

PRESS RELEASE MILANO UNICA AND PREMIÈRE VISION - FEBRUARY 2024

For immediate release

## LIBECO'S NEW COLLECTION AT MILANO UNICA AND PREMIÈRE VISION

For the first time, Libeco ([www.libeco.com](http://www.libeco.com)), is launching its new collection, for apparel and accessories, as well at Milano Unica (Milan) as at Première Vision (Paris).

Libeco showcases at both shows a diverse range of pure linen qualities and linen blends (wool, cotton, hemp,...) for shirting, tailoring,... for women's, men's and kids wear. Additionally, heavier qualities are presented, ideal for accessories, bags, shoes, and more.

For SS'25, Libeco is focusing on minimalism emphasizing the authenticity and natural character of linen.

Libeco adds "P475 Sanfor Airo" (100% linen) to its wide range of timeless basic stock-supported qualities. P475 sanfor Airo is a twill fabric available in a wide array of natural and neutral colors, enriched with shades inspired by today's trends.

Libeco brings a range of minimalistic checks and stripes, such as pinstripes, in pure linen.

The sophisticated look of P877 striped Sanfor Airo, L989 checked Sanfor Airo, L992 checked Sanfor Airo and L991 striped Sanfor Airo combines minimalistic design with the natural authentic aspects of linen.

A806 Sanfor Airo 150 R05 is a new dense linen-cotton canvas, perfectly suitable for overshirts, jumpsuits,....

Last but not least, Libeco introduces two heavier qualities: L990 changeant Sanfor Airo, which is yarn-dyed with a plain texture, and L988 Sanfor Airo, which is piece-dyed with a twill binding.

See the next page for these Libeco's novelties.

Libeco's sales team will be happy introducing you to its collection at their **stand 20B13** (Shirt Avenue) at **Milano Unica** and **6H22** at **Première Vision**.

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Libeco is the largest flax weaving mill in Belgium and is ranked among the top linen manufacturers in Europe. The family business is located in Meulebeke and was established in 1858. Under the Libeco Fabrics brand name, it produces fabrics for industrial applications such as upholstery, curtains, and apparel as well as technical textiles. In addition to local and sustainable production, superior quality is at the core of Libeco's mission. The title of Purveyor to the Royal Household was attained in 2006, and in 2014 the weaving mill was awarded the carbon neutral label. Libeco's collections carry the Oeko-Tex, Masters of Linen and Belgian Linen quality label, and are REACH compliant.

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Kindly contact our marketing department ([marketing@libeco.be](mailto:marketing@libeco.be) or +32 51 69 10 19) for high-resolution images or additional information.

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Belgian Royal warrant holder



100% MADE IN EUROPE

# LIBECO™

BELGIAN LINEN

— FABRICS —



1. L991 striped Sanfor Airo 2. L990 changeant Sanfor Airo 3. A806 Sanfor Airo 4. L992 checked Sanfor Airo 5. L989 checked Sanfor Airo 6. P877 striped Sanfor Airo 7. P475 Sanfor Airo 8. L988 Sanfor Airo