

Lapuan Kankurit

no 7 **WAY OF LIVING** AWI8-19

WEAVERS *from* **FINLAND**

YOUR PERSONAL COPY TO TAKE HOME AND ENJOY FOR LONG



Front cover:

USVA bed linen

col. linen-white,
100% washed linen,
design Anu Leinonen

<

LAINÉ towels

48x85 cm + fringes & 85x175 cm + fringes,
col. black-brown and black-graphite
washed linen-tencel-cotton,
design Lapuan Kankurit

KASTE pinny

unisize, col. grey,
100% washed linen,
design Anu Leinonen

**LAPUAN KANKURIT
WAY OF LIVING**

WEAVING MILL

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Tervaspuintie 1
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AN ODE TO AUTHENTICITY

In Finland, autumn and winter are a time of bold contrasts. Bright warm colours in the autumn slowly fade, until snow covers the ground and makes everything merry and bright. The presence of nature also invites us back to our roots: to spend time together with friends and family.

Nordic people are known for their authenticity, and Lapuan Kankurit proudly continues on this path. Our passion is to create beautiful, sustainable products that stand the test of time while communicating our love for nature. Linen and wool keep us warm during the cold months and accompany us on trips in nature.

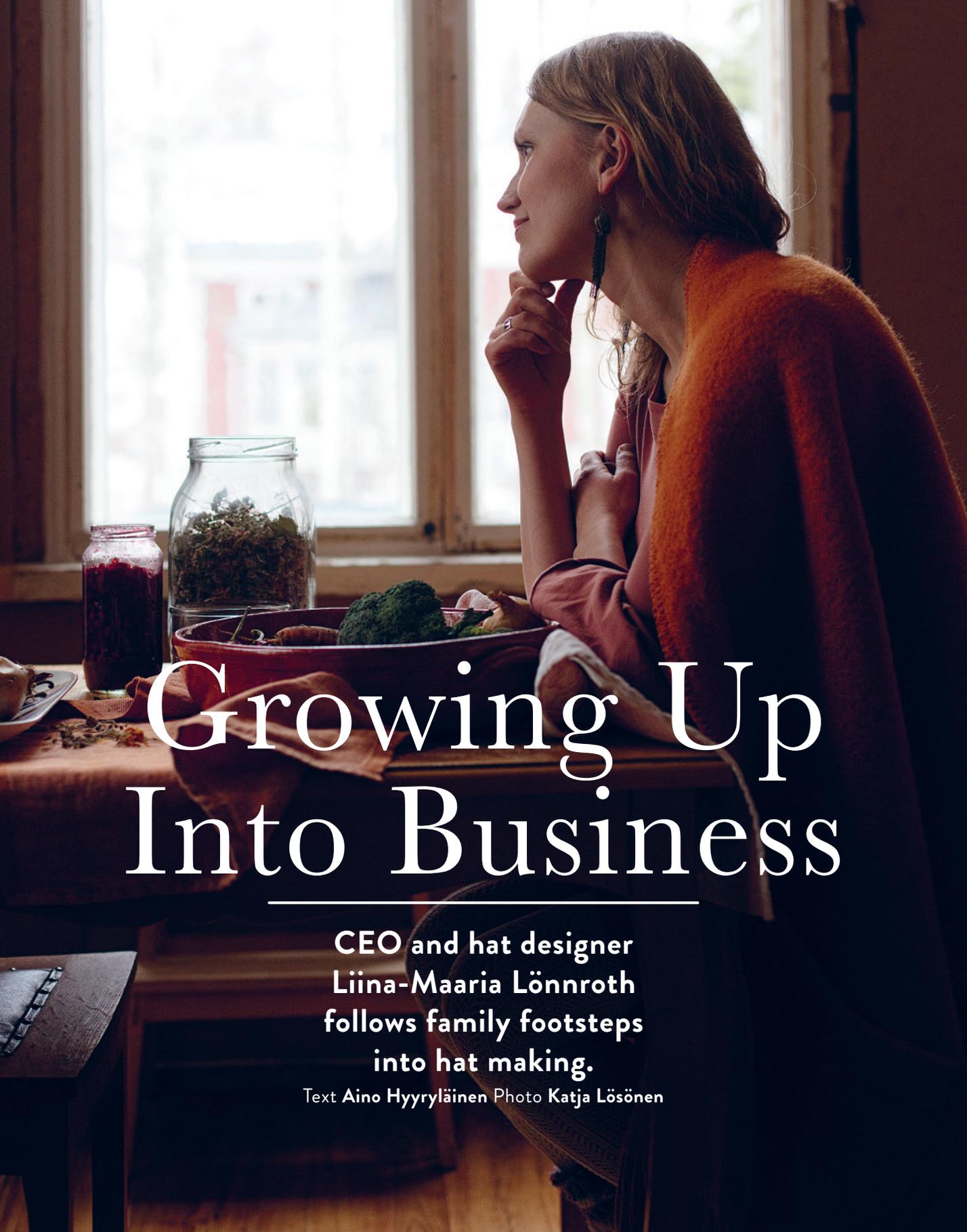
We are a family business, and love working with others who share our values. Liina-Maaria Lönnroth followed her grandfather's footsteps into business, and purchased Tella, a company that designs and manufactures hats. Tella uses Lapuan Kankurit fabrics in their products, which are designed to remain classics. We are united by our passion to create.

From designers to all the skilled professionals at our weaving mill, we are a family. Our roots inspire us to stay true to our vision: to use authentic materials to create beautiful, high-quality products that can be passed down generations.

As the nature in Finland bursts into colour, we breathe in the fresh and crispy air, ready to be filled with inspiration and bravery to continue with our passion.

Jaana and Esko Hjelt
Fourth generation weavers



A woman with long blonde hair, wearing a vibrant red sweater, is seated at a wooden table. She is looking out of a large window, her hand resting on her chin in a thoughtful pose. On the table in front of her are several items: a large glass jar filled with dried herbs, a smaller jar with a dark red substance, and a bowl of fresh vegetables including broccoli and carrots. The scene is lit with warm, natural light from the window, creating a cozy and contemplative atmosphere.

Growing Up Into Business

**CEO and hat designer
Liina-Maaria Lönnroth
follows family footsteps
into hat making.**

Text Aino Hyyryläinen Photo Katja Lösönen



Designing hats truly is a family affair for CEO, textile and fashion designer **Liina-Maaria Lönnroth**. In 2015, she took over the family business and purchased Tella, a company that designs and manufactures hats and accessories. Before, the business was run by her maternal grandfather, **Antero Saksa**.

“We’d talked about it before. I attended my first trade fair with grandpa when I was 12”, Liina-Maaria says. She describes her work as three-fold: the artist, the business owner and designer, and the teacher and leader.

“All three give my work their own flavour”, she says. The past two years have been a busy time for Tella, and Liina-Maaria notes that now, business and design are the strongest elements in her work.

“I draw strength from the other two areas”, she says.

To Liina-Maaria, Tella represents values that are also important to her personally. They are also ones that the company shares with Lapuan Kankurit. Natural materials are at the heart of Tella’s products, as well as local craftsmanship. That’s why many of their products are manufactured locally from Finnish and Ostrobothnian materials.

“We use Lapuan Kankurit fabrics in our hats”, Liina-Maaria says. The timeless quality of Lapuan Kankurit linen and wool matches her vision:

“I want to design products that become classics; that don’t go out of style every season.”

A close connection with nature also unites Liina-Maaria and Lapuan Kankurit. She grew up on an ecological farm and describes her relationship with animals, plants, and food as very natural.

“I think my aesthetic views stem from my childhood, where I was surrounded by authentic, natural things”, she ponders.

The designer and CEO finds many of her traits inherited, and entrepreneurial spirit has carried on in the family for generations. Her mother’s

side of the family came to Finland during the Hanseatic League between the 13th and 15th centuries.

“They were merchants and the family has been involved in business ever since”, Liina-Maaria says. She herself followed the footsteps of her great-grandfather and grandfather into business.

Tella was founded in 1935 by six people: Liina-Maaria’s great-grandfather Arne Saksa, his two brothers, a good friend, a patternmaker, and a sales representative.

Many of Liina-Maaria’s childhood memories are linked to Tella and her grandfather Antero Saksa, son of Arne Saksa.

“He started as a sales representative in his 20s and soon made his way to CEO”, she says. To her, Antero Saksa was the inspiration that led her into hat making.

“I remember grandpa sitting at his desk with his electronic calculator, sending bills or making business calls”, she reminisces.

With long history in Ostrobothnia, Tella is a traditional company. Liina-Maaria began designing hats at the age of 14, and says that she still works with designs from her early years at Tella. The business side of things became familiar to her early on.

“Each seam costs; each button has a price. You need to think about creating competitive products”, she says. She recalls that working with her grandfather was always a pleasure.

“Grandpa saw even the most surprising of ideas positively, if I could justify them”, she says.

“Nothing was ever too weird or peculiar.”

Now, Liina-Maaria is busy growing and developing the family business in a way that still feels authentic to the company’s long history and values. Tella is taking leaps into social media and is looking out into the world for new markets that value Finnish design and craftsmanship.

“We’re taking the company to a new era”, Liina-Maaria smiles.



Previous spread: **SAAGA UNI mohair blanket** 130x170 cm + fringes, col. bordeaux, mohair-wool, design Marja Rautiainen

UNI pocket shawl 60x170 cm + fringes, col. rust, 100% wool

1/ **CORONA UNI hot water bottle** 2 liters, col. light grey, 100% wool cover, design Marja Rautiainen **CORONA UNI blanket** 130x170 cm, col. light grey, 100% wool, design Marja Rautiainen 2/ **SAAGA UNI mohair blanket** 130x170 cm + fringes, col. rust and bordeaux, mohair-wool, design Marja Rautiainen 3/ **TATTI X TEEMU JÄRVI tea towel** 46x70 cm, col. white-black, linen-bio-organic cotton, design Teemu Järvi 4/ **TELLA hat** made of CORONA UNI **HETA scarf** 65x205 cm + fringes, col. white-beige-orange, wool-linen, design Heta Vajavaara



VIIRU scarf 75x220 cm, col. beige
100% merino wool, design Elina Helenius

SAANA scarf 70x220 cm, col. dark grey
100% merino wool, design Anu Leinonen



TERVA bathrobe with hood col. white-grey
washed linen- tencel-cotton, design Anu Leinonen

MAIJA tea towel 48x70 cm, col white-bordeaux, washed linen-tencel-cotton, design Lapuan Kankurit
LAINÉ towels 48x85 cm + fringes, col. black-linen and black-graphite, washed linen-tencel-cotton, design Lapuan Kankurit







SATO towels 48x70 cm, col linen-olive and linen-rust,
100% washed linen, design Eri Shimatsuka



KOLI scarf 60x220 cm + fringes, col. beige-black,
100% merino wool, design Lapuan Kankurit
SARA blanket 140x180 cm + fringes, col. rust,
100% wool, design Lapuan Kankurit



RUOSTE tablecloth/blanket 150x260 cm, col. linen-rust-grey, 100% linen, design Anu Leinonen



Woven Together

Lapuan Kankurit is a small,
tight-knit family business
woven together by
skill and community.

Text Aino Hyyryläinen Photo Katja Lösönen





**The clang of weaving machines fills the air.
The weaving mill in Lapua, Finland is the focal point
of the company, where the magic of creating new
textiles is always present.**

The thirty people at the weaving mill all work together as a team, much like family members. And that is what Lapuan Kankurit ultimately is: **Jaana** and **Esko Hjelt** are fourth-generation weavers who carry on long-lasting traditions as well as keep their gaze pointed forward. The concept of their business is based on own production, product development, and technical innovations. In recent years, the company has invested in growth and new machinery. However, the traditions of family business still continue at the weaving mill, and each individual plays an important role in creating the high-quality products Lapuan Kankurit is known for. Communication between people is easy, as everyone gathers around the table to discuss work over a cup of coffee.

Authenticity and traceability inspire everyone at the weaving mill. Colleagues work close together and the entire process from design to finished product feels tangible. Every Lapuan Kankurit product is a joint effort of their own weaving and sewing mills, and the high quality their products are known for stems from the highly skilled professionals at work. Some have been in the textile industry all their life, while others have learned their craft through apprenticeship training.

Teaching young people the craft of weaving is important to the company: while many big textile companies tend to decentralise their production, thus creating a long global chain, Lapuan Kankurit wants to keep craftsmanship alive by making products in their own mills.

Creating a product begins with design, and Lapuan Kankurit is proud to work together with talented designers from Finland and Japan. Introducing young up-and-coming designers to the weaving mill also keeps craftsmanship and skill alive.

High-quality, traceable materials are the core of all Lapuan Kankurit products. The company weaves with natural, authentic materials from European spinning mills.

70 percent of product wholesale prices go to cover material and production costs, and the company believes that is what all textile companies should strive for. Fair compensation and ecological materials keep the textile industry sustainable.

Just as the employees in the Lapuan Kankurit family know each other, they also want clients to know who created the products they buy. When clients know who created the products they buy, the textiles are used carefully and even passed down generations. Lapuan Kankurit believes that is the way towards creating a better tomorrow.



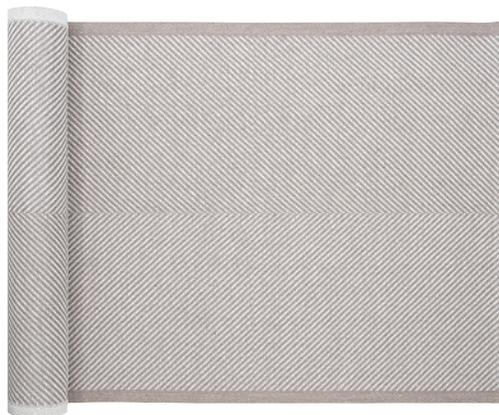
A photograph of a beige cloth with a repeating pattern of light brown circles, hanging from a snow-covered branch in a winter forest. The background is filled with snow-laden branches, creating a soft, white, and slightly blurred environment. The lighting is natural, suggesting a bright but overcast day.

Snow Day Cleaning

When temperatures drop to minus degrees and snow covers everything in sight, Finns gather their rugs, blankets, and clothes and take them outside. The coldest winter days are perfect for cleaning.

Text Aino Hyyryläinen Photo Katja Lösönen





HANKI sauna cover/runner 48x150 cm, col. linen-white
100% linen, design Lapuan Kankurit
HIMMELI cushion cover 50x50 cm, col. beige,
100% wool, design Eri Shimatsuka

The crisp winter air here in the north is perfect for airing out rugs, duvets, and pillows. As children, many Finns loved walking on chilly rugs that were just brought inside from the cold. The rugs seemed to be breathing fresh air into the home, making everything feel that much tidier. Cleaning with snow is a traditional way of washing and freshening natural materials in Finland. Textiles that can't be washed with water can often be cleaned with snow, so come winter, many take their woollen rugs, linen clothes, and woven blankets outside.

All you really need is a cold day, when snow on the ground is dry and powdery. A brush or a broom is optional, and woollen mittens will work just as well.

Take the textiles outside an hour before cleaning, which ensures they don't melt the snow once on the ground.

Lay the textiles on the ground and cover them with snow. You can leave them for a while or scrub them with a brush, broom, or even just mittens.

Snow easily removes lint and dust that gathers in the creases of textiles over time. Go over the seams and folds with a soft brush. Cold air also freezes any stains your clothes or rugs might have, and makes them easily removable.

Afterwards, remember to brush out all the snow and let your textiles dry properly. If you cleaned old clothes with snow, they should be hung inside airily for a couple of days before taking them back into storage. Rugs should be laid out to dry.

After a day of cleaning in fresh wintry air, it's time to relax in the sauna. Even then, the cleaning properties of snow come in handy. For many, rolling around in snow after a hot sauna is a must once every winter. It certainly gets your blood flowing and makes sure the day's troubles wash away. Returning to the warm sauna afterwards will certainly feel all the more blissful.



Previous spread: **MESI blanket** 140x180 cm + fringes, col. grey, 100% wool, design Reeta Ek
SADE towel 95x180 cm, col. white-linen, 100% washed linen, design Aoi Yoshizawa
1/ **MERI sauna hat** col. white-linen-black, linen terry, design Lapuan Kankurit 2/ **ALVA blanket** 130x170 cm + fringes, col. brown, 100% wool, design Marja Rautiainen 3/ **ONNI slippers** col. black-linen, linen terry, design Anu Leinonen
4/ **KIVI towel** 80x130 cm & **KIVI bathrobe** col. white-linen, washed linen terry, design Anu Leinonen



ONLINE MOST WANTED:

HIMMELI blanket 140x180 cm+fringes, col. bordeaux, 100% wool, design Eri Shimatsuka



TOKYO MOST WANTED:

KOIVU bag 29x39 cm, col. white-black, 100% washed bio-organic cotton, design Marja Rautiainen

ONLINE STORE

Shop from where and when you like. Shopping at our online store is convenient and hassle free.

Our online store has all of our great products, but it also gives you a peek into the real workings and the people behind Lapuan Kankurit. Take a look at some detailed information on the designers, materials, our weaving mill and the production of our lines at www.lapuankankurit.fi

Get inspired and share your own thoughts, photos and ideas about our products using our hashtag [#lapuankankurit](https://www.instagram.com/lapuankankurit) on instagram. Browse through our lifestyle image gallery and our brochures to help you become inspired.

Subscribe to our newsletter to stay abreast with our latest news, special offers, events and new products.

We ship to the following EU countries:

Austria, Belgium, Denmark, Finland, France, Germany, Great Britain, Italy, Luxembourg, the Netherlands, and Sweden.

TOKYO FUTAKO TAMAGAWA SHOP

Lapuan Kankurit's distribution network in Japan extended when, with company's local distributor Biotope corp., they opened the first shop-in-shop outside Finland in September 2017. The shop can be found in Slowhouse in Futako Tamagawa in Tokyo.

The spacious shopping centre is only a few minutes away by train from busy Shibuya. The location is perfect for Lapuan Kankurit, and Slowhouse clients appreciate the authenticity and connection with nature that Lapuan Kankurit stands for. Located next to the relaxing riverside, the area is home to many design and interior shops, restaurants, cafés, and beautiful terraces.

info@lapuankankurit.jp
www.lapuankankurit.jp

Slowhouse / Lapuan Kankurit Shop

Tamagawa Takashimaya SC Marronnier Court 2F 2-27-5, Tamagawa Setagaya-ku, Tokyo 158-0094, Japan
Tel. +81-(0)3-3708-9515
Mon-Sun 10am-9pm
www.slow-house.com



OUTLET MOST WANTED:

RAUHA bedspread 260x250 cm + fringes, col. grey-white, linen-wool, design Lapuan Kankurit



HELSINKI MOST WANTED:

RUOSTE blanket/tablecloth 150x260 cm, col. linen-rust-grey, 100% linen, design Anu Leinonen

LAPUA OUTLET STORE

Our outlet store at the cultural centre, Vanha Paukku in Lapua opened in October 2015 and is designed by Japanese Ima Design.

It is an open spacious store full of charm with an interesting history as the Lapua Ammunition factory (Lapuan Patruunatehdas) resided in the building until a dramatic accident in 1976.

The former factory today houses a number of shops, museums, a 200 seat Alajoki auditorium, meeting rooms, restaurants, a theatre, the Lapua Art Museum and library.

In summer it is possible to hop on a river cruise with the local ferry, which takes you through the area's history.

www.vanhapaukku.fi

Lapua Outlet Store

Kulttuurikeskus Vanha Paukku

Kauppakatu 23

62100 LAPUA, FINLAND

Tel. +358 50 527 57 28

myymala@lapuankankurit.fi

Mon-Fri 11 am-6 pm, Sat 10 am-3 pm

Check website for Christmas opening hours

www.lapuankankurit.fi

HELSINKI STORE & STUDIO

In the heart of Helsinki, between the Helsinki Cathedral and the Market Square lies our Lapuan Kankurit Store & Studio. It is nestled in the Tori Quarter, a unique Empire style area downtown just a few minutes from the Central Railway Station and other notable landmarks.

You will find many design shops, restaurants, cafés, services, museums and beautiful terraces to enjoy. It is a hint of the fascinating urban life for either locals or visitors of our great little city. Shopping, dining and culture packed between a few quaint streets. You can walk through the whole area which has been transformed into a relaxing novel experience from its past, which was that of an area housing mostly administrative workers.

www.torikorttelit.fi

Helsinki Store&Studio

Katariinankatu 2

00170 HELSINKI, FINLAND

Tel. +358 50 538 82 44

helsinki@lapuankankurit.fi

Mon-Fri 11 am-6 pm, Sat 10 am-4 pm

Check website for Christmas opening hours

www.lapuankankurit.fi





DUO towel 48x70 cm, col. linen-bordeaux-brown,
100% washed linen, design Elina Helenius
TANHU blanket 130x170 cm + fringes, col. light grey-white
100% wool, design Lapuan Kankurit

CORONA UNI hot water bottle capacity 2 liters, col. bordeaux,
100% wool cover, design Marja Rautiainen
ALVA blanket 130x170 cm + fringes, col. bordeaux, 100% wool,
design Marja Rautiainen



USVA towel 48x70 cm, col. linen-red, 100% washed linen, design Anu Leinonen
MONO towel 48x70 cm, col. bordeaux, 100% washed linen, design Lapuan Kankurit
KASTE pinny col. linen-red, 100% washed linen, design Anu Leinonen

Back cover: **TANHU blanket** 130x170 cm + fringes, col. light grey-white and dark grey-white, 100% wool,
design Lapuan Kankurit **CORONA UNI poncho** 125x75 cm+ fringes, col. beige, 100% wool, design Marja Rautiainen



Lapuan Kankurit

SOUL WELLNESS — SUSTAINABLE DESIGN — NATURAL MATERIALS