SWEDISH DESIGN SINCE 1966



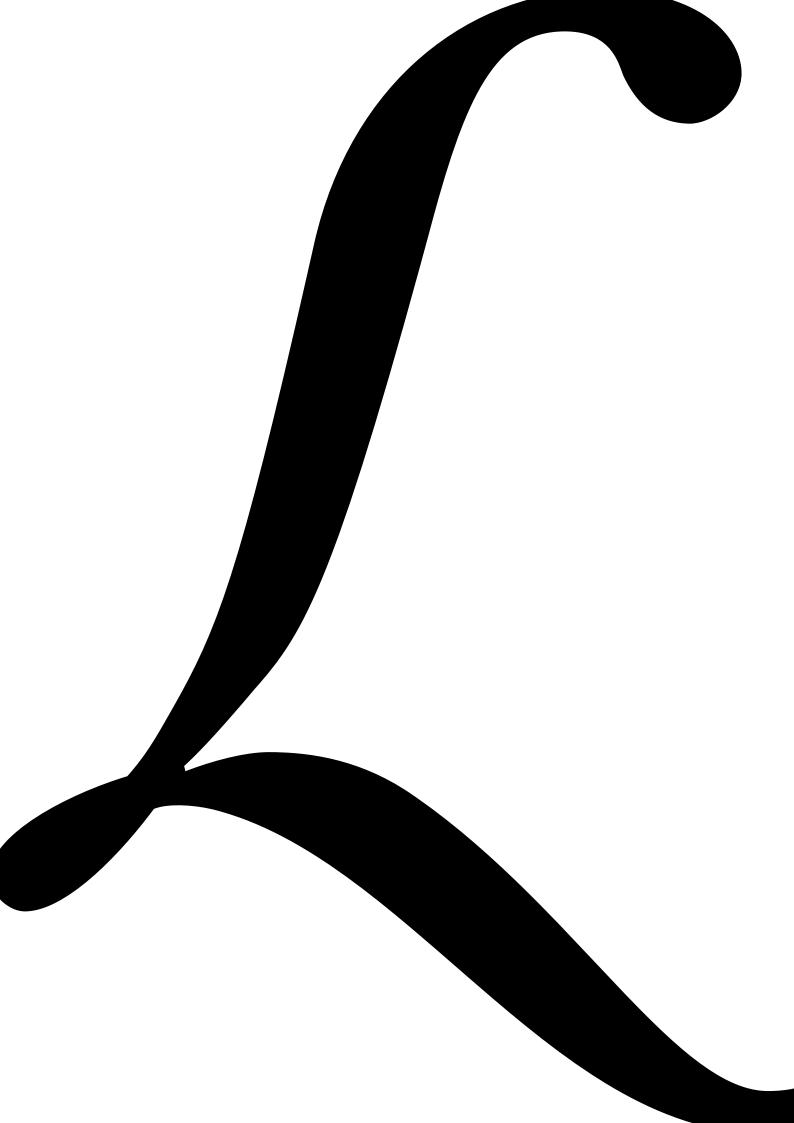
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Intro PAOLO UNI WEST HEDVIG PEPPER ANNABELL INTERMEZZO FUEGO | CAYENNE Bedspread TRIVESO 38 Throw Cushion cover Inner cushion Table

> Kitchen Contact



LINUM

It all began with a friendship and a vision. LINUM was founded over 50 years ago when an unexpected friendship blossomed between a Swedish globetrotter's design ideas and two Indian brothers business- and craftsmanship.

During a journey to India in 1966 LINUM's founder, Sven Kempe, met two ambitious brothers and what would become a lifelong friend- and partnership begun. They shared visions and values concerning quality and durability and wished to create long lasting products in harmony with both nature and humans.

LINUM's intention today is to create timeless and usable products for the urban home. We prefer a few classics made of top quality, to numerous massproduced batches that only last a short time. With a unique color pallet, we stabilize our assortment and secure that whenever you buy a product from us, you can find a matching one years later.

Inspired by the Swedish nature, with its gentle, pleasing shades and stylish shapes, we create tactile textures that only become more beautiful over time. Our design team draw patterns by hand and the inspiration comes from small Swedish getaways like Rättvik in Dalarna but also from outstanding icons like actress Ingrid Bergman and her impeccable style. Altogether we create usable products with elaborated details and a sophisticated, Swedish look and feel. That's our key.





Talented craftsmen's passion for their product is a key point behind retails development and success. But as a brand, it has never been more important than now to review our causes our values. We're facing an extensive market renaissance in which climate issues will take up ever-increasing amounts of everyone's time.

Here at LINUM, we can feel there's a tension in the air that has the potential to turn into something significantly more dramatic than we've ever seen before. This feeling inspires us, and it's been crucial to the ideas we've come up with for our major velvet campaign for autumn 2019. We're focusing on our classic PAOLO collection, and a few new items such as curtains have been added. We've worked on the basis of a holistic approach, prioritising the creation of complete series of usable products that have been colour-coordinated on the basis of LINUM's unique code system. As far as we're concerned, a lot of hard work goes into every product, so they're all important. Our customers fully expect to be able to love their bedspreads, cushion covers or curtains for generations as we want to meet demands for increasing sustainability, so our priority is to make a small number of products that we truly believe in and can wholeheartedly support. With keywords such as tactile, refined and sophisticated, our enhancement of PAOLO has focused on all the things we feel are important in our busy day-to-day lives.

Bedspread | PAOLO 100% cotton velvet 270x260 cm



Cushion Cover | PAOLO 100% cotton velvet



50x50 cm WHITE

101

55x55 cm COTTON BEIGE NO5

BRIGHT GREY TURQUOISE C25

Cushion Cover | PAOLO 100% cotton velvet 40x60 cm







50x90 cm WHITE

101



10

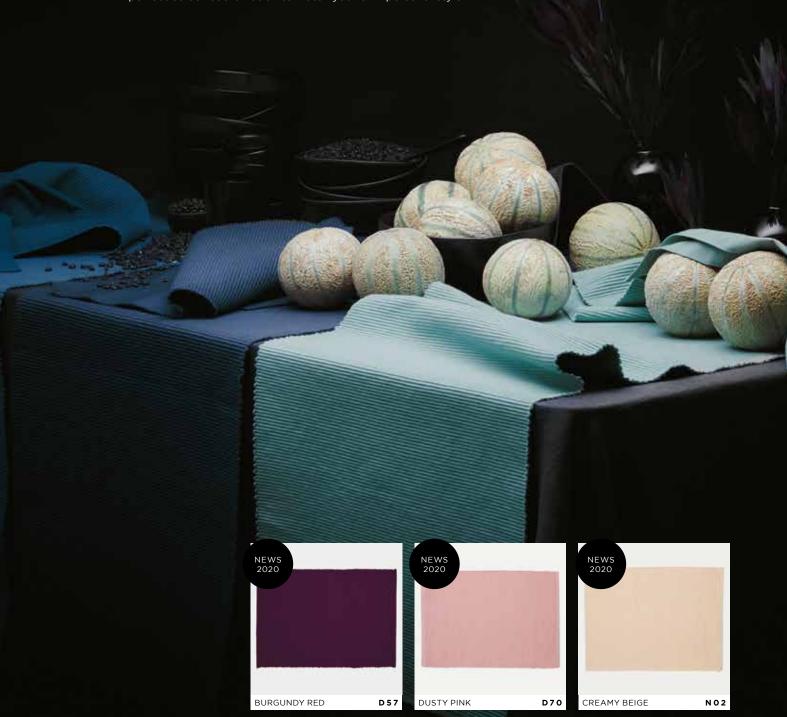
Curtain | PAOLO 100% cotton velvet - pleat band 135x290 cm





UNI is a practical series of runners and placemats in a classic ribbed quality. UNI products protect your cloth or table from stains and are made from practical, easy care cotton that's machine-washable up to 60°.

This series is available in a rich variety of colours, paving the way for infinite combinations. Mix and match placemats and runners in different colours, or go for a monochrome style and lay the table with textiles that are all of the same colour. Find the perfect colour coordination to match your own personal style.



Place mat | UNI 100% cotton 35x46 cm



INDIGO BLUE

C 9 9

DARK STEEL BLUE

C 5 7

BLACK

H O 1

Runner | UNI 100% cotton 45XI50 cm





The timeless collection. WEST was first launched on LINUM in 2003 and has since then been established as one of the market's foremost linen collections.

The cloth is woven and dyed at the manufacturer's facility in Lithuania where it is then transformed into the products for the collection with their unique LINUM design. The seams are inspired by classic denim and the corners of the napkins are sewn down. Such attention to detail shows that the products are made with precision and care. After it has been sewn, each product is washed and dried to produce its distinctive, raw appearance.

WEST is simple to use, wash and dry and holds its unique shape without ironing. The linen tablecloth becomes more sophisticated and formal when pressed, which means WEST can be used for many purposes. Designed to grace every room in the home, this is a collection of textiles that will last for years and age with dignity. With its versatility, WEST offers endless opportunities and the classic colourways in subtle Nordic tones makes WEST a timeless collection.

Bedspread | WEST 100% washed linen 270x250 cm





N14

LINEN BEIGE



101

WHITE



GRANITE GREY G19



LIGHT STONE GREY



Curtain | WEST 100% washed linen - pleat band 140x290 cm

18



Table cloth | WEST 100% washed linen 150x250 cm



Napkin | WEST 100% washed linen 50x50 cm





Everybody loves HEDVIG. We know how difficult it is to find exactly what you are looking for. Over the years, we are searching for practical tools that does the job, try new ones and replace them with others. With our HEDVIG range, we wanted to create a long lasting and usable collection of products to meet all your needs both in the kitchen and when setting the table. Versatility is HEDVIG's strength, and this collection includes tea towels, tablecloths, napkins, placemats, runners, cushion covers and aprons.

This is a complete range to suit a varied target group with a number of different styles. We envisage HEDVIG as being part of a refined urban kitchen or a more rustic environment characterised by garden greenery. This apron is designed to withstand any of the challenges thrown at it while cooking, but it's also ideal when working in the greenhouse or pottering among the plants on terraces and balconies. HEDVIG products are easy to care for and come with easy care instructions. They're made from a hardwearing fabric, a carefully devised mix of linen and cotton that doesn't need ironing if it's shaped straight after washing. At LINUM, we're also proud of our harmonious colour range that allows our products to be used both individually and together.

HEDVIG products are also very popular as gifts as they're both usable and beautiful to look at. For instance, a tablecloth anda napkin kit or an apron with tea towels are a highly appreciated gift. In short: everybody loves HEDVIG.

Cushion Cover | HEDVIG 53% linen 47% cotton 50x50 cm







DUSTY PINK





BLACK



CREAMY BEIGE

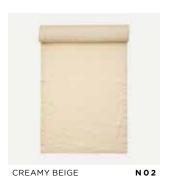


N 0 2









Place mat | HEDVIG 53% linen 47% cotton

35x45 cm

22









DUSTY PINK

BLACK

H O 1

Table cloth | HEDVIG 53% linen 47% cotton 170x170 / 170x250 / 170x330 cm









BRIGHT GREY TURQUOISE C25

DUSTY PINK

D70

CREAMY BEIGE

N O 2

Napkin | HEDVIG 53% linen 47% cotton 45x45 cm





D70

DUSTY PINK





Apron | HEDVIG 53% linen 47% cotton 70x90 cm









Tea towel | HEDVIG 53% linen 47% cotton 50x70 cm











PEPPER cushion covers and seat cushions have been a part of our assortment for decades. The fantastic quality and rich range of colours have made these LINUM signature products to a true bestseller year after year.

We're proud to be able to offer such a popular product, and we'd even venture to say that this is one of the top products in its segment. Our cushion covers and seat cushions can be washed at 60 celsius, which is probably one of the reasons behind its never decreasing popularity. We've put a great deal of effort into devising a product that maintains both its colour and its shape.

The PEPPER seat cushion has many applications – at the kitchen table, but also on the balcony, terrace or patio. We also know that a number of our customers use the seat pads on their boats, or take them along in caravans or camper vans. The fact that they're easy to store is an advantage, of course, as is the fact that they're so lightweight.

PEPPER is intended to be used as a basic product and can easily be combined with the rest of the LINUM range. This is why these colours have been carefully devised and coordinated with the rest of the LINUM assortment. ANNABELL, RAW and PAOLO are other usable and monochrome cushion covers.

Cushion Cover - seat cushion | PEPPER 100% cotton

100% cotton 40x40 / 50x50 / 60x60 - 40x40x3 cm



BRONZE BROWN G 0 6



LIGHT GREY G1



GRANITE GREY



BLACK H01



BRONZE BROWN G06



LIGHT GREY G15



GRANITE GREY



BLACK

G19

K **H01**



























DUSTY TURQUOISE





DARK GREY TURQUOISE

C 9 1

INDIGO BLUE

C 9 9

Cushion Cover - seat cushion | PEPPER

100% cotton 40x40 / 50x50 / 60x60 - 40x40x3 cm































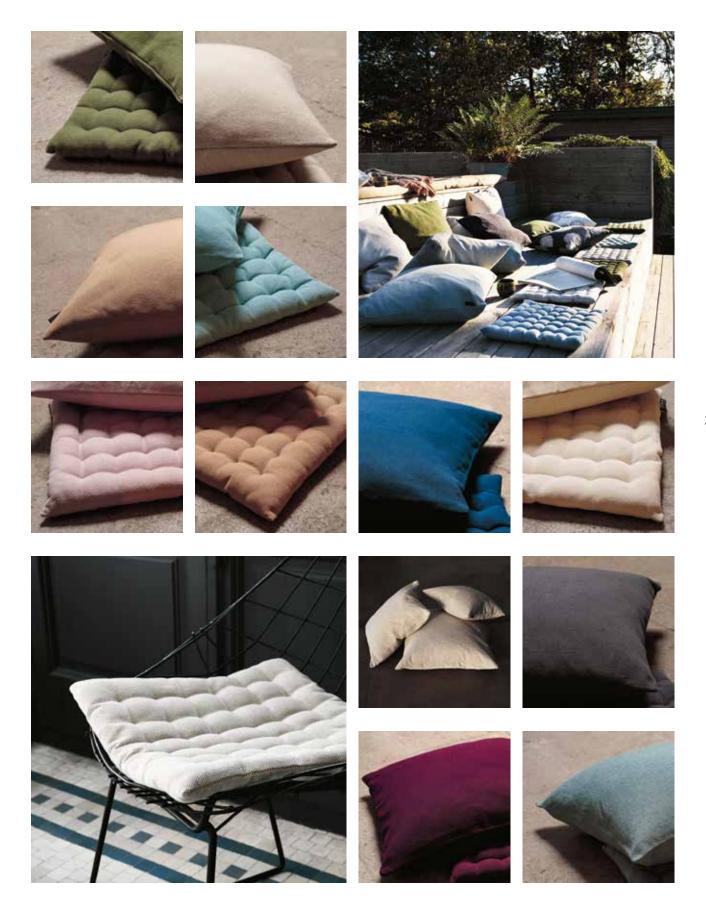




CERISE RED D 4 3

DARK PASTEL PURPLE

F18































DUSTY PINK

D70

G19

BLACK

H O 1

Cushion Cover | ANNABELL 100% cotton 40x40 / 50x50 cm





INTERMEZZO

Curtain | INTERMEZZO 100% linen - pleat band 140x290 cm

DARK CHARCOAL GREY



CREAMY BEIGE

G 2 1

N O 2



Apron / oven mitt / pot holder | FUEGO 100% leather 70x90 / 19x33 / 22x22 cm





MUSTARD YELLOW E97



MUSTARD YELLOW

MUSTARD YELLOW

E97

LIMITED EDITION



 BLACK H 0 1

Apron | CAYENNE canvas cotton & leather 70x90 cm



G 2 1







BROWN

B 0 4

34





Bedspread | RUTH 100% cotton 170x250 cm





Bedspread | ZAZA 100% cotton 170x250 / 260x250 cm



EBONY GREY G 2 0



WHITE 101









WHITE

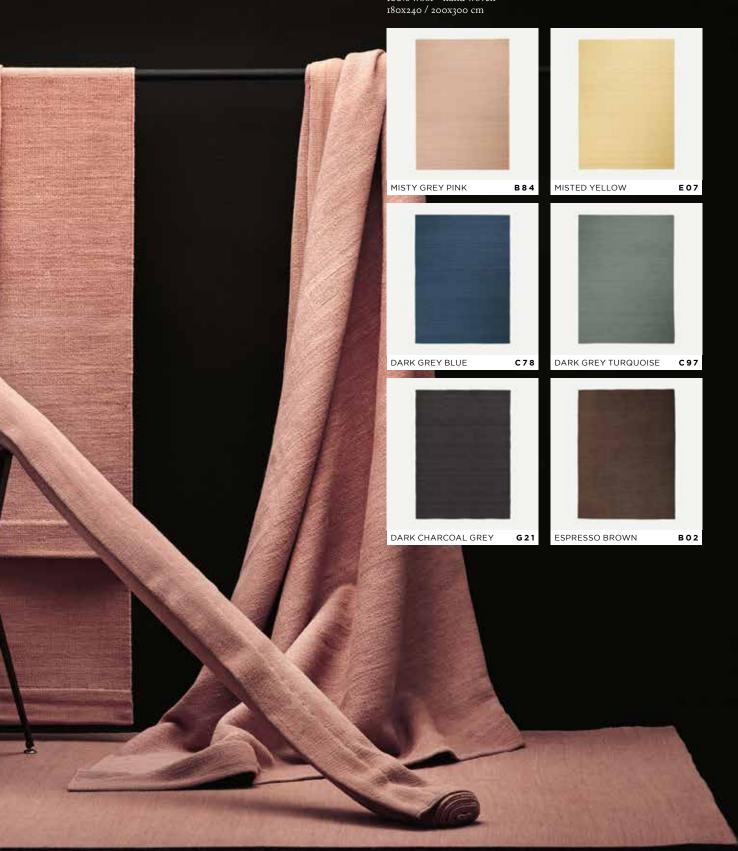


BEIGE G 4 0



BEIGE







CAMEL BROWN

B78



EBONY GREY G 2 0

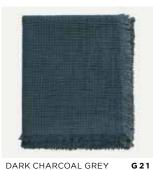


CREAMY BEIGE

N O 2

40

Throw | KAWAI 56% cotton 44% linen 130x170 cm



DARK CHARCOAL GREY



WHITE

101





CREAMY BEIGE

N O 2

Throw | BOGART
100% wool - double weave, hand woven
130x170 cm







KHAKI GREEN A 2 0

Throw | VERTIGO 50% wood 50% cotton - hand woven 130x170 cm









40x40 / 50x50 cm





TANGERINE YELLOW (D)





40x40 cm







DEEP APRICOT ORANGE (D) D 0 6

E06



TURQUOISE (D)

C13

50x50 cm













LIGHT GREY (S)

42

G15

SMOKE BROWN (S)

B18 DARK MOLE BROWN (S)

B 4 0

WARM DARK BROWN (D)









CHINA RED (D)

D 0 2

RUSTY ORANGE (S)

B13

STRAW YELLOW (S)

E37

MUSTARD YELLOW (S)

E 9 7

Cushion Cover | SETA 100% silk 40x40 / 50x50 cm













SOFT GREY GREEN

A 2 6



DARK CHARCOAL GREY

G 2 1



GOLDEN OLIVE GREEN

A 8 2





CAMEL BROWN

B78



N O 2



AUTUMN ORANGE



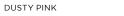
DARK RED

D30

| **44**

Cushion Cover | SHEPARD 100% cotton 50x50 cm







E 9 7

MUSTARD YELLOW









G10 PALE LIGHT GREY















GRANITE GREY

Cushion Cover | CALCIO 77% linen 23% cotton 35x50 cm









GREY GREEN

A15

SOFT GREY GREEN

A 2 6

CAMEL BROWN

MISTY GREY PINK

B84







MISTED YELLOW

46

 $\begin{array}{c} \textbf{Cushion Cover} \mid \textbf{PIRLO} \\ \text{100\% silk} \end{array}$ 50x50 cm







SOFT GREY GREEN

A 2 6

CAMEL BROWN

B78

INK BLUE

C 5 4







ASH ROSE PINK

D 0 9

MUSTARD YELLOW

E 9 7

DARK CHARCOAL GREY

G 2 1







MUSTARD YELLOW



STRAW YELLOW

E97

A 9 3



DEEP CORAL RED

E37



101

50x50 cm WHITE

Inner cushion FEATHER or SYNTHETIC



DARK OLIVE GREEN



AQUA TURQUOISE



DARK CHARCOAL GREY

G 2 1

48

Cushion Cover | LUCCA 77% linen 23% cotton 40x60 cm



MISTED YELLOW



ASH ROSE PINK

E07





CAMEL BROWN B78



SOFT GREY GREEN



A 2 6



DARK GREY BLUE

Cushion Cover | WYLER

40x60 cm





B 8 4







C78

Cushion Cover | RUBUS 60x60 cm









MISTY GREY PINK

G 2 1

Inner cushion FEATHER or SYNTHETIC



60x60 cm WHITE 101

B 8 4



LIGHT OLIVE GREEN



BRIGHT LAVENDER PURPLE F12



CREAMY BEIGE



DARK CHARCOAL GREY



50

Cushion Cover | DAISY 100% cotton 35x50 cm





LIGHT OLIVE GREEN



DARK CHARCOAL GREY



BRIGHT LAVENDER PURPLE F12



LINUM

Cushion Cover | TAYLOR 77% linen 23% cotton 35x70 cm



$Inner\ cushion\ |\ FEATHER$



35x70 cm COTTON BEIGE N 0 5





B15

B84

AUTUMN ORANGE



DARK GREY BLUE C 78

52

Cushion Cover | STROMBOLI 100% cotton - embroidery 35x50 cm





MISTY GREY PINK



101

35x50 cm WHITE

Inner cushion | FEATHER

100% cotton 50x50 cm





SAFARI BEIGE

G 4 4

Cushion Cover | UTANMYRA



Cushion Cover | ANASTASIA
100% cotton
40x40 / 50x50 cm

40x40 cm







DARK GREY TURQUOISE



N 0 1



LIGHT BEIGE



$\begin{array}{c} \textbf{Cushion Cover} \mid \textbf{ASCOLI} \\ \textbf{100\% cotton} \end{array}$

50x50 cm





SOFT GREY GREEN



CAMEL BROWN

A 2 6



MISTED YELLOW

E 0 7

$Inner\,cushion \mid FEATHER$



Inner cushion | SYNTHETIC





55x55 cm COTTON BEIGE N 0 5

Table cloth / napkin | BIANCA100% cotton
100X100 / 140X180 / 150X250 / 45X45 cm





Table cloth | NOUVEAU 100% linen 170x170 / 170x250 cm

MUSTARD YELLOW

Table cloth / seat cushion | NOUVEAU 100% linen / 100% cotton 170x170 / 170x250 / 170x330 | 40x40x3 cm









MUSTARD YELLOW

E97

E97 INK BLUE

C 5 4

















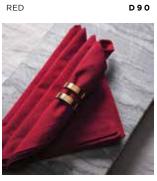


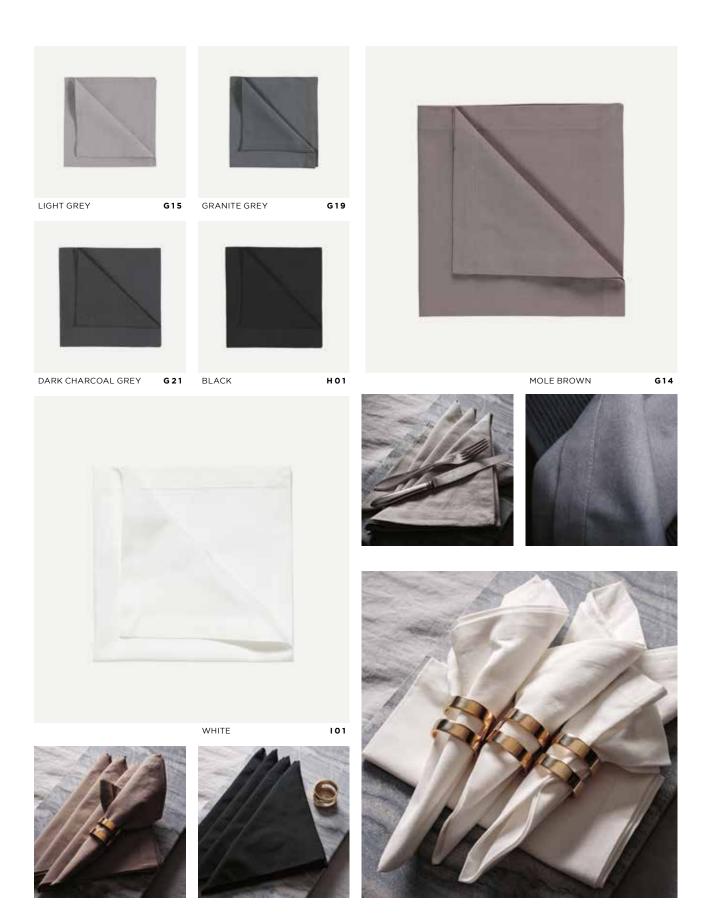












45x150 cm









MISTY GREY PINK

B84

60

Place mat | TAYLOR

35x45 cm



DARK OLIVE GREEN



RUSTY ORANGE

A 9 3



MISTY GREY PINK

B15

B84

Tea towel | AGNES 100% cotton 50x70 cm



SWEDISH URBAN SOPHISTICATED NNOVATIVE USABLE **TACTILE**





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