

GO WEST FOR SUMMER WITH WASHED LINEN

Originally launched by LINUM in 2003, the WEST linen collection is now one of the leading soft furnishing ranges on the market. Annika Ekblom, LINUM's category manager, has decades of textile industry experience, and her product expertise has been a strong driver for the popularity of this collection.

- *“WEST is a classic washed linen range in which the line has been enhanced and reinvented over the years. Today, WEST is a contemporary and versatile offering of tablecloths, curtains and bedspreads for every interior,” says Annika Ekblom.*

The WEST range cloth is woven and dyed in Lithuania where it is then made up into the products for the collection based on LINUM's designs. The twin hem stitching is inspired by classic denimwear and the corners are neatly mitered. Such attention to detail shows that the products are made with precision and care. After it has been hemmed, each article is washed and dried to produce its distinctive, raw appearance. WEST is easy to use, wash and dry and retains its shape without ironing. Alternatively, if pressed, the table linens become more sophisticated and formal, making WEST ideal for any occasion. This versatility offers endless options, and the classic palette of subtle Nordic shades makes WEST an eternal collection.

- *“LINUM makes sustainable and superior soft furnishings to be handed down for generations, in which the distinctive quality of the linens allows them to age with dignity,” says Annika.*

WEST comprises throws, curtains and cushion covers – soft furnishings for the bedroom and the living room alike. The range also offers tactile tablecloths with matching cloth napkins for a more eco-friendly future. The durable fabric is machine-washable at 40 degrees time and time again, allowing it to be used for everyday dining. Meaning we don't have to save these table linens for “best” and celebrations!

The WEST promotional images were shot by interiors photographer Jonas Ingerstedt and styled by Anna Cardell. The stunning location shots are of the reclaimed Bungenäs wilderness on the Swedish island of Gotland. WEST goes on sale on 16 April.

LINUM was founded in 1966 and is now a Swedish interior design company at the forefront of European design. With its head office, showroom and store at Artillerigatan 55 in Stockholm, **LINUM** offers both physical and online shopping options, chiefly through a large network of national and international retailers. Gunilla Brisinger is CEO of **LINUM**.

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