

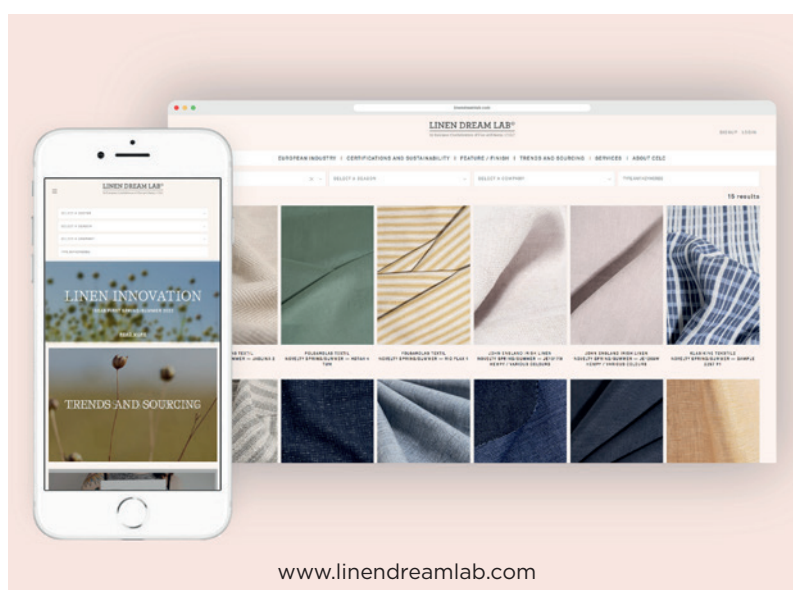


## LINEN DREAM LAB<sup>©</sup>

by The European Confederation of Flax and Hemp | CELC

# AN E-PLATFORM FOR SOURCING EUROPEAN TEXTILE INNOVATIONS IN LINEN

The European Confederation of Flax and Hemp | CELC is reinforcing its digital strategy and, for spring/summer 22, will be launching a new on-line tool for brands and for fashion and lifestyle designers, in order to promote Linen innovations by its members and partners, whether they be spinners, weavers, knitters...



To meet the needs of a textile market undergoing major change due to the temporary disappearance of professional textile tradeshows in their physical format, the European Confederation of Flax and Hemp | CELC is providing a digital response, launching an opensource platform to facilitate relations between its members, spinners, weavers, knitters, and their clients, brands and fashion designers, both up-and-coming and well-established, as well as trend-setters, influencers and journalists.

Based on expertise from **Tagwalk**, the fashion key-word search engine, this online service-tool highlights trends and innovations for each season, and supplements the *Linen Innovation Book*, the paper version of the trends and sourcing book published twice a year by the CELC.

This initial digital Linen Dream Lab<sup>©</sup> migration offers a new experience in Linen

**Inspiration:** Find sources of inspiration for future designs and collections through free access to the latest manufacturers' trends, developments and innovations.

**Sourcing:** Easy sourcing for the materials necessary for creating new collections. The platform provides visits of collections, fabrics and threads, through photos and videos. A virtual plunge into the textures of listed fabrics, including all necessary details (weight, dimensions, compositions, available lengths). Filters can be used to search products according to their technical characteristics, their suppliers, their labels. By signing onto the platform, users can make selections and create seasonal moodboards, then contact the manufacturers directly.

**Information:** The tool presents the European Linen sector in its ecosystem and helps users find the various support services that are available through the CELC:

- access to studies on the performance and remarkable qualities of Linen,
- information on traceability certifications through the EUROPEAN FLAX® and MASTERS OF LINEN® labels and CSR,
- Linen Story Telling.



The CELC also offers Linen training programmes for brands and retailers, and support for developing sales in traditional shops or I love linen e-shops

“An open-source tool, agile and efficient, user-friendly, practical and full of inspiration, for members of the spinning, weaving and knitting sectors, and especially for brands from the fashion world. Facilitating exchange and the discovery of the realm of Linen possibilities to help stimulate and develop the use of our European fibre. That is the mission of the digital Linen Dream Lab®, an offspring of the Paris and Milan showrooms.” according to Marie-Emmanuelle Belzung, Secretary General of the CELC

The platform is meant to evolve and expand over time with Linen news intended for stakeholders of the Decoration and Design world, as well. And, as ever, visits to the Paris and Milan showrooms, on request.

To explore the platform: [www.linendreamlab.com](http://www.linendreamlab.com)

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## About the European Confederation of Flax and Hemp | CELC

Western Europe is the world leader of flax fibre production: France, Belgium and The Netherlands account for 80% of world production ! As the only European agro-industrial organization federating all the stages of production and transformation for flax/linen & hemp - 10 000 European companies in 14 countries -, CELC leads this industry of excellence in a globalized context. This mission relies on the innovative and environmental values of these natural fibres, guaranteed by traceability labels EUROPEAN FLAX® and MASTERS OF LINEN®, and promoted to trade and consumer through the J'AIME LE LIN campaign.

[www.europeanflax.com](http://www.europeanflax.com)

[www.ilovelinen.com](http://www.ilovelinen.com)

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## Press Services

Decoration & Lifestyle France  
**14 SEPTEMBRE**  
Emilie Reboul  
M: +33 6 11 34 18 16  
[emiliereboul@14septembre.fr](mailto:emiliereboul@14septembre.fr)

Fashion France & International  
**2<sup>e</sup> BUREAU**  
Sylvie Grumbach | Hugo Howlett |  
Marie-Laure Girardon  
M: +33 6 18 08 10 55  
[celc@2e-bureau.com](mailto:celc@2e-bureau.com)

### UK – GGHQ

Gill Gledhill  
T: +44 (0)2 072 500 589  
[gill@gghq.co.uk](mailto:gill@gghq.co.uk)

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## CELC Contact

**Linen Dream Lab®**  
15 rue du Louvre, 75001 Paris - France  
T: +33 (0)1 42 21 06 83

[communication@europeanflax.com](mailto:communication@europeanflax.com)  
[www.europeanflax.com](http://www.europeanflax.com)