

SPRING/SUMMER COLLECTION 2024

PRESS RELEASE JANUARY 2024 - For immediate release

Note from our designer

TRUE ALCHEMY

This collection was inspired by the Greek islands... The blue/green Aegaen sea and the bronze-colored hillsides burned by the Greek sun were vivid in my mind when I created it. But it's more than just the Greek landscape that inspires me... It's also the simplicity of Greek island life that I find utterly captivating. Making so much out of so little is true alchemy. Such incredible food from just a few humble ingredients. Such beautiful interiors with just a few natural materials. What more does one need in this life?

Until winter...

Amy

BELIEVE IN LINEN



THE BELGIAN TOWEL COLLECTION

THE BELGIAN TOWEL - PILLOW - POUCH

This Belgian towel was named after the Greek island of Tinos, where its colors and vibe would fit right in. This summer the fouta has an ecru ground with a different stripe at each end. The small fouta, guest towel, and pillow all have a small stripe top and bottom and the pouch has one central stripe front and back.

Available in

The Belgian Towel as fouta (110x180cm), guest towel (55x65cm) and small fouta (35x50cm) The Belgian Pillow as pillow cover (50x50cm) The Belgian Pouch as pouch (23x16cm)

Colour: Tinos

100% Ll – washed finish 335 g/m²

PILLOWS & BAGS

ATLAS

These pillows are available in two colors, and are made in a tightly woven, pure linen, stonewashed canvas. Each color is finished with a unique linen trim down the middle and a zipper closure. The bags are available in the River color and the stripe details and handles are all in a pure linen trim. The bags are lined with an all-over stripe in River & Natural.

Available in pillow cover (40x80cm, 50x50cm, 63x63cm) Available in shouldersac, cross body, cosmetic bag and pouch

Colours: Natural (pillow cover), River (pillow cover, shouldersac, cross body, cosmetic bag and pouch)

100% LI – stonewashed 520 g/m²

THE SHOPPER

The pure linen shopping bag in 4 colorways is finally here. You roll it up and keep it in your handbag, your car or your bicycle, all the time. It's pure linen, it's sturdy and it's lovely to look at!

Available in shopping bag

Colours: Maora, Sailors stripe, Salem, Workshop

100% LI 200 g/m²

BELIEVE IN LINEN













COVERLETS & PILLOWS

VOURKARI

This coverlet story is the sister to the Belgian Towel this year. There are two different stripes in the coverlet, one near the top and one near the bottom. It's sewn together down the middle, the sides are not hemmed and it's finished with fringe top and bottom. The pillow has the same stripe top and bottom and is finished with a zipper closure.

Available in coverlet (280x240cm) and pillow cover (63x63cm)

Colour: Stripe

100% Ll – washed finish 460 g/m²

BED LINEN

SAILORS STRIPE

This is a twill weave, pure linen, all-over stripe in River and Ecru colors. It was designed to go with the Vourkari coverlet, but works with so much of our existing bed linen.

Available in duvet cover, pillow case and pillow sham

Colour: River

100% Ll – washed finish 200 g/m²

TABLE LINEN

THE BELGIAN TABLE THROW

This new table throw was named after a beautiful mountain town on the Greek island of Kea. The body of the table throw is a sturdy plain weave construction, so it can be machine washed, no problem! It is a throw and not a table cloth, so it doesn't cover the entire table. The point is that you see your beautiful table and the beautiful throw! There are two different stripes sitting on either end of the ecru colored ground, it's finished with fringe at both ends.

Available in table throw (140x180cm, 140x230cm)

Colour: Ioulida

100% Ll – washed finish 380 g/m²

BELIEVE IN LINEN





TABLE LINEN

PACIFIC

We have new colors in the much loved Pacific placemat! We photographed the Pacific on the same table as the loulida and the two together were fantastic! If you have a really large table, dare to put them together and mix it up! The heavy-duty pure linen fabric in rich linen colors, will get more patina and worn in looking with washing and age. They have a fringe finish, because fringe is more fun!

Available in place mat (35x50cm)

Colours: Cafénoir, Curry, Flax, Gray, Militaire, Natural (NEW), Paprika, Petrol and River (NEW)

100% LI – stonewash 646 g/m²

KEA

Named after the aforementioned Greek island, this napkin has two different stripes sitting on the river colored ground. It looks beautiful with the Pacific placemat , the loulida table throw and so many more existing collections! .

Available in napkin (42x42cm)

Colour: Stripe

100% Ll – washed finish 90 g/m²