

LAPUAN KANKURIT

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*way of living*

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FROM THE WEAVERS OF GOOD LIFE







*Front cover:*

**REVONTULI mohair blanket**

130x170 cm + fringes, col. green-petroleum

70% mohair-30% wool

design Elina Helenius

**DUO towel**

48x70 cm, col. aspen green-petroleum

100% washed linen

design Elina Helenius

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**METSIKKÖ towel**

46x70 cm, col. white-petroleum

linen-bio organic cotton

design Matti Pikkujämsä

**DUO towel**

48x70 cm, col. aspen green-petroleum

100% washed linen

design Elina Helenius

**LAPUAN KANKURIT  
WAY OF LIVING**

**WEAVING MILL**

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#lapuankankurit

www.lapuankankurit.fi

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## PROTECTING OUR INTELLIGENT NATURE

Have you ever paused to observe the nature around you? Looking up towards the foliage that reaches towards the sky, watching the migrating birds, and seeing the ever-changing undergrowth reminds us that nature possesses unimaginable amounts of knowledge.

Here at Lapuan Kankurit, we trust nature. We use authentic materials that not only make us feel good, but also benefit our planet. Linen and wool are ecological materials that have a small carbon footprint. Transparency and sustainability are present every day.

When we combine the craftsmanship at our weaving mill in Lapua, Finland with our talented designers from Finland, Japan, and China, we see that a love for nature unites people around the globe. Many of our designers, like **Tong Ren**, draw inspiration and energy from nature.

Our discussion with **Hanna Linkola** showed us that respecting nature also means taking care of our things. That's why we create textiles that can be passed down generations and used in several ways. And if you no longer use one of our products, you can return it to us for recycling.

We know that every step of production counts. That's why we are responsible for our own production and the people who make it possible. We mainly use yarn from European spinning mills and know that the materials we use are certified, ethical, and ecological. We use Jacquard weaving at our mill and the selvages on our fabrics mean we can avoid cutting waste. We only weave what we need.

Nature is intelligent, but it is our responsibility to take care of it.

*Jaana and Esko Hjelt*

**Fourth generation weavers**







A pair of light blue knitted gloves is draped over a large, moss-covered log in a sun-dappled forest. The background is filled with green foliage and tree trunks, creating a natural and serene atmosphere.

# Designs for a Simple Life

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Designer Tong Ren finds inspiration  
from nature and his travels.

Text Aino Hyyryläinen Photo Katja Lösönen







Before beginning his studies in Aalto University, **Tong Ren** worked with industrial design. He became familiar with the craft early in life: his sister is a designer and his father a traditional Chinese painter.

“I used to play around in his studio”, Tong describes, “I loved seeing him painting.” While the artistic side is strongly influenced by his father, Tong also became fascinated with his sister’s books on design.

“I loved the designers’ sketches. I got to know a lot about design from her.”

Now Tong studies in the Master’s programme in Fashion, Clothing and Textile Design. His studies also brought him and Lapuan Kankurit together in the spring of 2018, when he visited the weaving mill as part of his studies. Students weave their designs at the mill, and the company meets young designers.

“We fell in love with Tong’s style right away. After spending more time with him, we got to know him better and definitely wanted to showcase his talent in Finland even more”, says Marketing Manager **Jaana Hjelt**. Tong’s **MATKA** blanket was woven at the mill and later showcased in the Protoshop exhibition at design fair Habitare.

“The workshops are amazing. They allow me to realise my designs into real prototypes”, Tong says.

Tong finds inspiration in nature, and he often walks in Lammassaari in Helsinki. Even looking at the same tree can spark a different idea each time.

“It’s always important for me to think

about how tiny I am compared with nature”, he ponders. His pattern **METSÄ** echoes this interest in nature.

“It is peaceful, but full of textures”, Tong describes. The Lapuan Kankurit collection will include **METSÄ** as woollen blankets and pillows, as well as linen bath and sauna products.

Travel also inspires the young designer.

“The diversity of cultures in the world is amazing”, he says. On his latest trip to China, Tong visited traditional gardens and tea shops. Inspiration is everywhere, especially in craftsmanship.

“I love visiting traditional markets that sell local crafts. I always get so much inspiration from the craftsmanship: the ceramics, the woven bamboo baskets, the traditional national costumes, and so on.”

Tong appreciates the simple life in Finland and often begins his day by eating Finnish berries and dark bread. When he’s not at work, he’s often found swimming either in pools or lakes.

“I love the Finnish summer cottage. Swimming in the lake after sauna is the best”, he praises. He also finds that Finns are passionate about protecting nature. That’s why he’s thrilled to work with Lapuan Kankurit.

“I love the way they respect nature and craftsmanship”, he says. He often works with natural materials in his designs.

“Sustainability is an important issue”, Tong says. “It’s important to know about the materials I’m using.”



Previous spread: **METSÄ heavy weight towel** 90x180 cm, col. white-grey, 100% washed linen, design Tong Ren  
**METSÄ cushion cover** 45x45 cm, col. light grey, 60% merino 40% wool, design Tong Ren

Opposite page: **METSÄ cushion cover** 45x45 cm, col. light grey and dark grey, 60% merino 40% wool, design Tong Ren  
**METSÄ blanket** 140x180 cm+fringes, col. light grey and dark grey, 60% merino 40% wool, design Tong Ren










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**NYTTI ultra light towel** 100x180 cm, col. black-green  
48x48 cm, col. white-cinnamon,  
washed linen-tencel-cotton, design Elina Airikkala

**KIVI hair turban** col. white-linen,  
washed linen terry, design Elina Helenius

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**VIIRU scarf** 35/75x220 cm+fringes, col. grey, 100% merino,  
design Elina Helenius

**TANHU blanket** 130x170 cm + fringes, col. light grey-white  
60% merino 40% wool, design Lapuan Kankurit




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**NYTTI ultra light towel** 100x180 cm, col. white-cinnamon, washed linen-tencel-cotton, design Elina Airikkala

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









# Embracing Positive Materialism

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**When you care for your things,  
they care back, says Hanna Linkola.**

Text Aino Hyyryläinen Photo Katja Lösönen







"I wish people looked after their senses", says Hanna Linkola, concept designer for the Finnish Association for Nature Conservation (FANC). After transitioning from art director of a large department store to her current career, Hanna started realising how distant our culture sometimes is from nature.

"I'm worried about the amount of plastic objects and dead surfaces in the world at the moment", she says. Places like online stores focus on how things look, but Hanna says that we should also understand how they feel when you touch and use them.

Aesthetics and how things feel are essential to Hanna. She recognises materials through touch and often handwashes her textiles. Owning fewer items and taking better care of them helps us appreciate our things and the nature behind them.

"I call it positive materialism", she says.

To Hanna, that means respecting and understanding nature as a source of all materials and things.

"I don't like the word 'consumer'. I'd rather see myself as a user. It's environmentally friendly to care for your things."

The relationship with nature is what draws Hanna to Lapuan Kankurit. She has admired them for decades for their aesthetics, sustainability, and transparency.

"All elements align with them", she says. "Their textiles feel strong, natural, and trustworthy. Linen and wool are beautiful materials."

One of FANC's aims is to protect the endangered Saimaa ringed seal. When Hanna visited the Lapuan Kankurit store in Helsinki, an opportunity for cooperation presented itself. The association's specialist **Kaarina Tiainen** had designed a pattern that Hanna thought would work beautifully as woven textiles.

The cooperation led to the **SAIMAANNORPPA** products, which combine the craftsmanship of Lapuan Kankurit with a deep understanding of nature.

"I would love to see the norppa pattern become as popular in fashion and textiles as the leopard print. It's a very beautiful and inspiring pattern: organic, alive, and timeless. Each seal has a unique pattern, and the textiles replicate that uniqueness." The covers for each **SAIMAANNORPPA** hot water bottle are cut from a different piece of fabric, replicating the unique rings that are found on each seal.

To Hanna, nature holds knowledge that we can't even fathom. That's why she stays close to nature, even in Helsinki. She often walks in the parks around town and frequently visits the nearest national park Nuuksio. Her house plants also serve as a channel to soil and nature.

"Nature is a work of art in itself. Nature is the source of all creativity and life. Nature is not only intelligent, but also immensely wise and powerful", she describes. "Destroying nature means destroying vast amounts of knowledge that we aren't even aware of yet. That's just stupid", she adds.

"Luckily we are awakening to the many benefits of nature right now. It feels good to hear that in the UK, doctors can prescribe nature to patients suffering from anxiety and depression." Nature hugely benefits both physical and mental health.

Hanna's relationship with nature brings peace and quiet into her life.

"I become aware of my stress once I'm surrounded by nature. I see my mind racing and have the opportunity to calm down. Being in touch with nature heals better than any man-made medicine."



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Previous spread: **SAIMAANNORPPA** blanket 130x180 cm & hot water bottle, col. white-grey, 100% wool, **sauna cover** 46x150 cm & **sauna pillow**, col. white-grey linen-bio organic cotton, **towels** 48x70 cm & 95x180 cm, col. white-grey, 100% washed linen, design Kaarina Tiainen  
**KASTE bathrobe** col. white-grey, 100% washed linen, design Anu Leinonen

1/ **SAIMAANNORPPA** blanket 130x180 cm, col. white-grey, 100% wool, design Kaarina Tiainen, **CORONA UNI cushion cover** 50x40 cm, col. light grey, 100% wool, design Marja Rautiainen 2&3/ **SAIMAANNORPPA** sauna cover/runner 46x150 cm, col. white-grey, linen-bio organic cotton, **towel** 48x70 cm, col. white-grey, 100% washed linen, design Kaarina Tiainen



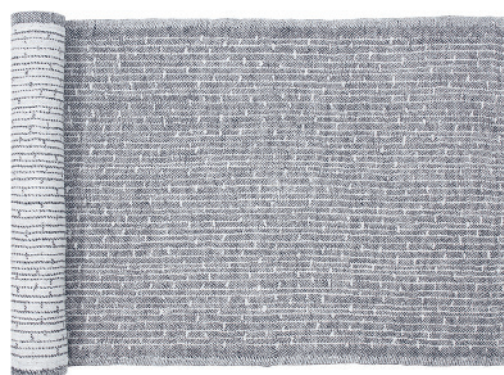



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**NYTTI ultra light towel** 48x48 cm, col. white-grey,  
washed linen-tencel-cotton, design Elina Airikkala

**KIVI shower puff** col. black-linen, tencel-linen terry,  
design Elina Helenius

**NYTTI ultra light towel** 100x180 cm, col. white-grey,  
washed linen-tencel-cotton, design Elina Airikkala




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**ULAPPA heavy weight towel** 90x180 cm, col. white-grey,  
100% washed linen, design Elina Helenius

**METSÄ heavy weight sauna cover** 46x150 cm, col. white-grey  
100% washed linen, design Tong Ren

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**SAIMAANNORPPA towel** 95x180 cm, col. white-grey, 100% washed linen, design Kaarina Tiainen



Photo: SLL / Juha Taskinen



# Saimaan- norppa

The Saimaa ringed seal (saimaannorppa in Finnish) is the most endangered seal in the world. It only lives in the Finnish lake Saimaa. Today, there are only 380–400 seals.

Fishing nets and global warming are some of the biggest factors that affect the seal population. Switching to safe fishing methods and building snow banks on the shores helps the endangered species by building a safe habitat for the pups.

Lapuan Kankurit works together with the Finnish Association for Nature Conservation with the SAIMAANNORPPA products. Lapuan Kankurit donates a fixed amount for each of the SAIMAANNORPPA products sold to the FANC for the protection of the Saimaa ringed seal.









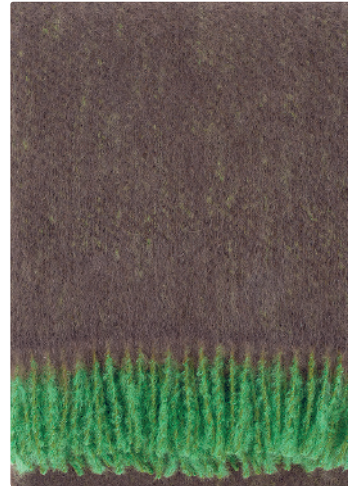



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**MAIJA towel** 48x70 cm, col. black-aspen green  
washed linen-tencel-cotton, design Lapuan Kankurit

**MAIJA dishcloth** 25x32 cm, col. black-aspen green,  
washed linen-tencel-cotton, design Lapuan Kankurit

**SARA blanket** 140x180 cm + fringes, col. spruce green,  
100% wool, design Lapuan Kankurit




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**KOLI scarf** 60x220 cm + fringes, col. beige-green,  
100% merino, design Lapuan Kankurit

**REVONTULI mohair blanket**  
130x170 cm + fringes, col. green-brown  
70% mohair-30% wool  
design Elina Helenius



**MARIA pocket shawl** 60x180 cm + fringes, col. brown-black, 100% wool, design Lapuan Kankurit







# An Oasis in Torikorttelit, Helsinki

**We have combined traditional Finnish elements with Japanese minimalism to create a light infused and peaceful environment in our completely renewed Helsinki Flagship store.**

Locals and Tourists of Helsinki are now able to enjoy their new “living room” when we re-opened our doors to Katariinankatu 2. In the space, you can enjoy Finnish textiles, flip through design, food and lifestyle books or just come in from the hustle and bustle of our busy capital and relax.

“We invested in our Tori Quarter’s store because we believe in the Old Town of Helsinki, which offers experiences with a slight modern touch to all who wander in.” Marketing Director **Jaana Hjelt** of Lapuan Kankurit, explains.

Our new store has been designed by the Japanese design office IMA design **Mana** and **Takashi Kobayashi**, who have also designed the Lapua Kankurit factory outlet in Lapua. The store’s interior highlights peace, the hue of birches and birch shingles in new modern forms. “The aroma of tar in the store and the seasonally changing music strengthen the good feeling and laid-back atmosphere”, Hjelt says.

The roots of Lapuan Kankurit are deeply tied to Finnish know-how and their textile tradition the first textile company in the family was founded in 1917. Today, Lapuan Kankurit is known not only for its luxurious linen and wool products, but also for its product innovations. The continuous product development is made possible by the heart of the company: the jacquard weaving mill, which works still in Lapua today.

“We want to be a part of moving the textile tradition and know-how to the next generation. We believe in traceability, transparency and sustainable development. That's why we want our renewed store to introduce these values and provide us the space where people can get closer to our textile tradition.”



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**A selection of pouches made from left-over fabrics,  
available occasionally at stores.**

**Bread bag**

28x40 cm assortment 100% washed linen,  
design Lapuan Kankurit






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#### ONLINE MOST WANTED:

**TERVA towel** 48x70 cm, col. black-cinnamon, washed linen-tencel-cotton, design Lapuan Kankurit




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#### TOKYO MOST WANTED:

**RUUSU X HVITTRÄSK bag** 37x54 cm, col. white-grey, linen-bio-organic cotton, design Reeta Ek

#### ONLINE STORE

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](http://www.lapuankankurit.fi)

Get inspired and share your own thoughts, photos and ideas about our products using our hashtag **#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.

#### For consumers we ship to the following EU countries:

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

**Register as BtoB customer** to order your business gifts online: [www.lapuankankurit.fi/en/b2b-sale](http://www.lapuankankurit.fi/en/b2b-sale)

#### 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](mailto:info@lapuankankurit.jp)  
[www.lapuankankurit.jp](http://www.lapuankankurit.jp)

#### Slowhouse / Lapuan Kankurit Shop

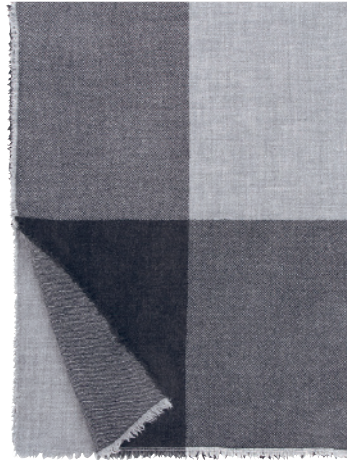
Tamagawa Takashimaya SC Marronnier Court 2F 2-27-5, Tamagawa  
 Setagaya-ku, Tokyo 158-0094, Japan  
 Tel. +81-(0)3-3708-9515  
 Mon-Sun 10am-9pm  
[www.slow-house.com](http://www.slow-house.com)





#### OUTLET MOST WANTED:

**RUUSU x HVITTRÄSK runner** 46x150 cm, col. linen-bordeaux, linen-bio organic cotton, design Reeta Ek



#### HELSINKI MOST WANTED:

**JUSSI blanket** 140x180 cm + fringes, col. grey-black-white, 100% wool, design Lapuan Kankurit

#### 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](http://www.vanhapaukku.fi)

#### Lapua Outlet Store

Kulttuurikeskus Vanha Paukku

Vanhan Paukun tie 1

62100 LAPUA, FINLAND

Tel. +358 50 527 57 28

[myymala@lapuankankurit.fi](mailto:myymala@lapuankankurit.fi)

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

**Check website for Christmas opening hours**

[www.lapuankankurit.fi](http://www.lapuankankurit.fi)

#### HELSINKI STORE

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 it's past, which was that of an area housing mostly administrative workers.

[www.torikorttelit.fi](http://www.torikorttelit.fi)

#### Helsinki Store

Katariinankatu 2

00170 HELSINKI, FINLAND

Tel. +358 50 538 82 44

[helsinki@lapuankankurit.fi](mailto:helsinki@lapuankankurit.fi)

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

**Check website for Christmas opening hours**

[www.lapuankankurit.fi](http://www.lapuankankurit.fi)









# Great gift ideas!

More ideas for personal  
and business gifts online  
(Register as BioB customer)  
[www.lapuanankurit/giftideas](http://www.lapuanankurit/giftideas)




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**DUO towel** 48x70 cm, col. linen-aspen green & linen-cinnamon  
100% washed linen, design Elina Helenius

**KOLI scarf** 60x220cm +fringes, col. black-cinnamon,  
100% merino, design Lapuan Kankurit




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**MARIA hot water bottle** col. brown-white 100% wool,  
design Lapuan Kankurit




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**METSIKKÖ blanket** 90x130 cm / 130x180 cm, col. spruce green-white & cinnamon-white, 100% wool,  
design Matti Pikkujämsä **ESKIMO cushion cover** 50x50 cm, col. beige, 100% wool, design Reeta Ek

*Back cover:* **TERVA towel** 65x130 cm, col. black-aspen green & 85x180 cm, col. black-cinnamon,  
washed linen-tencel-cotton, design Lapuan Kankurit





LAPUAN KANKURIT

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*weavers from Finland*