



Linen Day Paris.

3 Mazarium, Auditorium of Institut
de France – 6th arrondissement, Paris

Looking back at the first edition
– a positive status report –

© Nouta Kiaïe | CELC – European Confederation of Flax and Hemp

The European Confederation of Flax and Hemp | CELC held its first Linen Day Paris on June 9, 2022, an immersive experience to mark the diverse and inspiring qualities of European flax, a local plant fibre and material of the future in tune with the social and environmental values of today's consumers.

It was a day of action and awareness, a lever for moving towards a sustainable transition that is already underway by catalysing transformations in fashion and lifestyle. This professional meeting and all the presented data served as a reminder of the power and vision of the industry, which, today, produces 80% of the world's flax fibre, aiming to embody an agro-creative fibre now more than ever: constantly growing, promoting the environmental transition, moving from "*storytelling*" to "*story-proving*". Flax accounts for 0.4% of global textile fibres today and has ambitious growth plans – which include a future edition of Linen Day.



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312 participants from the textile industry: European leaders of fashion and decoration brands, 8 different nationalities together with their suppliers, spinners, weavers, and knitters. In the room (seating capacity of 350) we notice the presence of Hermès, Agnès B, Vanessa Bruno, Sandro, Inditex group, Hast, Balzac, Uniqlo, Splice, the department stores Le BHV Paris, Le Printemps, and trend forecasters.

21 conferences and roundtables involving over 40 speakers talking about their specific experience to explore, deepen, affirm:

- The desirability and modernity of Linen for the textile industry and its capacity for innovation:

Alexandre Cappelli, LVMH Group Environment Deputy Director, confirmed that the way in which sustainable materials like Linen are perceived has evolved.

Tagwalk founder Alexandra Van Houtte noted the increased presence of Linen on podiums at fashion weeks in Paris, Milan, London, and New York, and its increasingly sophisticated and diverse uses. Ornella Bignami, Elementi Moda, and Sabine Le Chatelier Saunier, Consultant, deconstructed some of the assumptions about the material, and a presentation by Desolina Sutter from Première Vision contributed to the discussion.

Luxury brands such as Loro Piana, premium brands such as Marc O'Pollo International GmbH. — which introduces its Masters of Linen® certified capsule collection — and Le Slip Français attested to the spirit of the times for Linen, a source of creation and inspiration. Thuasne (compression stockings), Notox (surfboards), and Arketex (stretch ceilings) all stated that the proven properties of Linen guided their strategic choices.

As for design and know-how, architect and designer Jean-Philippe Nuel and Sarah Henry, director of La Manufacture de Cogolin, discussed why they are interested in using the material in their creations.

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2. Alexandre CAPPELLI Environment Deputy Director LVMH Group & Fabrice LUNDY Business Journalist, Radio Classique – Les Echos Le Parisien Group
3. Ornella BIGNAMI Fashion & Innovation Consultant Elementy Moda & Sabine LE CHATELIER SAUNIER Design & Creation Consultant
4. Hervé MUNCK founder & CEO Arketex, Pierre POMMIERS NOTOX President, Elisabeth DUCOTTET THUASME President, Eve CHEGARAY Journalist & Moderator
5. Pierre LEON FORTE Journalist, Author, Consultant & Jean-Philippe NUEL Architect & Designer Studio Jean Philippe NUEL
1, 2, 3, 4 & 5. © P.Sagne - CELC – European Confederation of Flax and Hemp.



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- **Specific data** reflecting the pioneering role of the industry in terms of:

- LIFE CYCLE ASSESSMENT of European Flax[®] certified scutched flax fibre that includes the 16 PEF impacts,
- CSR and traceability with the support of the European Flax[®] and Masters of Linen[®] certifications, strategic tools allowing brands to confirm the origin and quality of their products,
- Changes of European regulations.

Dirk Vantghem, Euratex Director, noted that the flax/linen industry's projects on origin transparency and a sustainable transition are perfectly in line with the European Commission's strategy. Baptiste Carriere-Pradal, Technical Secretariat Coordinator of PEF Apparel/Footwear, explained new regulations for textiles and apparel. At the same time, Mary Jane Shea, Head of Innovation and CSR at IADS (International Association of Department Stores) explained how department stores around the world are responding to consumers' new expectations for traceability. Marine Lemaire for Meta (Facebook, Instagram, Whatsapp, Messenger) introduced the audience to new forms of technology that fashion and luxury brands can use as a lever.

- **Economic data and market analysis** indicate renewed growth (geographic areas and markets) in the sector.

Economist Philippe Chalmin, specialist in raw materials, noted the role of flax/linen in the sustainable economy of the future in the context of stagflation and a textile industry dealing with a sharp uptick in raw material prices. In addition, Damien Durand, CELC Economic Director, highlighted the leading position of European flax in terms of surface area for fibre production (an increase of 133% in flax growing area between 2010 and 2020, and an upward trend in the production of long fibres: +71% between 2011 and 2021) and the textile dynamics at the level of spinners, weavers, and knitters.

1. Julie PARISSET Innovation & CSR Director CELC, Julie VENARD Traceability & Certification Project Manager CELC, Marie DEMAEGDT Textile & CSR Director CELC

2. Chantal MALINGREY Marketing & Communication Director CELC & Simone SOMMER Sustainable Materials & Innovation Division Marc O' Polo International

3. Mary Jane SHEA IADS Head of Innovation & CSR

4. Philippe CHALMIN Specialist in Raw Materials Market & Economic Journalist

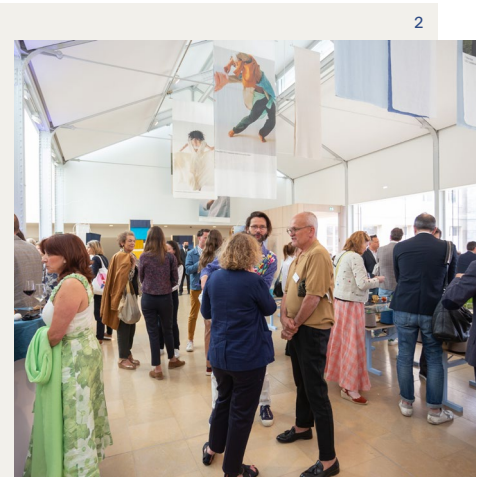
5. Marine LEMAIRE Global Client Partner META

1, 2, 3, 4 & 5. © P.Sagne - CELC - European Confederation of Flax and Hemp.



These expertises were completed by those of 8 representative company directors from the Linen sector. *"Every link in the flax/linen chain works fully and consciously for the sake of the next link, creating a common work"* with Guillaume Hemeryck, Flax Grower and Scutcher (FR), Bertrand Gomart, Flax Grower (FR), Pascal Prevost, Flax Grower and Scutcher (FR), President of CELC Promotion, Valentin Depestele, Scutcher and Producer of composite reinforcements (FR), Olivier Guillaume, Spinner (FR), Stefano Albini, Scutcher (IT), and Alex Vanneste, Trader (BE).

In his concluding remarks, Bart Depourcq, CELC President, emphasized the idea of co-constructing future regulations, especially in the face of dominant fibres. He reminded everyone that *"We attract more attention by speaking truthfully rather than loudly thanks to events designed not for the consumer but with the consumer. Perhaps this is the main lesson we can learn from Linen Day in order to better respond to future clients' purchasing patterns – especially for younger generations in search of a dialogue where ethics is paramount."*



1. Bart DEPOURCQ Scutcher - President CELC
1, 2, 3 & 4. © P.Sagne - CELC – European Confederation of Flax and Hemp.



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A "touch and feel" experience day with:

- A mini field of flax grown by young farmers from Terre de Lin
- Scenography showcasing the various applications of flax, from most conventional to most unusual
- An exhibition of finished textile products: decoration, fashion, accessories, surprising objects made of composite materials
- The film "*Linen Manifesto 2022*" – "*Linen in Motion*" directed by Jonathan Steuer with a live performance by dancers from Outsider company, all dressed in Linen, elicited a strong emotional response and applause from the audience
- An exhibition of photos taken from the film "*Linen Manifesto 2022*" and printed on 100% Linen fabrics by Arketex (FR), Libeco (BE) and Martinelli Ginetto s.p.a (IT) and on Linen panels hydrobonded non-woven fabric looking like wallpaper by LGD01 (FR) which participants of Linen Day could discover when they entered the site.

To extend the experience and show that flax grows right at our feet, two "square" fields of flax, about 500m² each, were unveiled to visitors of Hameau de la Reine, Domaine de Versailles. They had been grown by a group of young farmers from Terre de Lin with the cooperation of the gardeners of Versailles and under the leadership of Alain Baraton, Head Gardener of Domaine de Trianon, who inaugurated this first edition of Linen Day.



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1. Dancers OUTSIDER Company
 2. 3 Mazarium outside
 3. Linen Field – Versailles
 1, 2 & 3. © P.Sagne - CELC – European Confederation of Flax and Hemp.

ABOUT THE EUROPEAN CONFEDERATION OF FLAX AND HEMP

THE FEDERATING AUTHORITY OF WORD'S FLAX/LINEN AGRO-INDUSTRY

Western Europe is the world leader of Flax fibre production: France, Belgium and The Netherlands account for 80% of world production!

As the only European agro-industrial organization federating all the stages of production and transformation for flax/linen & hemp - 10 000 European companies in 14 countries - CELC leads this industry of excellence in a globalised context.

This mission relies on the innovative and environmental values of these natural fibres, guaranteed by traceability labels EUROPEAN FLAX® and MASTERS OF LINEN®, and promoted to trade and consumer through a dedicated campaign.

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  @CELC_FlaxHemp

www.europeanflax.com

CONTACTS

Press Services

Déco & Art de vivre France

14 SEPTEMBRE

Emilie Reboul

M : +33 (0)6 11 34 18 16

emiliereboul@14septembre.fr

Marina Zanetta

M: +39 349 552 22 60

marinazanetta@14septembre.com

Mode France & International

2e BUREAU

Hugo Howlett

M : +33 (0)6 18 08 10 55

celc@2e-bureau.com

CELC Contacts

Linen Dream Lab®

15 rue du Louvre,
75001 Paris - France

Odile Idkowiak

Directrice Communication

M : +33 (0)6 89 42 14 17

odile.idkowiak@europeanflax.com

www.europeanflax.com

Strategic Partners

UK - GGHQ

Gill Gledhill

M: +44 (0)2 072 500 589

gill@gghq.co.uk

IT - ELEMENTI MODA

Ornella Bignami

M: +39 (0)2 55 18 17 83

el.moda@elementimoda.it