue Volta 75003 | **GALERIE JOSEPH** – 123, rue de Turenne 75003 | **GALLERY S. BENSIMON** – 111 rue de Turenne 75003 | **HOTEL LA MAISON CHAMPS ELYSEES** – 8, rue Jean Goujon 75008 | **LA CREMERIE BMX** – 49, rue Albert Thomas 75010 | **LA ROTONDE** – 6-8, Place de la Bataille Stalingrad 75019 | **LAPEYRE LAB** 4, Passage Ste Avoye 75003 | **PAPIER TIGRE** – 5, rue des Filles du Calvaire 75003 | **THE NORTH FACE** – 84, Bd Beaumarchais 75011 | **WAIT** – 9, rue Notre Dame de Nazareth 75003



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.

www.europeanflax.com

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