

EUROPEAN LINEN

Workbook

TDB

LINEN LIFESTYLE

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LINEN LIFESTYLE



Hello!

We are TEJIDOS BAGES, the linen company for interiors, hospitality and fashion.
We have worked in the world of linen for over 50 years, creating collections for leading brands in the industry.
We are based in the heart of Catalonia.

MASTERS OF LINEN®
100% MADE IN EUROPE

Masters of Linen grew out of an association of European flax and linen professionals, united in their aim to develop research, encourage creativity, and monitor and promote the quality of European linen.

The brand is registered worldwide, and Masters of Linen labels can be found on inspected yarns, fabrics and finished products.

Thank you for choosing Masters of Linen quality.
We are proud to offer you this booklet, which will reveal the secrets of this noble, natural and precious material, eternal yet always modern... Linen.

Flax in bloom

Flax for textiles has been grown in Europe since antiquity. Today, the European Union accounts for 70% of world production and is the undisputed benchmark for quality. It benefits from highly favourable climatic conditions and particularly suitable soils, mainly in France, Belgium and the Netherlands, but also in Poland, the Czech Republic and elsewhere.

Flax is sown in early spring and reaches a height of between 80 cm and 1 m in around 100 days.

The little blue flower is delicate and very short-lived, lasting only a few days. During that fleeting moment, a field of flax in bloom is a beautiful and rare sight.



Linen, the fibre of civilisation

Known since the earliest antiquity, linen is the world's oldest textile fibre: traces have been found dating back to 8000 BC. Already a symbol of nobility in the time of the pharaohs, it was brought to Europe by the Phoenicians. Its cultivation continued to expand under the Roman Empire and later during the Middle Ages.

A family craft par excellence, flax was grown by men, harvested and then spun by women, woven by men, and made into garments and embroidered by young women...



The Industrial Revolution of the 19th century increased production capacity, and linen was exported all over the world.

Spurred by competition from man-made and synthetic fibres since the 1950s, European linen has continued to create and innovate, placing itself at the heart of trends.

Sustainable development

A precious heritage for future generations.

European linen is ethical: it is grown and processed under regulated working and pay conditions.
Flax cultivation in Europe (70% of world production) is ecological thanks to the climate, the soils and crop rotation, which require very little fertiliser or pesticide. Like the finest wines, it needs no irrigation.
The plant is transformed into fibre through a simple, natural process: it is pulled, retted (left to rest in the field), collected and scutched to separate the fibre mechanically from the woody stem. Flax also provides numerous by-products: linseed oil (soaps, cosmetics, paints, etc.), short fibres (paper pulp), straw (gardening) and more. **Every part of flax is used.**

DID YOU KNOW?

Cambric: a fine, dense and precious linen fabric used for handkerchiefs, christening gowns and more.

Benefactor: the meaning of flax in the language of flowers.

Linen anniversary: celebrates the first four years of marriage.

Artists' canvas: both the old masters and contemporary artists favour linen as a material of exceptional quality.

Omega-3: flax seeds are rich in omega-3 and therefore help prevent cardiovascular disease. Use them liberally in salads and stews.

Saint Linus: the second pope after Saint Peter; his feast day is 23 September. Lino is a common name in Italy, and Linus in Scandinavian countries.

Union fabric: made with a cotton warp and linen weft. It is also, imprecisely, called a "linen blend".

Did you know...?

European linen is...

Comfortable: pleasant in every season, insulating in winter, cool and breathable in summer, and a good regulator of body temperature. It offers well-being throughout the day and night: studies show that people fall asleep faster in linen sheets and enjoy deeper, more restorative sleep.

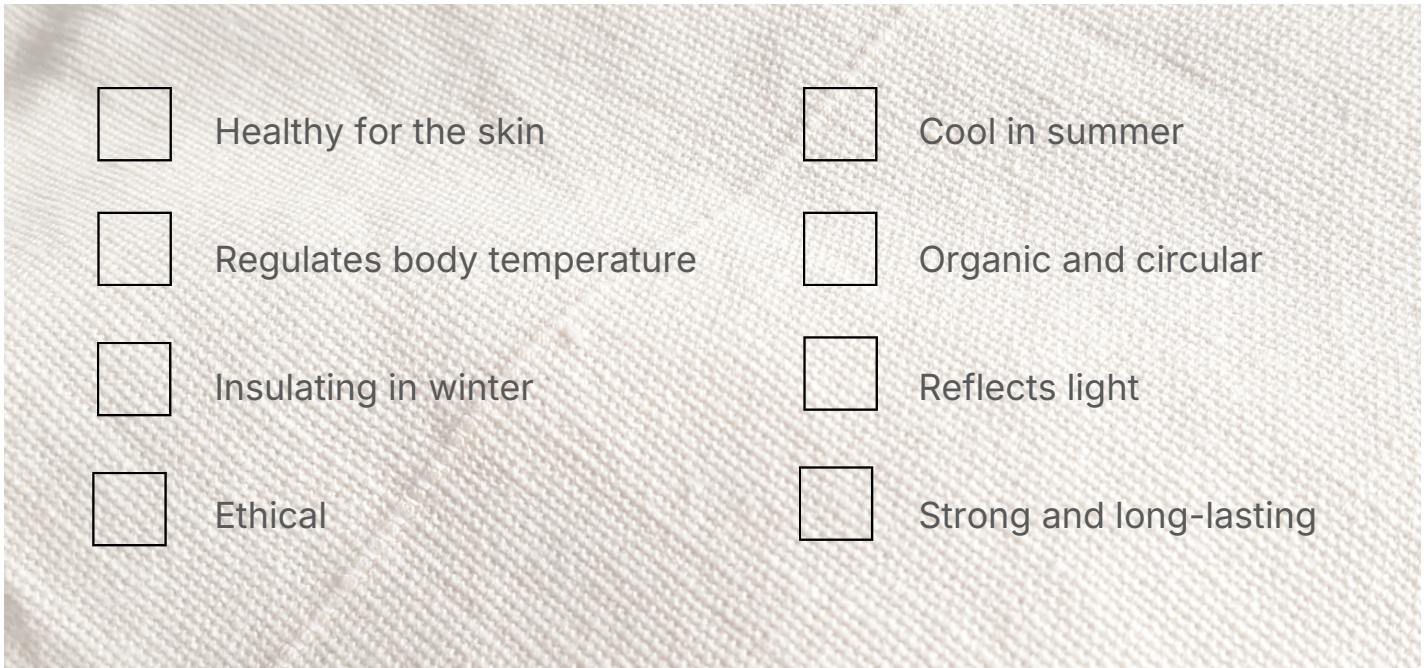
Healthy for the skin: pleasant and soft, especially after a few washes, anti-allergenic and antibacterial, making it ideal for bed linen, underwear and bathroom textiles. The Spanish words “lienzo” and “lencería” also derive from “lino”, meaning linen.

Easy to care for: elegant both in town and when travelling, thanks to new easy-care and crease-resistant treatments from Masters of Linen manufacturers.

Contemporary: noble and timeless, it adapts to new lifestyles and innovates in woven fabrics, knitwear, pure linen and blends. It offers deep, vibrant colours: the shape of its fibres allows it to take dye readily and reflect light.

Ecological and ethical: see p. 7.

Quality-controlled: as a very strong fibre, Masters of Linen lasts for many years without losing its shape or shedding lint. Colourfastness is another important criterion, with appropriate care as explained at the end of this booklet.



MASTERS OF LINEN®
100% MADE IN EUROPE

What is Masters of Linen?

This label is a mark of excellence, guaranteeing a reliable purchase that will bring lasting satisfaction.
Founded in 1951, the European Confederation of Flax and Hemp is the association of European flax and linen professionals: growers, scutchers, merchants, combers, spinners, weavers, knitwear manufacturers, research institutes and others.

1

The Masters of Linen brand, registered worldwide, provides a twofold guarantee.

2

Origin
Flax grown and processed in Europe, from plant to fabric, in compliance with environmental and social standards.

3

Quality
Controlled criteria: strength, colourfastness, dimensional stability and more.

Masters of Linen is the promotional programme developed by CELC with the following aims:

- Develop research.
- Encourage creativity and support young designers.
- Inform consumers, teachers, students and others.
- Monitor and promote the quality of European linen.

Projects

Masters of Linen works with young designers and future fashion professionals on creative and research projects: all-season linen, knitwear, innovative yarns and more. These take place through competitions or courses at schools such as: Accademia di Costume e Moda, Bradford College, École nationale supérieure des Arts Décoratifs (EnsAD), Institut Français de la Mode (IFM), Istituto Europeo di Design (IED), La Cambre, Mittelmoda, Northumbria, Parsons, Philadelphia University, Polimoda, Politecnico di Milano, Royal College of Art, St. Lucas and others.

Refinement, luxury, harmony...
Linen inspires designers in every season and adapts to the style and wishes of the wearer.
In menswear, linen brings distinction and character.
Elegant in every situation, quality linen has presence, and when it creases, it does so gracefully.

Children’s fashion: softness, tenderness, purity, freshness...
Homewear: the comfort of linen for moments of relaxation and well-being.

Linen and fashion



ELEGANT IN EVERY SITUATION



REFINEMENT, LUXURY, HARMONY...



MOMENTS OF RELAXATION AND WELL-BEING

Linen in the home



Bed linen in pure linen or linen blends with relaxing properties; healthy, antibacterial bath linen to wrap yourself in softness.

Table linen: the art of welcoming guests, every day and on special occasions...
And kitchen linen: linen dries impeccably without shedding lint.

The lustre and strength of linen velvet: a benchmark for furnishings. Fine furnishing fabrics, curtains and coordinated accessories...

"There is no better designer than nature."
Alexander McQueen.



Trust yourself.

Caring for linen

To preserve the beauty of Masters of Linen over time, it is important to follow the manufacturer’s instructions. The choice between washing with water and dry cleaning, and any precautions required, depend on many factors: the fabric’s treatment, how the garment is made and so on.



Here are some general tips:

- Washing with water
- Tips for easy ironing
- When travelling
- Linen furnishing fabrics
- Common stains



WASHING WITH WATER



Washing with water is the most suitable method for linen, especially bed and table linen and garments worn against the skin, such as shirts. Washing makes linen softer and more pleasant, bringing a feeling of freshness and well-being.
Gentleness is the key word when washing linen.

- Use a neutral soap or detergent without optical brighteners.
- Soap works better in soft water with a low lime content.
- Treat stains while they are still fresh.
- For bleaching, favour peroxide-based products (hydrogen peroxide) over chlorine-based ones (chlorine bleach, etc.), which can cause yellowing.
- Choose the water temperature according to the label, preferably using cold water for delicate colours.
- Whether washing by hand or machine, rinse linen carefully to avoid rust stains.
- Put delicate or fragile items, such as those with embroidery or fringes, in a laundry bag before machine washing.
- Spin or squeeze gently.
- Dry linen partially: hang it up, tumble-dry only if recommended, or wrap it in a terry towel.

Then iron while still damp to prevent creases.

- Linen knitwear can be machine-washed on a delicates (“wool”) programme, hand-washed or dry-cleaned, following the manufacturer’s instructions.
- Dry flat.

Ironing is generally unnecessary.

TIPS FOR EASY IRONING





• The soleplate of the iron must be clean and smooth.
• Temperature depends on the weight and composition of the fabric. Pure linen can be ironed at high temperatures. Test an inconspicuous area first.
• Iron linen while still damp to prevent creases, using a very hot iron or steam.
• Iron the reverse first, then the right side, except for fragile items, which should only be ironed on the reverse.
• Starch is unnecessary: ironing restores linen's full body.

SPECIAL CLEANING

For fabrics that can be washed in water, always:
• Follow the manufacturer's instructions.
• Treat the stain while it is still fresh.
• Test an inconspicuous area of the fabric.

Sugary drinks and soft drinks: rinse in lukewarm water and treat any residue with 90% alcohol.
Coffee or tea: wash in lukewarm water with a little ammonia.
Candle wax: remove as much wax as possible with a knife, then iron between two sheets of absorbent paper, replacing the paper until the stain disappears.
Grease and cosmetics*: treat with trichloroethylene, petrol or another solvent, dusting with talc to prevent rings. Brush carefully to remove the talc, then wash.
Grass: dab gently with a cloth soaked in a mixture of alcohol and ammonia, then wash.
Ink, lipstick and paint: dab the reverse with alcohol or ether, placing an absorbent backing beneath the fabric, then wash.
Blood: rinse immediately in cold water with ammonia, then wash. If insufficient, try a solution of 10-volume hydrogen peroxide*.
Perspiration: treat with water and ammonia or, alternatively, white vinegar or alcohol, and rinse thoroughly. If the fabric yellows, treat with 10-volume hydrogen peroxide*.
Wine or fruit: dab the fresh stain with salt and white vinegar and rinse thoroughly; alternatively, use salt and lemon juice, rinsing immediately.
* For white fabrics only, as hydrogen peroxide bleaches colours.

MY PERSONAL CARE TIPS

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Thank you

WE HOPE YOU NOW KNOW A LITTLE MORE ABOUT LINEN.

IF SO, WE ARE DELIGHTED TO HAVE BEEN OF HELP.



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