

LAPUAN KANKURIT



SS 2025 NO 19

WAY OF LIVING





We hope to provide you with a sense of comfort with our season's new releases.

COSY COCOONING

We all need our safe spaces, our havens. Our cocoons to wrap up in to take a little breather. Some of us find it in nature and some in other people. We hope to provide you with a sense of comfort with our season's new releases, as well.

We are thrilled to introduce you to our two new designers, **Heini Turunen** from Finland and **Maëlis Ray** from France. We discovered Maëlis at the University of Borås' Swedish School of Textiles and were immediately impressed with her talents and keen interest in woven textiles. Last spring she came all the way from Lyon to Lapua to visit our weaving mill. Her first design for us, called KUOHU, takes inspiration from water's flow, waves and the texture of seafoam. KUOHU combines our popular TERVA design's materials and colours with new, exciting weaves. Our second new designer, Heini Turunen, was taught by our lead designer **Elina Helenius** in the Metropolia University of Applied Sciences. Heini's specialties lie in the Finnish sauna culture, sauna textiles and their symbolism, which resulted in her SAVU design. You can discover both of the new designs, as well as many familiar favourites in new colours and forms, on the following pages.

On these pages you can also read about **lina Kuustonen** and the haven she found in the natural waters. In addition, we explore the comforting and understated symbolism behind table settings, dive deep into the wonderful world of linen as well as introduce you to the versatile ways in which our products can help your house feel like a home.

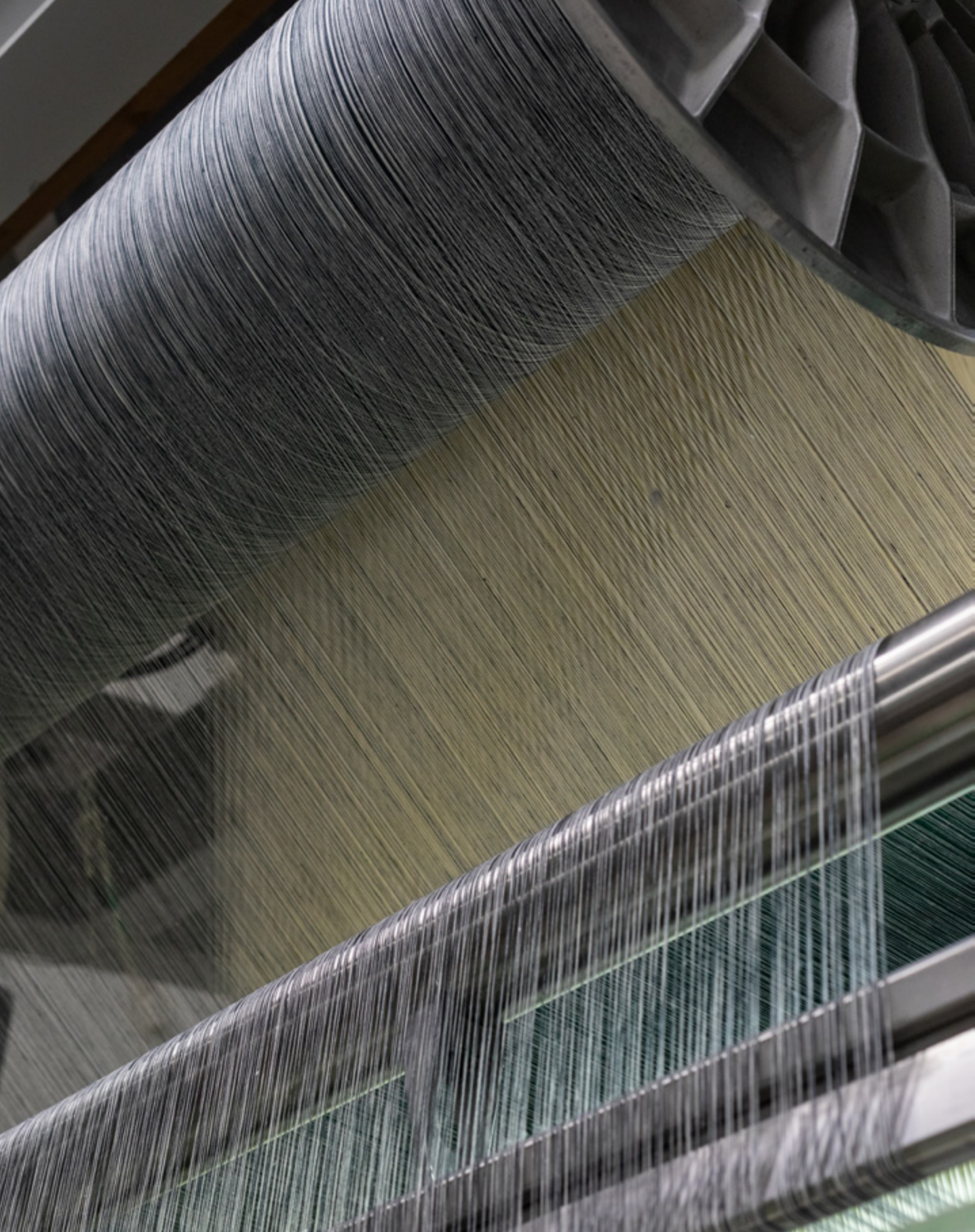
We wish you many cosy comfort moments to come.

Jaana and Esko Hjelt
Fourth generation weavers

Cover: METSÄLAMPI towel
95x180 cm, col. grey-blueberry-olive
100% washed linen
design Akira Minagawa

KASTE bathrobe
one size, col. grey
100% washed linen
design Anu Leinonen

< **KUOHU towel**
85x180 cm, col. white-linen
washed linen-Tencel-cotton
design Maëlis Ray



FLAX

IN LOVE WITH LINEN

Text Jenna Suomela
Photo Lapuan Kankurit

LINEN IS ONE OF OUR FAVOURITE MATERIALS. It is ecological, comfortable on the skin and easy to use.

Flax is one of the oldest and cleanest fibres in the world. The linen yarn we use is spun inside the EU area by Masters of Linen spinners. These spinners only use flax grown by rainwater in France, Netherlands, and Belgium, which requires no irrigation or much fertilising. As a Masters of Linen weaver, Lapuan Kankurit is part of the 100% traceable European chain.

Flax grows quickly, reaching a metre in height in a hundred days' time. It also acts as a carbon sink: its cultivation in Europe binds up to 330 000 tons of carbon dioxide emissions from the air. It also maintains a healthy biodiversity in the ecosystem. Flax can be utilised in full, and it is a completely biodegradable material. The long staple linen we use is spun according to the OEKO-TEX® standards.

Linen absorbs moisture effectively: a linen towel can soak a lot of moisture without feeling wet. The fibre also releases moisture quickly, so the textiles dry fast. Due to the absorption capacity of linen, less material is required for the products, which is why our linen towels are so light weight. Some of our bath products feature terrycloth, a pleasantly rough material which improves beneficial blood circulation and pampers the skin.

Linen is a durable, inflexible natural fibre. It shines beautifully and repels dirt, which is why it suits well for table settings. When ironed, linen has a shiny surface. Linen has a true natural colour. Linen-coloured textiles are undyed, which means they have only been washed or bleached. Flax fibre does not naturally contain allergenic substances.

We are known for making products that stand the test of time, and our linen products are a perfect example of this: linen only gets better with time and use and can last from generation to generation with correct care.

Flax From Finland in the Future?

Historically, flax has been grown in Finland since the bronze age. Unfortunately, with the development of synthetic fibres flax fields nearly vanished from the Finnish countryside altogether. Luckily, the global interest in the superior qualities of natural fibres is on the rise, and advocates are gearing towards bringing flax cultivation back to Finland on an industrial scale.


We value local materials – and have already invested in Finnsheep wool production, for instance – and we love linen. Now is the time for us to begin exploring ways and taking steps towards utilising domestic linen in our products. Follow our journey on social media.





NYTTI towel

95x180 cm, col. white-linen
washed linen-Tencel-cotton
design Elina Airikkala

A woman with dark hair is wrapped in a light blue, textured towel. She is standing on a rocky beach with waves crashing against the rocks in the background. The towel is draped over her shoulders and around her waist, with the ends hanging down. She is looking down and to the left. The overall mood is serene and natural.

“IT’S A WHOLE-BODY
EXPERIENCE,
AND I THINK IT HAS
SOMETHING TO DO
WITH OURSELVES, AS
WE ARE BOTH MADE
OF WATER AS WELL
AS BORN FROM IT.”

IINA KUUSTONEN

WATERS OF LIFE

Text Jenna Suomela

Photo Katja Lösönen

“**WATER IS THE OLDEST OF OINTMENTS, RAPID-FOAM OF REMEDIES**” goes part of a verse in the Finnish national epic Kalevala. For many Finns it’s merely a worn out proverb with little substance. For **Iina Kuustonen**, an award-winning Finnish actress and a Unicef Goodwill Ambassador, it seems more akin to a philosophy to live by.

I find water to be incredibly cleansing and healing. Swimming in natural waters brings me back in touch with nature and myself in an instant. It’s a whole-body experience, and I think it has something to do with ourselves, as we are both made of water as well as born from it, she muses.

Iina herself inherited her love of water in the womb. Her mother and mother’s mother have always been active ice water swimmers, and Iina recalls her mother often telling her: “you can cast all your sorrows in the sea”. Iina herself makes it a priority to swim or otherwise be by the water almost all year round. Besides natural waters, a shower after a day of work is her preferred ritual for transitioning, both mentally and physically, from work to home mode.

It’s funny when I was younger, I spent most of my money traveling the world. Nowadays I enjoy spending my time here in Finland, whether it’s at a lakeside cottage, snowboarding on the powder snow of Lapland, or sailing on the coast and in the archipelagos.

< **NYTTI towel**
95x180 cm
col. white-blueberry
washed linen-Tencel-cotton
design Elina Airikkala

Spending time in nature is all I yearn for and what I most prioritise in life. While the entire world is beautiful, there is just something very extraordinary and dear about Finnish nature to me.

Iina first heard of Lapuan Kankurit from her high school best friend, with whom she has since developed a tradition of exchanging the versatile tea towels as gifts. Collaborations are something Iina commits to with great care and consideration, and she herself was the one to suggest the idea to the co-owner **Jaana Hjelt**.

Responsibility was one of the main things to bring this collaboration about. Lapuan Kankurit is built on genuine values, which they follow through with actions. Their beautiful relationship with nature is something that can be seen and felt in their textiles. Working with them has felt very organic and enjoyable, Iina shares.

Iina's affinity for water is once again highlighted in her favourite products.

I love the TERVA towels, and the hooded TERVA bathrobe was a treasured companion during last winter's ice swimming trips. My current favourite product, however, is the METSÄLAMPI towel, with the design of the water and forest intermingling. After all, that's how it is, isn't it? Everything is connected.





MAJAMAJA – ECO-LIVING BY THE SEA

MAJAMAJA IS ACTUALLY TWO concepts under the same name: firstly, it is, both architecturally and design-wise, a state-of-the-art and minimalist rental design villa situated in the gorgeous Helsinki archipelago. Secondly, it is an eco-housing innovation of the future, an off-grid-living concept that aims to meet the challenges that arise, globally, from the way in which we inhabit this planet. The goal behind Majamaja is to allow us to both enjoy the natural beauty around us, as well as to preserve it. With their eco-forward design and focus on sustainability, it is no wonder that the seaside living units feature Lapuan Kankurit textiles.

Majamaja was designed by the Finnish architect **Pekka Littow**, with the interior decoration done by **Päivi Meuronen**.



< **KAAPELITEHDAS bathrobe short** col. white-brown
washed linen-cotton, design Samu-Jussi Koski

MERIHAKA shorts col. ivory-brown-blue
100% washed linen, design Samu-Jussi Koski

ARVO seat pad 46x46 cm, col. nature's brown
100% wool, contains Finnsheep wool, design Team Lapuan Kankurit

PRODUCTS



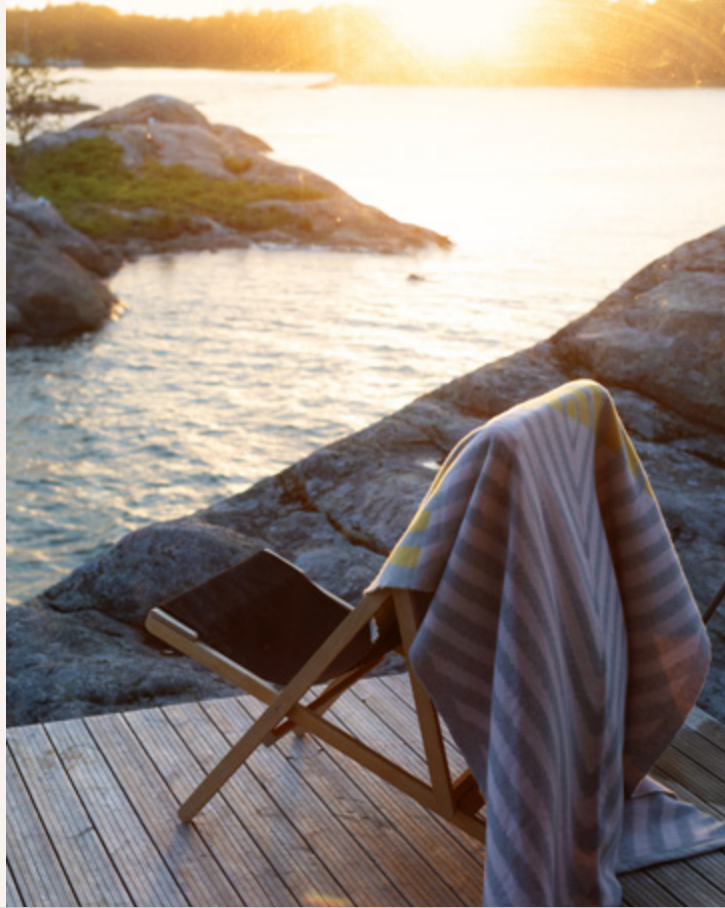
^ **METSÄLAMPI towel**
95x180 cm
col. grey-blueberry-olive
100% washed linen
design Akira Minagawa

< **HOHTO towel**
95x150 cm
col. white-green
100% washed linen
design Elisa Defossez

> **METSÄLAMPI blanket**
130x200 cm
col. rose-grey-ochre
100% merino wool
design Akira Minagawa

▾ **MERIHAKA tunic**
col. ivory-brown-blue
100% washed linen
design Samu-Jussi Koski

▽ **HALAUS scarf**
35x200 cm + fringes
col. light rose
100% washed linen
design Team Lapuan Kankurit



SEASON

The season's bountiful offerings deserve the best textiles to preserve and present them. Earthy tones and natural materials provide a gorgeous canvas for your harvest feast.



New in



- ^ **METSIKKÖ towel** 46x70 cm
col. white-olive, linen-cotton
design Matti Pikkujäämsä
- < **TULPPAANI blanket** 130x180 cm + fringes
cushion cover 45x45 cm and **hot water bottle zero waste**
col. rose-olive, merino wool-linen
design Helmi Liikanen

> **KOIRAPUISTO** towel
46x70 cm
col. white-olive
linen-cotton
design Matti Pikkujämä

▫ **VERANTA** bag
40x60 cm
col. white-linen
100% washed bio-organic cotton
design Matti Pikkujämä

▾ **SALVIA** towel
48x70 cm
col. gold-lavender
100% washed linen
design Elina Helenius





MEIRAMI tablecloth/blanket
145x260 cm
col. lime-olive
100% washed linen
design Elina Helenius

SYMBOLISM OF A TABLE SETTING

Text Jenna Suomela
Styling Susanna Vento
Photo Vilma Hetemaj

WHETHER AN ABUNDANT EVENT with white linens and the best silverware, or a more mundane meal made special with a few attentive touches, a set table symbolises many things to the people that gather around it.

A table setting symbolises preparation. Whether a solitary activity or one shared with helpers, setting the table sets the overarching tone. It is much akin to setting the stage for a play – priming the mood and the space for the event to come. Besides, as the popular adage says, we eat with our eyes first. A set table readies us for the feast to

come before we have seen a glimpse of the actual fare.


A table setting symbolises community. It speaks to everyone in welcome tones, letting each participant know that they are included. A set table is the warm embrace of the gathered company, enveloping and holding them close. Whether a time-honoured tradition or a first attempt at something new, a set table is a warm invitation for family and friends to convene. We come together to break bread and to build connections.

A table setting symbolises sharing. Gathered around it, we share not only our time, space and provisions, but also life events, thoughts, hopes, dreams, fears. We laugh light-heartedly and talk deeply. We ask someone to pass the salt to break the ice, we offer a clean napkin to dab away the spilled wine or the spilled tears, we request a bite to experience something new, we volunteer to bring something so someone else doesn't have to get up. A set table encourages us to contribute just by taking part.

A table setting symbolises hospitality. People appreciate effort, the thought of someone having thought of them. A set table shows us that we are important and cared about. And afterwards, when we have enjoyed the food and the company to the fullest, we can return all of these sentiments in kind by helping to tidy up and clear the table for the next wonderful get-together.

Most importantly, a table setting is the simple symbol of love in action. After all, the reason why we prepare the table and gather around it is to be with those we care about. Settling into that warm embrace of inclusivity, we are reminded to take our time to be present in each other's lives.



A woman with dark hair, wearing a white long-sleeved blouse and a peach-colored scarf, is focused on arranging a bouquet of pink and purple flowers in a glass vase. She is standing at a table covered with a light-colored tablecloth featuring a small blue floral pattern. In the background, other people are visible, some wearing white clothing and hats, suggesting an outdoor social gathering. The scene is brightly lit, likely by natural light.

A TABLE SETTING
IS THE SIMPLE
SYMBOL OF LOVE IN
ACTION. AFTER ALL,
THE REASON WHY
WE PREPARE THE
TABLE AND GATHER
AROUND IT IS TO
BE WITH THOSE WE
CARE ABOUT.

< **MERIHAKA scarf** 60x60 cm and
pants col. ivory-brown-blue
100% washed linen
design Samu-Jussi Koski

KAAPELITEHDAS bathrobe short
col. ivory-brown-blue and white-brown
washed linen-cotton
design Samu-Jussi Koski

> **LEMPI scarf**
35x200 cm + fringes
col. melange cinnamon
100% washed linen
design Team Lapuan Kankurit

MEIRAMI tablecloth/blanket
145x260 cm
col. gold-lavender
100% washed linen
design Elina Helenius

PRODUCTS



Weaving mill



^ **MEIRAMI tablecloth/blanket**

145x260 cm
col. gold-lavender
100% washed linen
design Elina Helenius

< **MEIRAMI tablecloth/blanket**

145x260 cm
col. gold-lavender
100% washed linen
design Elina Helenius

< > **MERIHAKA lounge wear**

pants and scarf
100% washed linen
design Samu-Jussi Koski

< > **KAAPELITEHDAS lounge wear**

bathrobe short
washed linen-cotton
design Samu-Jussi Koski

> **HALI scarf**

70x70 cm + fringes, col. olive
100% washed linen
design Team Lapuan Kankurit

HALAUS scarf

70x200 cm + fringes, col. light rose
100% washed linen
design Team Lapuan Kankurit

KAAPELITEHDAS bathrobe short col. white-brown and

bathrobe short col. ivory-brown-blue
washed linen-cotton
design Samu-Jussi Koski

▾ **SALVIA towel**

48x70 cm, col. gold-lavender
100% washed linen
design Elina Helenius

MEIRAMI tablecloth/blanket

145x260 cm, col. linen-white, lime-olive and
towel 48x70 cm, col. lime-olive
100% washed linen
design Elina Helenius



MEIRAMI tablecloth/blanket
col. gold-lavender, 100% washed linen
design Elina Helenius





PRODUCTS



^ **METSÄLAMPI towel**
95x180 cm
col. rose-grey-lime
100% washed linen
design Akira Minagawa

< **HIETSU towel**
95x180 cm
col. cinnamon-blue
100% washed linen
design Samu-Jussi Koski

> **LEPO blanket**

135x180 cm + fringes
col. white-cinnamon and white-grey
wool-merino wool
design Team Lapuan Kankurit

▾ **LEPO blanket** 135x180 cm + fringes
col. white-rose and white-ochre
wool-merino wool
design Team Lapuan Kankurit

▾ **LEPO blanket**
135x180 cm + fringes
col. white-ochre, white-cinnamon
white-grey and white-olive
wool-merino wool
design Team Lapuan Kankurit





MULTI PURPOSE



TEXTILES FOR MULTIFACETED LIVING

Text Jenna Suomela
Photo Katja Löönen

LIFE CANNOT BE DIVVIED up into neat little categories, and we believe you shouldn't have to do that with the textiles in your life, either. Our aim is to create textiles that are there for you in any situation, whenever you need – and will continue to do so for generations to come. This means that, besides being durable, our products are built to be extremely versatile.

Our tea towels are just as much at home in the bathroom as hand towels as they are in the kitchen. They are also great for

keeping your lunch items protected during commuting, proofing and covering your baked goods, or as unique and beautiful serviettes. Our tablecloths double as curtains, and our large towels make for great tablecloths, in turn.

If there must be a limit to what our products can be used for, let it be defined by your imagination only. After all, we weave all of this for you. Unique, versatile products from authentic natural materials – for your unique, versatile and authentic life.

< **USVA tablecloth/blanket** 150x260 cm and **towel** 48x70 cm
col. linen-olive, 100% washed linen, design Anu Leinonen

> **KUOHU towel** 52x70 cm
col. white-olive, washed linen-Tencel-cotton, design Maëlis Ray



**IF THERE MUST
BE A LIMIT TO
WHAT OUR
PRODUCTS
CAN BE USED
FOR, LET IT
BE DEFINED
BY YOUR
IMAGINATION
ONLY.**

USVA tablecloth/blanket ▾
150x260 cm
col. linen-olive
100% washed linen
design Anu Leinonen

USVA tablecloth/blanket ^
150x260 cm
col. linen-olive
100% washed linen
design Anu Leinonen

USVA towel >
95x180 cm, 70x130 cm and 48x70 cm
col. linen-olive
100% washed linen
design Anu Leinonen





SAUNA

PERFECT PAIR

Linen is absorbent, lightweight and dries fast. It's easy to see why we consider it the superior company to sauna. Let the sun shine and the steam rise in style and comfort with our linen bath products.



< **KUOHU towel** 85x180 cm, col. white-rainy blue
washed linen-Tencel-cotton, design Maëlis Ray

▸ **SAVU sauna pillow and sauna cover** 46x150 cm
col. linen-light grey, linen-cotton, design Heini Turunen

PRODUCTS



New in



^ **KUOHU towel** 85x180 cm
col. white-olive
washed linen-Tencel-cotton
design Maëlis Ray

< **SAVU sauna cover** 46x60 cm and **sauna pillow**
col. linen-green
linen-cotton
design Heini Turunen

> **NYTTI towel** 95x180 cm and 38x38 cm
col. white-olive
washed linen-Tencel-cotton
design Elina Airikkala

▫ **TERVA towel** 48x70 cm
col. white-rainy blue, white-linen and white-olive
washed linen-Tencel-cotton
design Team Lapuan Kankurit

√ **SAVU sauna cover** 46x150 cm and **sauna pillow**
col. linen-graphite
linen-cotton
design Heini Turunen



GIFT IDEAS

Lapuan Kankurit has gift cards available. Gift card comes with its own small linen pouch.

For more ideas for personal and business gifts at www.lapuankankurit.fi. Register as BtoB customer to order your business gifts.



Business gift quotations



^ **VERANTA bag**
40x60 cm
col. white-black
100% washed bio-organic cotton
design Matti Pikkujämsä

< **SIILI towel**
46x70 cm
col. white-black
linen-cotton
design Teemu Järvi

> **TERVA poncho**
95x135 cm
col. white-linen
washed linen-Tencel-cotton
design Team Lapuan Kankurit

✓ **METSÄLAMPI blanket**
130x200 cm
col. white-grey-black
100% merino wool
design Akira Minagawa



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