100% ORGANIC LINEN COLLECTION 2020

de Le Cuona

RESPONSIBLY CRAFTED FROM THE WORLD'S FINEST FIBRES

de Le Cuona has evolved to become the best-known purveyor of luxury linen and textiles for interiors, with a 26-year history. All the fabrics are responsibly crafted from the world's finest fibres. Using the best artisans, and traditional and innovative techniques by specialist mills, these natural fibres become some of the most beautiful fabrics imaginable.

Founder and CEO Bernie de Le Cuona leads the design and creative direction as well as business operations. With her vision this global brand has showrooms in London and New York, and a network of elite distributors and agents worldwide. The headquarters are in Royal Windsor.

INTERIOR FABRIC ACCESSORIES BESPOKE

PURE 100% ORGANIC LINEN COLLECTION

de Le Cuona fabric house launches Pure - the ultimate collection of interior textiles, for those who are pursuing wellness and looking to invest in a healthy lifestyle. Pure is a 100% organic linen collection certified to *The Global Organic Textile Standard (GOTS) and designed without compromise on the beauty and the handle of the fabrics.

Certification to GOTS ensures the organic status of this linen, from the harvesting of the raw materials, through environmentally and socially responsible making. The fabrics are sustainably produced without harmful chemicals meaning no damaging particles are emitted into the environment or the air we breathe in our interiors.

Natural anti-bacterial and hypoallergenic qualities of linen make it perfect for use in living spaces; the variety of weights, textures and finishes of these linen fabrics allow you to dress the whole interior, from sheers and curtains to heavy upholstery.

Pure is a milestone in de Le Cuona's wellness journey.

** GOTS is recognised as the world's leading processing standard for textiles made from organic fibres. It defines high-level environmental criteria along the entire organic textiles supply chain and requires compliance with social criteria as well.*

‘I have been working with linen for more than 26 years, a natural fabric with benefits for your health and lifestyle. By making it totally organic we have created the ultimate product that contributes to a wellness way of life. I believe that as the world becomes more aware of the potential damage we might cause to our health by using and being surrounded by harmful chemicals, this new collection will appeal to many home owners and interior designers.’

Bernie de Le Cuona
CEO and founder of de Le Cuona

PAGE 06–07
Curtains
Pure 5 – Lime Fresco PURV02

Kind

PAGE 09
Curtains
Pure 5 – Lime Fresco PURV02
In baby's hands
Pure 7 – Silver Maple PURVII01
On the floor
Pure 2 – Pale Noon PURII02

PAGE 11
Pure 7 – Silver Maple PURVII01

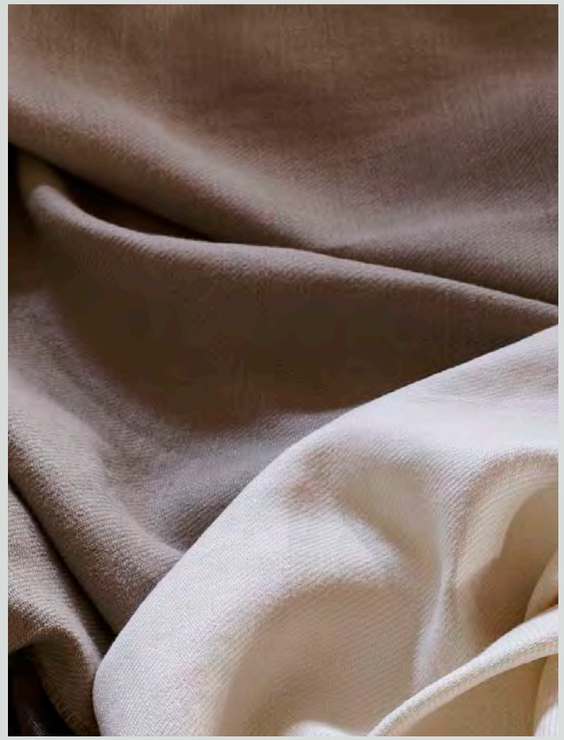
Natural

PAGE 13
Left to right
Pure 5 – Chalk Parchment PURV02
Pure 5 – Lime Fresco PURV01

PAGE 14
Left to right
Pure 2 – Night Shadow PUR1104
Pure 3 – Sea Kale PUR1106
Pure 7 – Frost Lichen PURV104

Pure

PAGE 16
Blanket
Pure 7 – Winter Bark PURVII06



PAGE 19
Left to right
Pure 2 – Silver Fog PUR1103
Pure 2 – Pale Noon PUR1102

Simple

PAGE 21
Curtains
Pure 5 – Lime Fresco PURV02

PURE 1

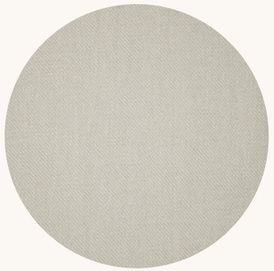
Wild Fawn

Silk Moth

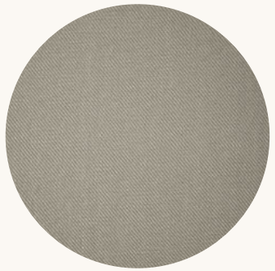
A weave inspired by intertwined twigs, foliage and bird nests. It is a hard wearing cloth with colours of the flax plant.

PURE 2

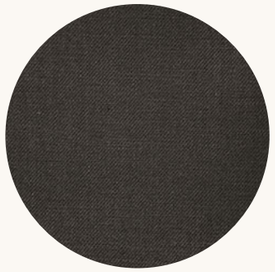
Pale Noon



Dawn Breeze



Silver Fog



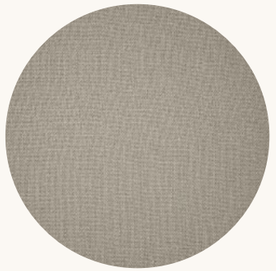
Night Shadow

An elegant twill design and a strong, hard wearing cloth. Colours reflect the changing light of day drifting from dawn to dusk. The fabric has a smooth smart tailored finish.

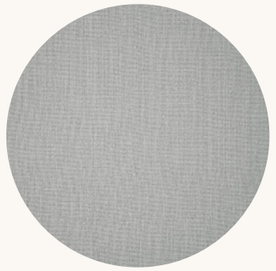
PURE 3

Moon Shell

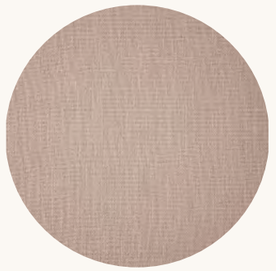
Cloud Drift



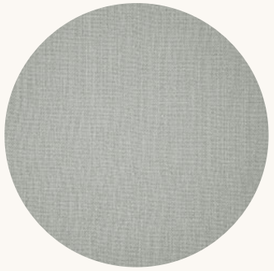
Tidal Pool



Wave Break



Rose Sky

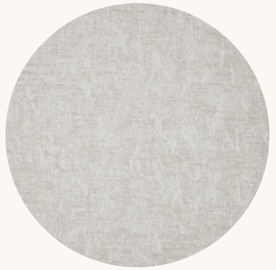


Sea Kale

The special handle is created by numerous natural processes to achieve both tightness and softness. A simple plain cloth in serene colours.

PURE 5

Chalk Parchment

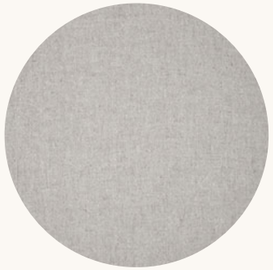


Lime Fresco

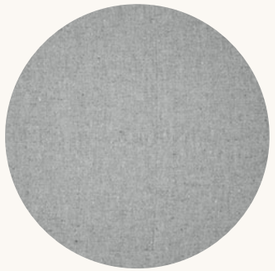
Vintage Watercolour

The mottled design was inspired by the chalk cliffs of the Alabaster Coast with their weathered appearance accented by steaks of black flint. This fabric has a chalky natural hand due to it having been washed in glacier water from forests.

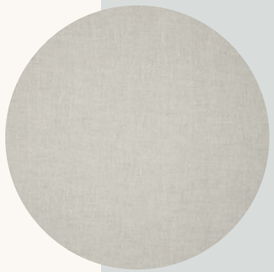
PURE 6



Lava Haze



Magma Dawn



Ash Mist

Pure 6 is a tightly woven cloth in contrasting coloured yarns. The feel follows ancient hand-loomed linen but adapted for a modern setting. Colours inspired by volcanic rocks.

PURE 7

Silver Maple

Pepper Tree

Pale Acacia

Frost Lichen

Eucalyptus Leaf

Winter Bark

Pure 7 is inspired by textures of tree bark. This double width fabric is woven from fine linen fibres and hand washed to become a heavy, yet elegant cloth that falls beautifully.

RESPONSIBLE LUXURY

de Le Cuona is not just a fabric house but a luxury brand with a vision for the future. It is serious about sustainability. Bernie de Le Cuona has always been conscious of her sources – she meets with farmers and works with specialist mills, so she knows the origins of every natural fibre used. The company has developed processes designed to cut down the textile waste and promote a circular economy.

Organic
Certified by Control Union
CU 1045662

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