



**Alliance for European
Flax-Linen & Hemp**

Press release

Paris, February 21, 2023

Linen will blow you away

For the first time, The Alliance for Flax-Linen & Hemp (formerly the CELC) is partnering with La Samaritaine as part of the exciting “Naked Paris” campaign from February 15-May 9, 2023. A tribute to nature, to plants, to all living things, to material in a scene that is all about hair, the optical illusion of flax fiber challenges the concepts of texture and what is natural.

Samaritaine Paris, an Art Nouveau masterpiece, and the Alliance are united by common values with respect to history, excellence, and modernity. It was only natural for these two great establishments, with their international reach and commitment to expertise, to come together around a material that is a vivid embodiment of luxury.

There is no venue more appropriate for flax, a plant-based, agro-creative, and local fiber, than this 20,000-square-meter store, which unites the best of fashion design, accessories, and beauty in the heart of Paris.

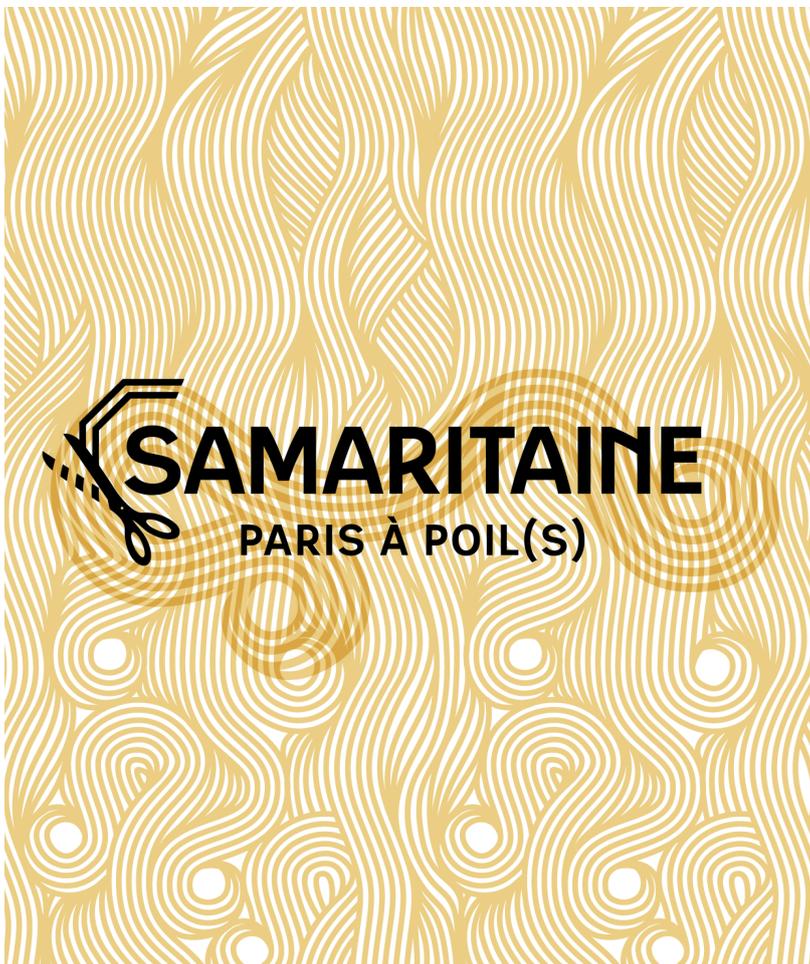
Thanks to the magic of artistic transformation and a contest involving members who produce European Flax®-certified combed flax (Terre de lin, NatUp Fibres, Groupe Depestele, Linière du Ressault), 42 km of European flax fiber (or 1,100 kilos of material provided by Alliance members) adorn various sections of the department store, from the window displays looking out to the Rue de Rivoli to the interior on the side of Pont-Neuf. On the ground floor, a unique pop-up showcasing the hues of flax invites visitors to fully immerse themselves in experiencing this magical fiber.

Charlie le Mindu, the guest of honor, is a globally renowned hair designer famous for his collaborations with the world of art and fashion. He was given free rein to transform the main staircase into a monumental work of art.

SAMARITAINE
PARIS PONT-NEUF

February 15 – May 9

LOVE LINEN POP-UP from March 15



FLAX FIBER X METAMORPHOSIS

Window displays

Flax, a plant-based European fiber, espouses the elements of human hair and fills three window displays on the Rivoli side. Designed like a large tableau, the scene is a metaphor for the different states of hair: straight, tangled, cut short. Flax bestows a sincerity and realism upon these artificial creations in the most noble sense of the word. Combed, scutched, in the form of strings, the transformed fiber surprises visitors and invites them to explore all aspects of this zero waste, local, plant-based, natural European fiber whose texture is so similar to our own hair.



- In the first window display, bunches of combed flax create the illusion of long strands of straight hair held in place by gigantic hair clips and combs. The visual similarities between combed fiber and straightened hair add an uncanny touch of realism to the scene.

- The second scene is an allegory for a haircut. A huge pair of scissors is cutting artificial locks of hair made of combed flax.

- The third is a humorous approach to the “before and after” of a stroke of the comb. A blend of strings and intermeshed fibers exemplifies the shagginess and tangled nature of scutched flax fiber after the scutching stage, while sections of combed flax represent well-groomed, smooth flax after combing.

The Rivoli side

Starting at the entrance on the Rivoli side, visitors will be surprised by stunning pieces of tasseled furniture. Creating the illusion of hair, sections of flax fiber cover the displays all the way to the fitting rooms. To make these large hair-like sections of flax even more realistic, the scenes play on the material's colors as well. To create a Tie-Dye effect, European flax fiber-producing members provided flax with different hues, from blond to tones of gray, all the way down to shades of blue that highlight the best qualities of the fiber.

In the Pont Neuf space

Different room, different vibes. Flesh-colored walls and giant hair-shaped structures will make clients moving about feel like they are walking on bare skin covered in hair, to which flax, a very much living fiber, adds a textured and realistic touch.



FROM FLAX FIBER TO PRODUCT

LOVE LINEN pop up

Taking visitors aback, this 35-square-meter immersive and transformative space performs the triple mission of promoting, educating, and also surprising the public. A place for dialogue, it highlights the expertise and professions in the industry.

For example, visitors will learn that 80% of global flax production takes place in Europe, which means flax is a locally grown, GMO-free fiber, and that the entire plant is used in ready-to-wear, decoration, composites and co-products.



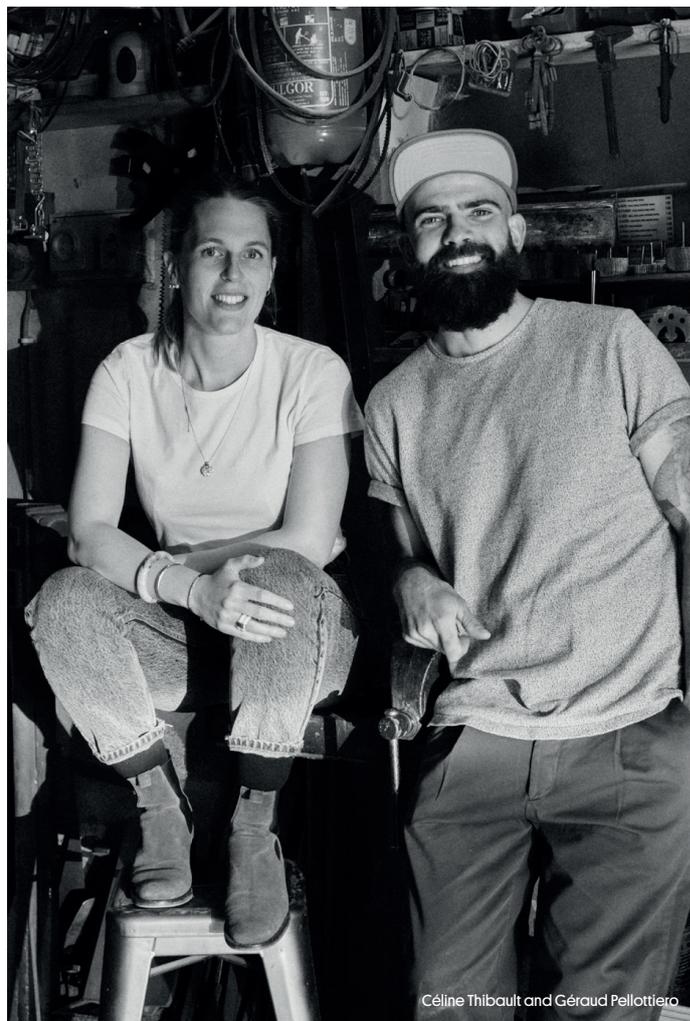
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The work of the designer duo Céline&Géraud

Today, European flax embodies the entire spectrum of environmental and creative ambitions and remains a source of inspiration for new generations of designers.

Winners of the Grand Prix prize for the Van Cleef & Arpels Design Parade Toulon organized by Villa Noailles in 2019 for their work Zou Maë, featuring the art of the bath, which had already incorporated linen, the duo specializing in merchandising formed by Céline Thibault and Géraud Pellottiero creates worlds that bridge geography, expertise, materials, and movement.

As part of its mission to support young talent, the Alliance is the official partner of Design Parade Toulon and of the International Festival of Fashion, Photography and Accessories - Hyères. To continue this dialogue, the Alliance decided to task the creative duo with setting up the scene for its pop-up, whose language and values embody the philosophy of the Alliance.



Céline Thibault and Géraud Pellottiero

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A LOVE LINEN space dedicated to the material

By choosing to immerse the visitor in this installation, Céline et Géraud opt for elements with a strong symbolic value that highlight slow and sustainable practices. They focus on the process from nature to finished work, taking a long view of time and paying tribute to the work of flax farmers and scutchers, the emblematic characters of an agro-creative industry with which they like to engage in dialogue.

This dedicated visual and transformative space will place the material front and center, while playing on raw materials and the uniqueness of flax fiber. Flax will be featured in the form of panels with rough bouquets of combed flax and pleated fabric lining the walls, while also including a virtual and photographic window onto a flax field.

In this place for dialogue, discovery, and expertise, professions from the flax industry will engage with the technical properties of this plant “with a thousand uses.” The itinerary will plunge visitors into the story of this agricultural material, culminating in fabrics made of this ancient fiber. The superimposition of natural green hues borrowed from nature onto the bright colorful highlights of urban wear will help bolster a contemporary aesthetic and vision.

In order to highlight the theme that European flax can be used in its entirety. Silhouettes dressed in linen garments from Samaritaine brands will be displayed alongside streetwear, which even includes linen accessories.

This is an opportunity to discover that longboards and bike helmets, indispensable in this era of soft mobility, can also be made of flax.



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*THE DUO PAINTS
THE POETIC, JOYFUL,
AND NECESSARY
COMPLEMENTARITY BETWEEN
MAN AND NATURE*



ABOUT

The Alliance for European Flax-Linen & Hemp is the only European agro-industrial organization that serves as a global reference and brings together all players in the European Flax-Linen and Hemp value chain.

A platform for reflection, market analysis, dialogue, and strategic orientation, the Alliance for European Flax-Linen & Hemp presides over an industry of excellence in a globalized context. It encourages dialogue with national and European public authorities.

The Alliance for European Flax-Linen & Hemp creates an environment that fosters competitiveness of industrial businesses as part of its three-fold mission of informing members, brands, and consumers, supporting the European ecosystem and European expertise, and promoting European Flax-Linen and Hemp as the preferred sustainable premium fibers worldwide.

It connects 10,000 businesses in 16 European countries and bases its work on the values of solidarity, innovation, scientific validation, and respect for people and planet.

It promotes, initiates, and organizes strategic reflections and research on its fibers to be able to provide all of its interlocutors with evidence-based economic data, environmental information, and reliable scientific evidence.

The Alliance for European Flax-Linen & Hemp strives to increase the international visibility of its fibers, whose technical and environmental properties inspire global creation and open new opportunities for industrial innovation. It guarantees the traceability of Flax fiber thanks to the EUROPEAN FLAX® and MASTERS OF LINEN® certifications.

The Alliance for European Flax-Linen & Hemp is the new name of the CELC, an association founded in 1951. Western Europe is the number one Flax-producing region in the world [France, Belgium, and the Netherlands account for 80% of production].

European Flax®: A traceability guarantee for premium Flax fibers grown in Western Europe for all markets. It is a plant-based fiber, the product of ecofriendly agriculture grown without irrigation or GMOs.*

Masters of Linen®: Traceability guarantee for Flax processed by European businesses on European and Euromed 1 sites. A plant-based, responsible, and local textile at all stages of production: from European Flax® fiber to thread and fabric.

*except in exceptional circumstances

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