

PRESS RELEASE MILANO UNICA & PREMIÈRE VISION - FEB. 2025

For immediate release

Libeco welcomes you at Milano Unica & Première Vision in february 2025 to experience the authenticity, pureness and minimalistic characteristics of linen and hemp. During these shows Libeco puts the spotlights on below selection of stock supported qualities:

5757 stonewash & 5757 sanfor airo - One of Libeco's most successful multi-purpose timeless basics in 100% linen.

This quality has proven its diversity, durability,... over many years and will definitely continue to be a must-have. The wide stock supported color range has been updated and extended inspired by today's fashion trends.

This quality comes as well in a conventional look called "5757 sanfor airo" and with a stonewashed finish called "5757 stonewash" for a more relaxed, sportive, bohemian,... look.

L550 laundered - Besides its long term focus on linen, Libeco continues its research and development of other natural fibers such as hemp. At Milano Unica & Première Vision, Libeco launches a stock supported mid weight 100% hemp quality.

Why hemp ?

Amongst its agricultural benefits, long-fibre hemp requires minimal water, low input, and regenerates the soil, making it an attractive option for eco-conscious agriculture. It also seems to be more resilient to unforeseen weather conditions than flax. An important asset to consider regarding the climate change we are currently facing. The development of textile hemp also answers a rising demand for more sustainable textiles.

Besides these qualities, Libeco offers other stock supported basic linen qualities for shirting, suiting,... piece dyed and yarn dyed. Furthermore a diverse offer of timeless and textured looks, checks and stripes, special finishes, linen blends, denim and sateen looks,... will be shown. Personalized colors, structures and finishes can be created as custom development.

Libeco's sales team will be happy introducing you to its collection at their stand A20 (Pad./Hall 24 – Shirt Avenue) at Milano Unica and stand 6H22 (Hall 6) at Première Vision Paris.

FOLLOW US ON SOCIAL MEDIA:

Instagram: @Libecobelgianlinen

Facebook: @Libecobelgianlinen

LinkedIn: @Libeco

Vimeo: www.vimeo.com/libeco

Kindly contact our marketing department (marketing@libeco.be) for images or additional information.

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.

END OF PRESS RELEASE



Belgian Royal Warrant Holder



MASTERS
OF
LINEN
100% MADE IN EUROPE

LIBECO™

BELGIAN LINEN

— FABRICS —



1) 5757 Stonewash/ Sanfor Airo

2) Checks & stripes