




MASTERS OF LINEN

European Linen of Quality

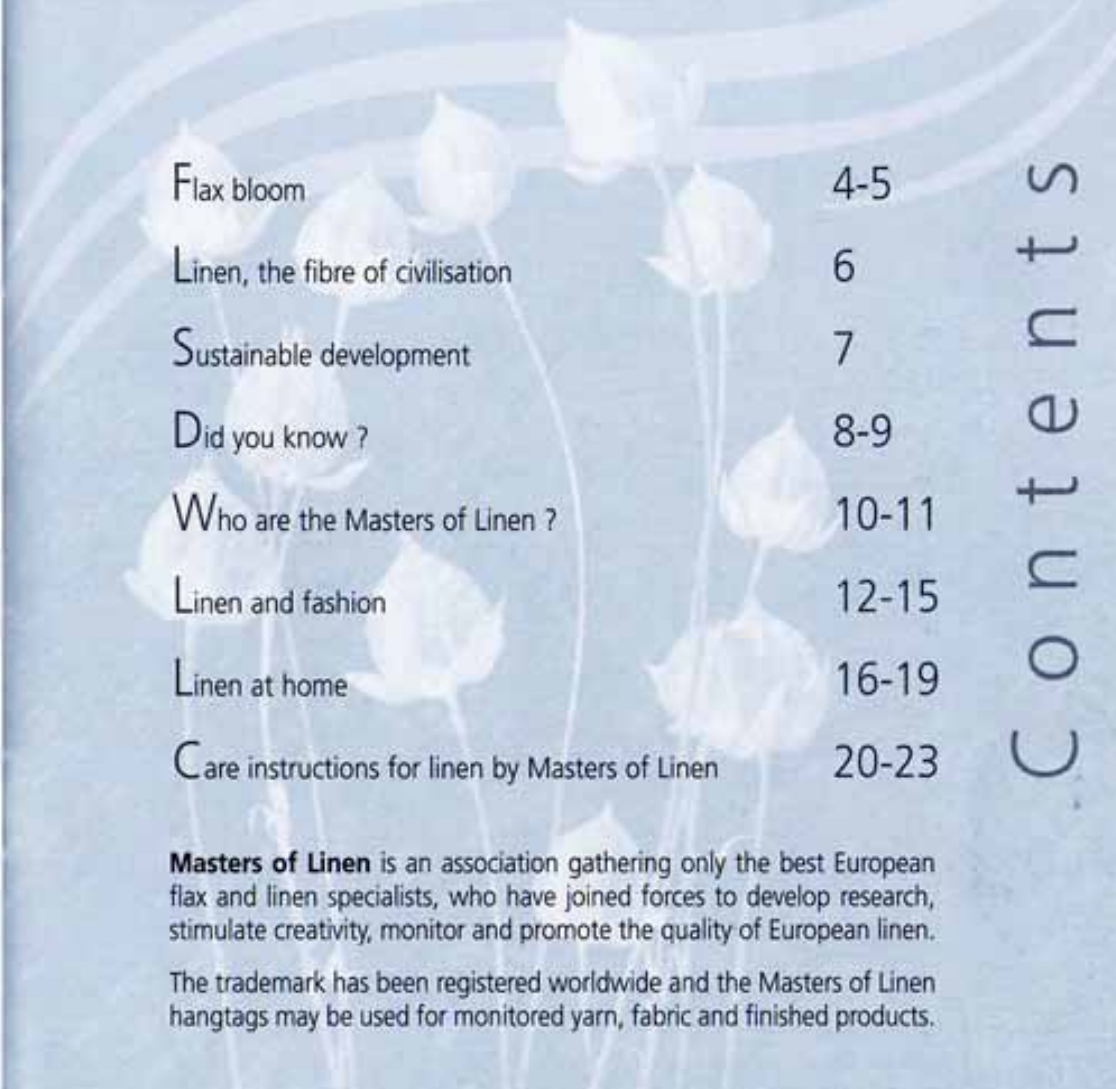


Thank you for
choosing Masters
of Linen.

We are pleased to give you
this brochure in which you can
gain insight into the secrets of
this noble fabric, natural and
precious all at once, timeless
yet forever modern... **linen.**

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Flax bloom	4-5
Linen, the fibre of civilisation	6
Sustainable development	7
Did you know ?	8-9
Who are the Masters of Linen ?	10-11
Linen and fashion	12-15
Linen at home	16-19
Care instructions for linen by Masters of Linen	20-23

Masters of Linen is an association gathering only the best European flax and linen specialists, who have joined forces to develop research, stimulate creativity, monitor and promote the quality of European linen.

The trademark has been registered worldwide and the Masters of Linen hangtags may be used for monitored yarn, fabric and finished products.



Flax bloom

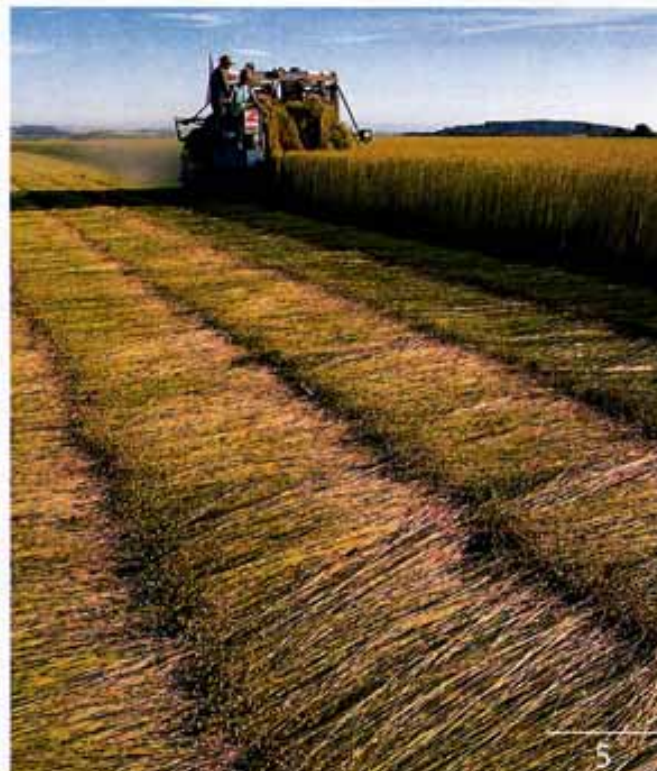
Textile flax has been grown in Europe since ancient times. Today, the European Union accounts for 70% of production worldwide and has become the undisputed benchmark for quality. The climate is highly favourable, and the soil particularly well-suited, especially in France, Belgium and the Netherlands, but also Poland, the Czech Republic etc.

Sowing takes place in early spring and the flax reaches a height of between 80 cm and 1 metre in around a hundred days.

The small blue flowers are delicate and very short-lived, lasting just one day. During this fleeting moment, a field of flax in full bloom is a magical and rare sight to behold.

See places to visit on www.mastersoflinen.com

Garden centres also market several varieties of ornamental flax seeds to grow in your garden.



Linen, the fibre of civilisation



Linen has been used since ancient times: it is the oldest textile fibre in the world, traces of its use date back to 8000 BC. Symbolic of nobility in Ancient Egypt, imported into Europe by the Phoenicians, flax-growing gained ground at the time of the Roman Empire and then in the Middle Ages.

The ultimate family business, flax was grown by the men folk, harvested and spun by the women, woven by the men, made up into clothing and embroidered by the young girls.

In the 17th century, the Huguenots spearheaded the boom in the flax

industry in Holland, Germany, Britain and especially Ireland.

The industrial revolution in the 19th century increased production capacity and linen was exported throughout the world.

Spurred by competition from artificial and synthetic fibres as from the Fifties, European linen has become highly inventive and innovative to remain at the leading-edge of trends.



Sustainable development

The jewel in our crown, a treasured heritage for future generations.

European linen is **ethical**, since the working conditions and salaries of workers growing and processing flax are regulated.

Flax-growing in Europe (70% of production worldwide) is **environmentally-friendly**, thanks to the climate, soil and crop rotation which require very little fertilizer and pesticides. And like the best of wines, it doesn't require any irrigation.

Transforming flax into linen is a natural and simple process involving pulling, retting (the flax lies in the field), then harvesting and scutching (the fibre is extracted mechanically from the straw). And lastly, flax also yields many other derivatives: flax oil (used in soap, cosmetics, paint etc.), short fibres (paper pulp), chaff (gardening) etc. In the flax plant, nothing goes to waste!



A linen wedding celebrates 12 years of marriage.

Artists' canvasses: old masters and contemporary artists all prefer the excellence of linen.

Benefactor: this is what flax means in the language of flowers.

Flax: relates to the plant and the fibres (flax plant, flax seeds, flax yarns).

Linen: applies to the products made from flax (linen fabrics, linen sheets, linen clothing...).

Linen union: fabric produced with a warp in cotton and weft in linen.



Omega 3: flax seeds boast a high Omega 3 content and protect against cardio-vascular disease. Sprinkle them over your salad and use them liberally in cooking!

Saint Linus' day is celebrated by Catholics on 23 September. He was the second pope after Saint Peter. Lino is a common first name in Italy, as is Linus, in Scandinavia.



Did you know?

European linen is...

Comfortable: pleasant to wear whatever the season, insulating in the winter, fresh and breathable in the summer, thanks to its thermo-regulatory properties. To enjoy that feel-good factor all day long... and at night: studies have proven that linen sheets help people get to sleep faster and that they enjoy deeper and more refreshing sleep.

Soft and supple, (especially after a few washes), beneficial for skin, anallergic and anti-bacterial, thus ideal for household linen (so aptly named), lingerie (which derives from the word linen too) and for bathroom linen (toilette being derived from the French for linen cloth).

Easy-care and stylish for citywear and when travelling, thanks to

the new "easy care" and crease-resistant finishes from Masters of Linen weavers.

Contemporary: noble and timeless, it adapts to new lifestyles and innovates in woven and knitted fabrics, pure linen and blends. It offers deep and vibrant colours: linen boasts excellent dye penetration and reflects the light thanks to the shape of the fibre.

Environment-friendly and ethical: see p 7.

Monitored: a very solid fibre, linen from Masters of Linen is durable without pilling or losing its shape. Another important quality is its colour fastness (when properly cared for, please refer to the end of the brochure).





Who are the Masters of Linen?



As the hallmark of excellence, this label guarantees your purchase will give long-lasting satisfaction.

The European Flax and Hemp Confederation (CELC), founded in 1951, is the association for the entire European flax and linen supply chain (flax-growers, scutchers, traders, hacklers, spinners, weavers, knitters, research institutes etc.).

Masters of Linen is a promotional programme developed by the CELC in order to:

- develop research,
- stimulate creative flair, back young designers,
- inform consumers, lecturers, students etc.,
- monitor and promote European quality linen.

The Masters of Linen brand, registered as a trademark worldwide, is a double guarantee: **origin** – the flax is grown and processed in Europe, from plant to fabric, in accordance with environmental and labour standards, **quality** – monitored criteria (resistance, colour fastness, shape retention etc.)



Masters of Linen is developing projects with young and future designers with a focus on creative flair and research ("trans-seasonal" linen, knits, and innovative yarns etc.), in contests and syllabi of schools, including:

Accademia di Costume e Moda, Bradford college, Ecole Nationale Supérieure des Arts Décoratifs (Ensad), Institut Français de la Mode (IFM), Istituto Europeo di Design(IED), La Cambre, Mittelmoda, Northumbria, Parson School, Philadelphia, Polimoda, Politecnico di Milano, Royal College of Art, St Lucas, etc...



Linen and fashion

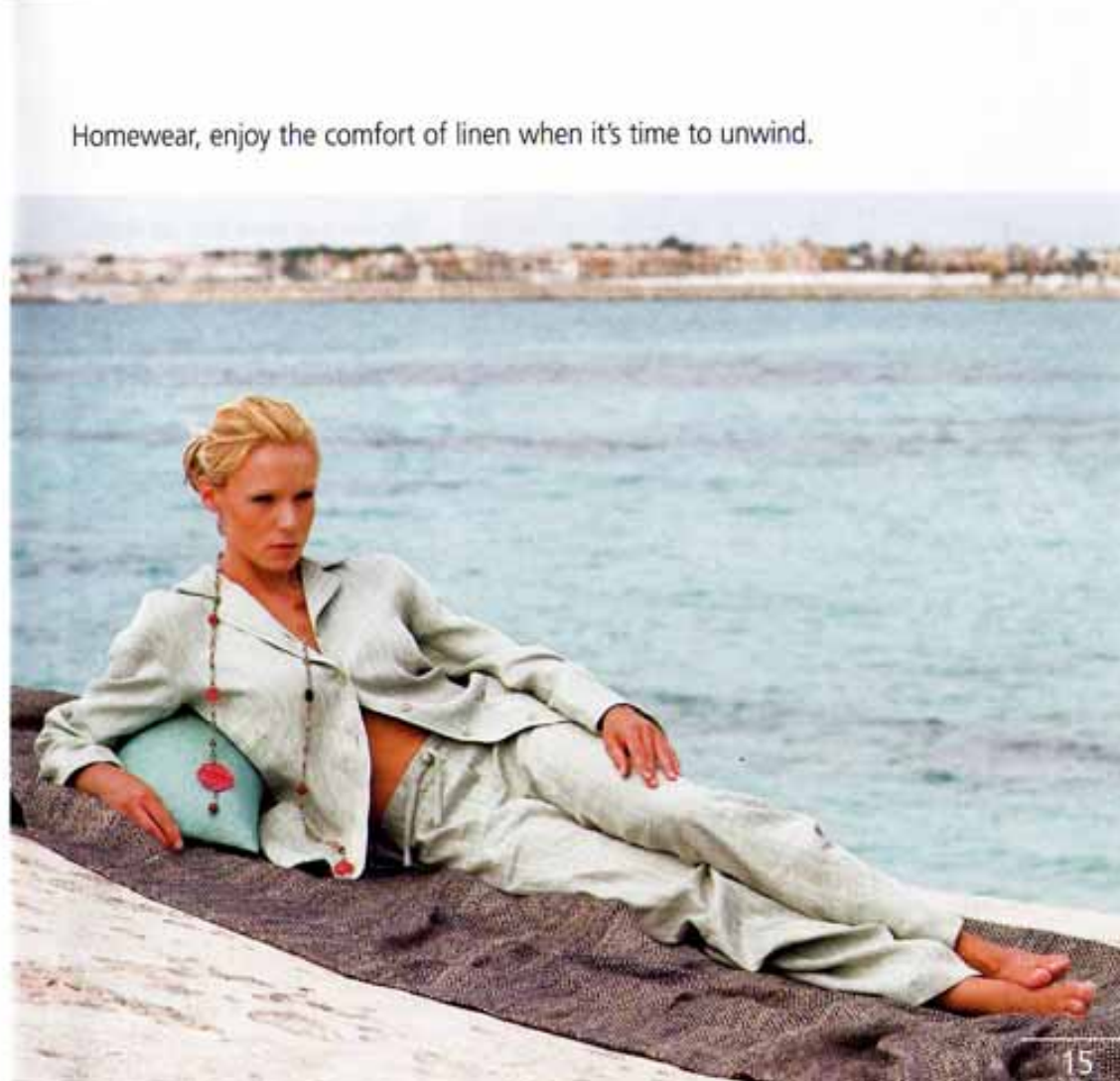
Linen in menswear, for a distinctive and distinguished look. Ever elegant, high-quality linen looks good, and even when it creases, it creases in style.

Sleek, luxurious, harmonious... Linen inspires designers whatever the season, and adapts easily to your style and your fancy!





Children's wear, soft, tender, pure and fresh



Homewear, enjoy the comfort of linen when it's time to unwind.



Linen at

Bed linen in pure linen or linen union, with its soothing properties,

bathroom linen, healthy and antibacterial, to wrap up softly...



home

Table linen, for everyday dinner-parties as well as for festive occasions,

kitchen linen (linen is perfect for drying up without pilling).



The shine and solidity of linen velvet: a benchmark for furnishings.



Sophisticated furnishing fabrics, ethereal netting, matching accessories

"Linen has always been the basic core of our textile collections. It is a fabric that has incredible character and life, which you don't find in any other fibre." Sherri Donghia, Donghia Furniture/Textiles, USA, nominated Master of Linen.



To maintain the beauty of a MASTERS OF LINEN fabric over time, always **follow the manufacturer's instructions.**

Many factors, including any treatments the fabric has undergone and how the garment has been crafted, influence whether you wash or dry-clean linen and which precautions should be taken.

Here are a few general tips:

- Washing with water
- Tips for easy ironing
- Travelling
- Linen furnishing fabrics
- Removal of common stains

WASHING WITH WATER

It is preferable to wash linen with water, especially bed and table linen or garments that are in direct contact with skin, such as shirts. Washing makes linen softer and suppler, and gives a feeling of freshness and well-being.

Gentleness is the keyword when washing linen.

- Use a pure soap or detergent (without brightener).
 - Soap acts better in soft water, with low lime content.
 - Act on stains while still fresh.
 - Bleach using peroxide- rather than chlorine-based products, which can cause yellowing.
 - Select the water temperature according to the instructions on the label and preferably use cold water for delicate fabrics.
- Use a gentle spin cycle.
 - Partly dry linen: line-dried, in the dryer (only if recommended) or wrapped in towels.

Then iron while still damp to prevent creases.

- Linen knits may be machine washed (delicate or wool cycle), hand washed, or dry cleaned depending on the manufacturer's instructions. Dry flat, ironing is usually unnecessary.

- Whether washed by hand or machine, always rinse linen well, to prevent oxidation stains.
- Place delicate or fragile garments (for example with embroidery or fringes) inside a pillow case before putting them in the washing machine.

TIPS FOR EASY IRONING

- Check that the iron base is clean and smooth.
- The temperature depends on the fabric's weight and composition. Pure linen can be ironed at the maximum temperature. First test a small, concealed part of the garment.
- **To avoid wrinkles, the garment must be ironed when still damp** using a very hot iron or steam iron.
- Iron on reverse side first and then the outside (except for fragile garments, to be ironed on reverse side only).
- Starching is not necessary: when ironed, linen recovers its shape.

TRAVELLING

Wrap linen garments in a plastic bag inside your suitcase and

hang in the bathroom on arrival: the steam will smooth out any creases.

LINEN FURNISHING FABRICS

- To keep the fabric looking clean and fresh, simply brush regularly and clean with a vacuum cleaner using the special accessories.
- Curtains, upholstery and carpets require dry cleaning, consult trusted and reliable firms only.
- Never leave stains to dry. Pat with a damp white cloth (without rubbing) and if necessary dry with a hair-dryer.
- Linen upholstery or wall coverings do not attract dust. Simply vacuum or brush and use special dry detergents for any stains.

REMOVAL OF COMMON STAINS

on washable fabrics:

In any case,

- Always follow the instructions provided by the manufacturer.
- Intervene while the stain is recent.
- First try on hidden side of the fabric.

Blood - Rinse immediately with cold water added with ammonia, then wash. If it is not efficient enough, try a 10% hydrogen peroxide*.

Candle wax - Take off the maximum of wax with a knife, then iron between two sheets of absorbent paper; renew the sheets until the stain is gone.

Coffee, Tea - Wash with warm water that contains a little ammonia.

Fats, foundation - Treat with dry cleaning fluid, petrol or other

solvent, cover with talcum powder to avoid halos. Brush well and wash.

Grass - Pat softly with a piece of cloth dipped into a mixture of alcohol and ammonia, then wash.

Ink, lipstick or blusher stains - Pat on the reverse side with alcohol or ether, placing an absorbent layer under the fabric. Rinse with water and neutral detergent.

Soft drinks - Rinse with warm water and use alcohol for the rest.

Sweat - Use water and ammonia, white vinegar or alcohol, then rinse thoroughly. With yellow stains, use 10% hydrogen peroxide*.

Wine-Fruit - Pat fresh stain with salt and white vinegar and rinse thoroughly (or else salt + lemon juice, rinsing thoroughly).

** only for white fabrics as hydrogen peroxide has a whitening effect*