

Alliance for European
Flax-Linen & Hemp

Press release

18 april 2024

European Flax-Linen, a creative, desirable and responsible material is at the fore of the *Cap à l'Ouest* event at the BHV MARAIS department store

18th May – 23rd June 2024

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The Alliance for European Flax-Linen & Hemp invites fashion and lifestyle enthusiasts to come and discover the world of European Flax-Linen through the Love Linen programme during the *Cap à l'Ouest* event at the famous BHV MARAIS department store in Paris from 18th May to 23th June 2024.

BHV Marais
52 rue de Rivoli, 75004 Paris



A UNIQUE SHOPPING EXPERIENCE FOCUSSED ON FLAX-LINEN, A PLANT FIBRE

Flax-Linen acts as a source of inspiration for fashion, interior decoration and design. For the duration of the *Cap à l'Ouest* event, European Flax-Linen will take over certain sales areas and windows of the “beautiful bazaar” that is the BHV Marais.

POP UP: Surf on creative wave of Flax-Linen

Thanks to the Alliance, customers at the BHV MARAIS department store will have the opportunity to learn about the origins of European Flax-Linen and its innovative, creative qualities. From finding out how the plant is grown and processed to its unique functional properties, customers will be plunged into an inspiring world where Flax-Linen is centre stage.

A giant wave – composed of Flax fibres - will welcome visitors to the Alliance pop-up display. This eye-catching, colourful, Pop Art wave forms a stunning backdrop for unforgettable photo opportunities. This highly creative, content-worthy installation is designed to catch people's attention when they visit the department store. They can throw a shaka on the Alliance's big wave, riding a **Notox** Flax-Linen composite surfboard! A great way to create fun images to share on social media.



Notox Flax-Linen Surfboard

A limited-edition beach towel and bag



A must for fashion lovers, the pop-up area will also have exclusive Love Linen products, such as a beach towel and bag made from 100% certified European Flax™ as well as the book *Le Lin, fibre de civilisation(s)*, a collective work that was published last October, which provides a unique insight into the history of the humble Flax plant and its fine fibres.



An exclusive selection of Flax-Linen products



The Franco-Spanish brand **Nobodinoz** shows Linen accessories in soft colours that will appeal to parents and children alike.

Customers can plunge into an ocean of style with the selection of textiles for the home to infuse their interiors with the beautiful creativity of Linen. The **Libeco** brand is in the spotlight, with a palette of shimmering colours. So it's easy to imagine sumptuous dinners with placemats in delicate shades such as 'Flax' and 'Pacific', complemented by tablecloths that bring a timeless touch of elegance to the table. Equally beautiful, the brand's napkins provide an unparalleled touch of sophistication with their elegant colours. To complete their Linen decor, customers can discover the brand's pillowcases and cushions, as well as the essential beauty pouches in matching shades.

With its 'Piana' and 'Palma' checked tote bags, available in citrus, Flax, gold or celadon, **Haomy** takes them on a visual journey through soothing shades.

They'll continue their exploration with **Pomax**, whose two-in-one plaids and tablecloths come in yellow and beige, yellow and white or green and white, to create a warm atmosphere that awakens the spirit.

Alliance for European Flax-Linen & Hemp is inviting department stores' customers to "surf the Flax wave". The department store's Agora area will be offering an exclusive selection of Linen products from throughout the shop. Customers will be able to treat themselves to Linen items such as clothing, home accessories and much more.

Customers will be swept away by the sensory experience of Linen, a plant-based material. From **Isabel Marant** creations such as the 'Zewel', 'Koldi' or 'Klawia' linen T-shirts, emblazoned with the famous Parisian designer's logo, to the 'Rodeo' Linen T-shirt by **Iro** (available in white, black, beige or blue), they will succumb to the summer spirit of linen.

The **Jodhpur - Galeries Lafayette** collection is an oasis of freshness in its own right, with plain blue or striped shirts for a relaxed getaway, and shorts or striped 'Jacinta' trousers for nonchalant elegance.

They'll also be on trend with a selection of Linen garments from Danish fashion brand **Samsøe Samsøe**, where the authenticity of the material is revealed in every detail.

The colourful chèches (scarves) from **Galeries Lafayette** finish off a look with a touch of sophistication and dynamism.



Flax is one of the oldest plants cultivated by humans, particularly grown in a specific part of Western Europe covering part of France (Normandy, Ile-de-France, Hauts de France), Belgium and the Netherlands. It is commonly said that Flax-Linen production stretches along a broad coastal strip from Caen to Amsterdam. Indeed, this area benefits from a temperate climate, which is ideal for growing Flax, the plant from which Linen fabric is produced.

Like Flax-Linen, the *Cap à l'Ouest* event, at what is referred to as the most Parisian of department

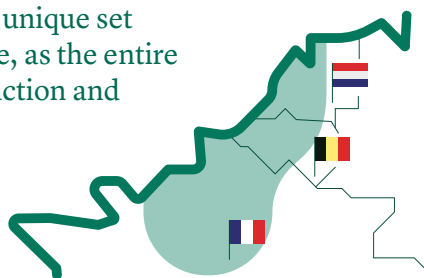
stores, reflects the beauty of the Western European landscapes.

The Love Linen campaign provides a unique opportunity to discover and appreciate the diverse uses and versatility of European Flax-Linen. The event also places the spotlight on sustainable development and encourages customers to consume in a socially responsible way. Don't miss this campaign dedicated entirely to Flax-Linen during the *Cap à l'Ouest* event at the BHV MARAIS department store, in partnership with the Alliance.

A LOCALLY GROWN RESOURCE THAT DRAWS ON UNIQUE EXPERTISE

Today, **Western Europe is the world's leading producer of Flax-Linen, accounting for 75% of global production.** In 2023, Flax growers in Western Europe produced 150,000 hectares of Flax, representing an increase of 130% over a 10-year period (from 2010 to 2020).

This is the result of a unique set of skills and expertise, as the entire European Flax production and processing chain – comprising farmers, scutchers, spinners and weavers – is located in Europe.



EUROPEAN FLAX™:

THE GUARANTEE OF TRACEABILITY FOR PREMIUM QUALITY FLAX FIBRES GROWN IN WESTERN EUROPE FOR ALL END USES.

A plant fibre, produced through integrated crop management farming, without irrigation (barring exceptional circumstances) or GMOs.

The different properties of Flax fibres

By raising public awareness about the functional and environmental properties of Flax-Linen, the Alliance for European Flax-Linen & Hemp aims to raise collective awareness of Flax-Linen as an important natural resource.

Flax-Linen has many functional properties* as a fabric and technical material.

This plant-based fibre provides thermoregulation, breathability and moisture absorption properties, and also has a positive influence on sleep. In addition, Flax-Linen's technical characteristics - such as rigidity and lightness, sound-insulation and vibration-absorption properties – make it a highly sought-after material for use in a wide range of applications: in the textile industry, product and interior design, sports and leisure, transport, boating, etc.

**All these properties have been proven and verified by scientific studies.*

Flax is a zero-waste plant, and 100% of the plant can be used and is valued.

Flax-Linen also has environmental properties (CSR). Among these, it is a locally produced and traceable fiber; a renewable resource from certified seeds; it is cultivated without irrigation (from sowing to harvesting); it helps to preserve the soil and is ethically produced.



ABOUT

The Alliance for European Flax-Linen & Hemp - an association created in 1951 – is the only European agro-industrial organisation on a worldwide level, that brings together all the stakeholders in the European Flax-Linen and Hemp value chain.

Western Europe is the world's leading producer of Flax-Linen fibre (France, Belgium and the Netherlands account for three-quarters of this production).

The Alliance for European Flax-Linen & Hemp has a triple mission: to inform members, brands and consumers, to support the European ecosystem and expertise, and to promote European Flax-Linen and Hemp globally as preferred sustainable, premium fibres.

It brings together more than 10,000 companies in 16 European countries and bases its actions on the values of collective action, innovation, scientific validation and respect for people and the planet.

It creates a favourable environment for the competitiveness of industrial companies and works to enhance the international visibility of European Flax-Linen and Hemp. The technical and environmental qualities of these plant fibres are inspiring designers around the world and are opening new prospects for industrial innovation.

It guarantees the traceability of Flax-Linen fibre through the European Flax™ and Masters of Linen™ certifications.



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MASTERS OF LINEN™ :

THE GUARANTEE OF TRACEABILITY FOR LINEN MADE BY EUROPEAN COMPANIES ON EUROPEAN AND EUROMED 1 SITES.

A textile of excellence, local at all stages: from the vegetal European Flax™ fibre, to yarn and fabric.

For more information on the Love Linen campaign, please visit the Alliance's website and subscribe to its social channels.

New website:
allianceflaxlinenhemp.eu
[@flaxlinenhemp](https://twitter.com/flaxlinenhemp)

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