

The textile excellence of the Flax-Linen weavers and Masters of Linen™ members of the Alliance for European Flax-Linen & Hemp at Proposte trade show (Italy)

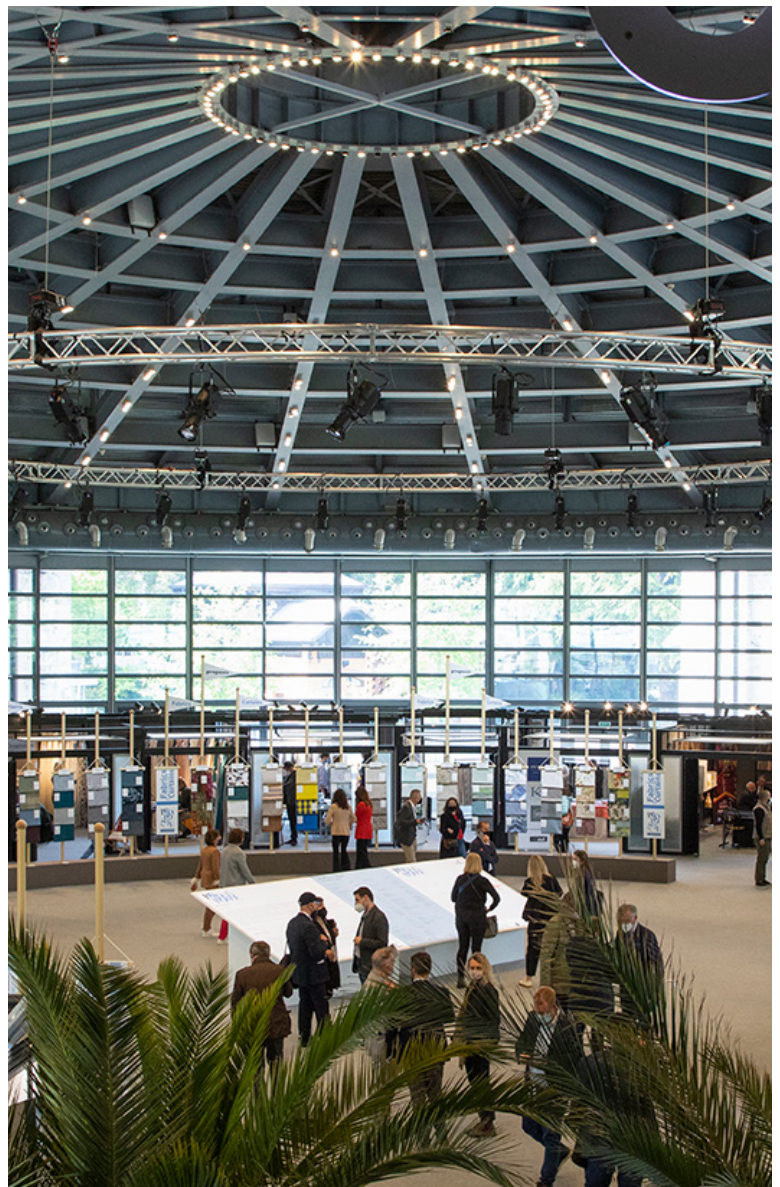
May 2-4, 2024

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The business-to-business event Proposte is taking place May 2-4, at Villa Erba in Cernobbio, near Lake Como in Italy. This international trade show dedicated to top-end fabric producers highlights textile collections intended for the interior design and furnishing markets, for the production of curtains, upholstery, wall coverings, carpets, trimmings and home accessories.

With the latest trends confirming the increasing market share of Flax-Linen in collections, this prestigious European trade show constitutes a showcase of excellence enabling European Flax-Linen weavers and members of the Alliance who have been certified as Masters of Linen™ to present their new textile creations.

The event also puts them in direct contact with fabric editeurs, manufacturers of upholstered furniture and major international retailers, along with architecture and interior design studios.

The Alliance for European Flax-Linen & Hemp highlights the exceptional expertise of its members at its stand (Ala Lario, Serra Platani), with a selection of their European Linen fabrics, which have become more creative and desirable than ever.



TRENDS:

LINEN IS PERFECTLY AT HOME WITH NEW WAYS OF LIVING



Sofas, armchairs and ottomans with 100% Linen upholstery, extravagant carpeting and the use of curtains as flexible partitions are redesigning interiors. While comfort is intimate, it can also be experienced outdoors. Windows and bays, balconies and patios with no inside/outside demarcation: these are all changing how we live. A single space can be compartmentalised. Private, warm and modular, blending work, rest and social life.

There are two ways to achieve this: curl up comfortably in refined roundness reminiscent of the 1970s and casually nestle into plump, enveloping armchairs and sofas with delight. Or living languidly, almost at floor level, draped—almost tossed—onto free-moving fabric that shimmers in the slightest breeze.

Linen is ideal for both lifestyles.

On one hand, thick, hard-wearing fabrics are used for impeccable upholstery on sofas, armchairs and footstools, with tactile tone-on-tone patterns or soft velvets for neo-classical upholstery. In this warm atmosphere, the enlarged Jacquard weaves and geometric prints are displayed in curtains. Artistic stripes evoke the stylishly exotic. On the other hand, Linen canvas and chambrays in bleached tones,

sit between bohemian and rural moods. Rough, stonewashed Linen, for a comfortable, lived-in effect, brings a relaxed attitude borrowed from casualwear into the home. Half-tone designs, prettily faded flowers and softened checks inspire daydreams. Very light and delicate undulations, stripes inspired by shirting play with transparency, to filter the light.

MASTERS OF LINEN™

The Alliance has created two certifications dedicated to Linen: European Flax™ and Masters of Linen™, guaranteeing the origin of the fibre and its traceability in the value chain.

Masters of Linen™ guarantees the traceability of Linen processed by European companies at European and Euromed 1 sites.

A textile of excellence, local at every stage: from European Flax™ plant fibre to the yarn and fabric.

The certification has increased: **+28% from January 2020 to December 2023.**

Currently 39 companies are Masters of Linen™ certified.



PROPOSTE: SIX EXHIBITING MEMBERS OF THE ALLIANCE WITH LINEN IN THEIR DNA

While the show is giving pride of place to Linen, six members of the Alliance, certified Masters of Linen™, stand out due to their innovation and creativity.



B&T TEXTILIA

BELGIUM

ALA CERNOBBIO 40

With five generations of artisans who once made woollen suits and apparel fabrics, B&T Textilia's expertise is based on an authentic Flemish tradition of craftsmanship.

The main strength of B&T Textilia, certified Masters of Linen™, lies in the elaborate blends of Linen with other materials in plays of texture. The company carefully controls each step of the process in order to guarantee the high quality of its exclusive top-end Jacquard and plain fabrics. Giving priority to appearance and feel, finishing is an expertise of this weaver, which embodies a passion for textiles in the furnishings sector.

For more information: btextilia.com



DELTRACON

BELGIUM

ALA LARIO 33

Founded in 1990, Deltracon is a family-owned weaving company that offers a variety of high-end Linen fabrics for upholstery and trimmings.

Deltracon strives to ensure production is both ecological and fair while preserving the cultural heritage of the Flax and Linen industry. The weaving and finishing of its Linen fabrics and trimmings are carried out locally (in Belgium and Europe), proof of a long tradition of expertise.

The company is recognised for its creativity in textiles: window dressings through curtains and sheers constitutes its core business, upholstery, trimmings and fabrics for bed and table linen complete the offer. Its expertise covers plain and dobby fabrics, along with Jacquard and embroidered fabrics. The design team is constantly researching new techniques: special dyes (tie-dye, dip dye, spray dye, inkjet printing), various coatings, innovative shrinking and finishing effects and stonewashing. In 2009, Deltracon purchased Flanders' Trimmings to produce high quality trimmings and tiebacks. At the end of 2018, the company acquired the company Van Maele along with its archives, which allowed Deltracon to enrich its expertise and to produce even more complex patterns and wall coverings.

For more information: deltracon.be





LEMAITRE DEMEESTERE

FRANCE

PADIGLIONE CENTRALE 79

Lemaitre Demeestere is a textile company founded in 1835. Located in Halluin, in the Hauts de France region, it is one of the five oldest textile companies in France. Lemaitre Demeestere is an acknowledged specialist in 100% Linen weaving for high-end interior decoration and furnishing, in particular heavy Linen, as well as for its incomparable expertise in offering a supple handle, and a patinated stonewashed finish. Noble and authentic, Linen requires top-notch expertise, as Linen weaving calls for precision and rigor, which cannot be improvised.

Since 2020, Lemaitre Demeestere became part of the NatUp' cooperative group, which also includes the wet spinning mill La French Filature. Labelled an Entreprise du Patrimoine Vivant (Living Heritage Company) for its unique and superior expertise, 100% of its production takes place in its own factory, thus preserving its Made in France know-how, while in 2023 it invested in new looms and in R&D. Lemaitre Demeestere combines tradition, modernity and passion.

For more information: lemaitre-demeestere.com



LIBECO

BELGIUM

ALA LARIO12

Libeco, a European leader, is the result of the merger of two Belgian weaving companies: Libeert, founded in 1864, and Lagae, founded in 1858. From the outset, the company has been based in Meulebeke, the historic flax-growing region near the river Lys in Belgian Flanders. In 1955 Jean Libeert (4th generation) took the helm of the company, and built a modern factory, developing products with higher added value. His vision led him to improve the performance of Linen weaving, targeting the American market in order to provide the company with new opportunities.

Today, Raymond Libeert (5th generation) leads the group, which has integrated Libeco whose main activity is Linen weaving, and Lambrecht dry-Linen spinning. Linens are intended for all uses, household Linen, for decoration for editeurs, clothing and technical uses; in all, this represents thousands of references. The added value is expressed through a variety of weights, creative weaves, innovative finishes and a highly-sought-after range of colours. The manufacturing excellence has led to Libeco being appointed official supplier to the Belgian court since 2006. The company has been certified carbon neutral since 2013.

For more information: libeco.com





MARTINELLI GINETTO

ITALY

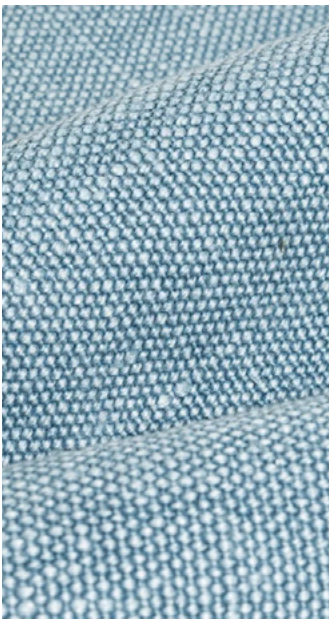
ALA CERNOBBIO 49

In 1891, Cavaliere del Lavoro Luigi Martinelli, born into a family of textile specialists in Val Gandino (Bergamo) created his weaving company, which has since become one of the best-known manufacturers in the sector.

From the 1960s, the company experienced sustained growth due to the successful diversification of production, in particular the addition of Jacquard fabrics in the 1970s. Today, Martinelli Ginetto excels in three areas in which Flax-Linen complements other fibres:

- Production of chenille and decorative yarns for upholstery, clothing and technical applications.
- Production of Jacquard fabrics and double-width plain fabrics for furnishings, bed and table Linen, for both the residential and hospitality sectors.
- Finishing of fine double-width fabrics, including flame-retardant treatments which remains an exclusive area of expertise: digital printing for panoramic textile wall-coverings.

For more information: martinelliginettogroup.it



NELEN & DELBEKE

BELGIUM

ALA LARIO 04

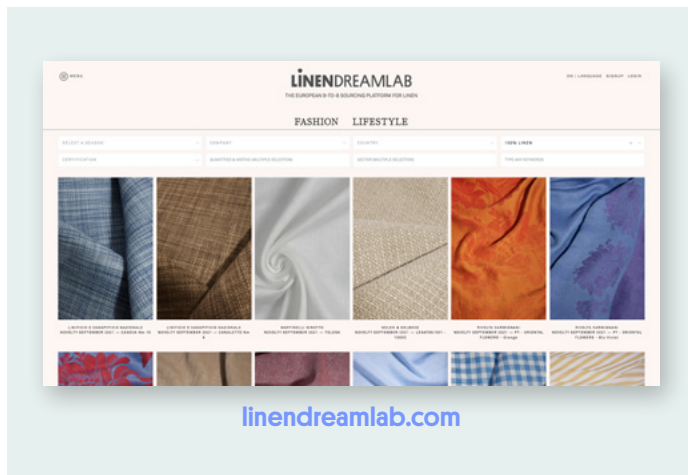
The company Nelen & Delbeke was founded in 1923. It's a family weaving mill now headed by fourth generation. It has in its new headquarters in Kruisem a weaving facility that is continuously updated with the latest technologies in order to anticipate market developments. It provides a wide range of exceptional products that stand out for their remarkable designs. With a comprehensive set of dobby and Jacquard looms, Nelen & Delbeke specialises in the production of different Linen qualities and blends, for furnishing, drapery and decorative accessories. The company sells its fabrics exclusively to editeurs and brands.

Nelen & Delbeke pays the utmost attention to the finishes, the tactile and sensory aspects, and the European origin of the Linen yarns it selects, to ensure its clients receive the best quality possible.

For more information: nelen-delbeke.be



LINEN DREAM LAB: THE ALLIANCE'S ONLINE FABRIC LIBRARY



Presented on the Alliance stand at Proposte, more than 70 new listed references from the fabric samples of all members of the organisation can also be found on Linen Dream Lab: the online sourcing platform powered by the Alliance.

It's an exclusive space for lifestyle and fashion professionals. This digital tool enables to choose and find inspiring materials for creators, designers and brands for their next collections. Linen Dream Lab is a unique opportunity to source the perfect fabric or discover innovative materials. Besides, the platform offers direct contact with European weavers and spinners.

New Alliance's stand: creativity, naturalness of the fibre and authenticity

The Alliance's new stand highlights the immense creative potential of its members.

The design of the Alliance's new stand subtly combines Flax-Linen, Hemp and wood. Part of the design, realised using 100% bio-sourced panels, was developed in partnership with Alliance members specialising in composite materials: EcoTechnilin® for the Kairlin panels, and Bcomp® for the ampliTex™ and powerRibs™ panels.

Through the stand, the Alliance asserts its position: showcasing the various applications of Flax-Linen (composite panels, agricultural materials - straw, scutched fibre, combed fibre, Linen rope) so that its members' new products can be seen in their best light and to enable visitors to get hands on with the different fabrics.



Professional world trade show

31st edition
2 to 4 May 2024

Villa Erba, Cernobbio - Italy

For more information: propostefair.it



ABOUT

The Alliance for European Flax-Linen & Hemp - an association created in 1951 – is the only European agro-industrial organisation on a worldwide level, that brings together all the stakeholders in the European Flax-Linen and Hemp value chain.

Western Europe is the world's leading producer of Flax-Linen fibre (France, Belgium and the Netherlands account for three-quarters of this production).

The Alliance for European Flax-Linen & Hemp has a triple mission: to inform members, brands and consumers, to support the European ecosystem and expertise, and to promote European Flax-Linen and Hemp globally as preferred sustainable, premium fibres.

It brings together more than 10,000 companies in 16 European countries and bases its actions on the values of collective action, innovation, scientific validation and respect for people and the planet.

It creates a favourable environment for the competitiveness of industrial companies and works to enhance the international visibility of European Flax-Linen and Hemp. The technical and environmental qualities of these plant fibres are inspiring designers around the world and are opening new prospects for industrial innovation.

It guarantees the traceability of Flax-Linen fibre through the European Flax™ and Masters of Linen™ certifications.



EUROPEAN FLAX™ :

THE GUARANTEE OF TRACEABILITY FOR PREMIUM QUALITY FLAX FIBRES GROWN IN WESTERN EUROPE FOR ALL END USES.

A plant fibre, produced through integrated crop management farming, without irrigation (barring exceptional circumstances) or GMOs.



MASTERS OF LINEN™ :

THE GUARANTEE OF TRACEABILITY FOR LINEN MADE BY EUROPEAN COMPANIES ON EUROPEAN AND EUROMED 1 SITES.

A textile of excellence, local at all stages: from the vegetal European Flax™ fibre, to yarn and fabric.

Please visit the Alliance's website and subscribe to its social channels.

New website: allianceflaxlinenhemp.eu
[@flaxlinenhemp](https://twitter.com/flaxlinenhemp)

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