

Lovely Linen[®]

SINCE 1992

BACK
TO
NATURE



BACK TO THE ROOTS

“The more Lovely linen is washed, the lovelier it becomes.”

ENVIRONMENTAL FOOTPRINT

To make linen products we need to harvest, transport and pack the raw material. These are processes that affect our environment. Therefore, we need to put higher demands on our manufacturers and review our own environmental impact.

- LOVELY LINEN works only with European linen to ensure high quality and appropriate production processes.
- LOVELY LINEN works only with European manufacturers to minimize the need for transportation and ensure high quality transportation methods.
- On June 1, 2018, LOVELY LINEN initiated a process to remove all plastic packaging previously used.

#SUSTAINABLE
#ECOFRIENDLY
#CONSCIOUS

“What we consume should be sustainable and durable. Linen has many advantages when compared to other materials.”

ENVIRONMENTAL BENEFITS

- It's long-lasting and therefore reduces consumption.
- It's 100 % biodegradable and recyclable.
- It's non-allergenic, antibacterial and antifungal.
- Linen consumes only small amounts of water during the manufacturing process.
- A limited amount of pesticides is used in the cultivation of flax.
- Thanks to the great absorbent capacity of linen, only a small amount of dye is needed when dyeing the fabric.



NEW! LOVELY AVOCADO.
RUSTIC PLACEMAT



NEW! LOVELY BISTRO 2 IN 1
100 % EUROPEAN LINEN



NEW!
LOVELY RAW HAMAM

Lovely Linen®
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LOVELY TOWELS



NEW! RUSTIC TABLECLOTH 100 % EUROPEAN LINEN,
MISTY STRIPE BLACK/NATURAL BEIGE
& MISTY RAW CUSHIONS



NEW! LOVELY RAW HAMAM

WRAP YOURSELF IN LOVELY HAMAM TOWEL

NOT ONLY A BEAUTIFUL DECORATIVE DETAIL,
IT GIVES A NATURAL FEEL TO YOUR SKIN.
TAKES A LIMITED AMOUNT OF SPACE IN YOUR
WORKOUT AND BEACH BAG.

JUST TEAR'N'WEAR AND YOUR
TOWEL JUST GETS BETTER.
DURABLE AND WONDERFUL.
WITH OR WITHOUT RAW EDGES.



HAMAM TOWEL

100% EUROPEAN LINEN, QUICK DRY

#TEAR'N'WEAR





HOT SUMMER
BREEZE

Misty

100% RAW LINEN WITH A
ROUGH AND EARTHY FEEL.

THE *Great*
GREENERY





MISTY RAW, LOVELY PILLOWCASE
& MISTY STRIPE SKY
100 % EUROPEAN LINEN



SHOW YOUR RAW EDGES

MISTY DAWN BEDDING AND NEW
RUSTIC BED COVER, 100% RAW LINEN
WITH A ROUGH AND EARTHY FEEL.

#IMPERFECTION

BACK TO

NATURE



NEW! RUSTIC CUSHION

LOVELY HAMAM



RUSTIC BATHROOM MAT



Lovely Pistro 2 IN 1

ISN'T BRILLIANT?
TWO PRODUCTS IN ONE.
USE AS A SIMPLE APRON,
AS A MODERN KITCHEN TOWEL
- OR WHY NOT BOTH?



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SHIPPING WORLDWIDE
LOVELYLINEN.SE