



THE CATALOGUE

2023



*"Welcome to our journey to find a  
piece of Nordic happiness."*

*Noora & Mari*

Founders and designers of Luin Living



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## *Your home is your spa*

Our story started when our founders and friends, Noora and Mari, got the idea to design the best hair towel in the world. To bring indulgence to everyday life. To get the relaxing spa-feeling to every home, every day.

As we are based in Finland, the happiest country in the whole world, we do know well the elements of happiness. We are professionals of creating a timeless spa-like experience to your home.

Do you want to know the recipe? We would love to share it with you.

Talk to you soon!

*Team Luin Living*







## OUR PHILOSOPHY

### EXCEED THE EXPECTATIONS

Once you have tried our towels, you never want to change them. This is how we do it, as simple as that. We aim for the softest and most indulging materials in all the collections we design.

### PERMANENT COLLECTIONS ONLY

We don't believe in trends or changing seasons. We design only permanent collections. No seasonal sales or discounts needed.

### LONG PRODUCT LIFECYCLE IS SUSTAINABILITY

Every step from raw materials to production, packing, consuming and maintaining has been carefully through. A long lasting high quality product is our sustainability choice number one.

## THE DESIGN VISION

*Pure cosyness, elegant  
details and 6 timeless  
colors*

In our designs, we like to keep it simple. We rely on three pillars; pure cosyness, elegant details and our six timeless colors.

Whatever the product, it is comfortable to use, pleasing to view and perfect for any home and anyone.







## THE COLLECTIONS

Introducing our selection of indulging timeless designs.

*the original*  
**YOUR HOME - YOUR SPA**  
bathing collection

Your Home – Your Spa towel and bathing wear collection is the first Luin Living collection made of our unique signature towel material produced from the finest 100% long cotton fibers.

Luxuriously plush, soft and highly absorbent bathing products with elegant details.

**OEKO-TEX®**  
CONFIDENCE IN TEXTILES  
**STANDARD 100** 







## TOWELS



Spa Towel 30x30 cm, 10x10 in

Facial Towel 30x50 cm, 12x20 in

Hand Towel 50x80 cm, 20x31 in

Bath Towel 70x140 cm, 28x51 in

Bath Sheet 100x150 cm, 39x59 in

Grande Towel 100x180 cm, 39x71 in



## UNISEX BATHROBES



XS, S, M, L, XL







## HAIR TOWELS



One size fits all ages and hair lengths.

Special design and snap fastener for a comfortable use.

Packed in an elegant gift box



## SPA DRESS

The modern wrap towel for women



S/M, L/XL

Comfortable to use with hidden snap fasteners  
and elastic band in the back of the towel.





## WRAP TOWEL FOR MEN



ONE SIZE

60x150 cm

24x59 in

Comfortable to use with hidden snap fasteners  
and elastic band in the back of the towel.



## UNISEX PONCHO TOWELS



S/M length x width: 90x80cm, 35x31 in  
L/XL length x width: 100x85cm, 39x33 in

Snap fastener attachment on the sides.





## COSY SLIPPERS



XS (34-36)

S/M (37-40)

L/XL (41-44)

Machine washable.





## BABY CAPE TOWEL

0-5 yrs



ONE SIZE

60x120 cm, 24x47 in

Generous size from newborn to 5 years.

Snap fastener closure.





## KIDS BATHROBES

3-12 yrs



110 cm, 43 in - for children ages 3-5

130 cm, 51 in - for children ages 6-9

150 cm, 59 in - for children ages 10-12

Belt attached to the back of the robe.





## KIDS PONCHO TOWELS

1-10 yrs



Small – for children ages 1-5  
Large – for children ages 5-10



*the good conscious*

**PURE ORGANIC**

bath & beach collection

Luin Living Organic Bath & Beach Towel Collection is made of 100% organic cotton, down to every detail. These ecological hamam style towels are soft, light, absorbent and versatile in use. Other side of the towel is sleek and the other soft terry cloth.

Perfect for home & beach. Material dries quickly and fits to a small space. The whole production chain from yarn supplier to weaving, dyeing and finishing has GOTS certificate. Oeko-Tex certification guarantees no harmful substances are used in the production.





## TOWELS



Hand Towel 50x70 cm, 20x32 in

Bath & Beach Towel 70x140 cm, 28x55 in

Bath & Beach Towel 100x180 cm, 39x71 in

One side is sleek and the other a soft terry cloth  
with hand knotted fringes.



*the casual*  
**BAMBOO**  
lifestyle collection

Luin Living's Bamboo collection is a tribute to the ecological, lightweight and cashmere-soft bamboo.

These timeless casual home and lifestyle products are designed to indulge you with their multiple ways of use. Use them at home or mix them with your favourite outfits and wear them anytime, anywhere.



BAMBOO



## KAFTANS



ONE SIZE

Width x Length

90x120 cm

35x47 in







## MORNING GOWNS



S/M, L/XL

Can be used as a lightweight morning gown, bathrobe or cardigan. Wear as you please.





## TOWELS



### ONE SIZE

90x180 cm, 35x71 in

This versatile piece works well as a towel, scarf or blanket. Use as you please.



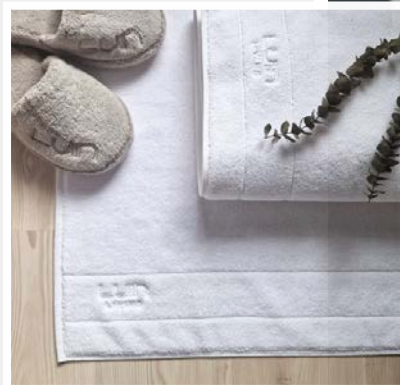


## BATH MATS

We always use a pampering bath mat to dry the feet after a nice bath or shower in a hotel. Why not make it a nice routine at homes as well?

Our Bath Mat is a modern stylish choice with guaranteed softness of 100% cotton. Two sizes to choose from.

**OEKO-TEX®**  
CONFIDENCE IN TEXTILES  
**STANDARD 100** 







## BATH MATS



70x90 cm, 27x35 in

70x120 cm, 27x47 in



*the recycled*  
**SERENE**  
handmade rug collection

Handmade Serene rugs are made of 100% recycled pre-consumer cotton. The cotton comes from the waste of ring spinning process of other textile factories. Used and recycled natural fibers lose their strength and abilities over time, so using pre-consumer unused leftovers means that the cotton is still as good as new virgin fiber but without loss of strength in quality and without environmental issues with cotton cultivation.

Ecological Serene rugs are ideal for the bathroom, living room, bedroom or any other space at home. Harmonious color and design details make the rug a timeless treasure and the weaving technique makes it last for long.







## DECORATIVE RUGS



60x80 cm, 23x31 in

70x120 cm, 27x47 in

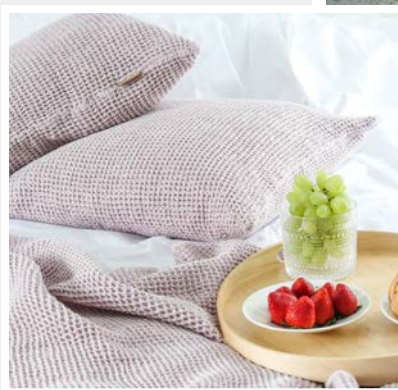
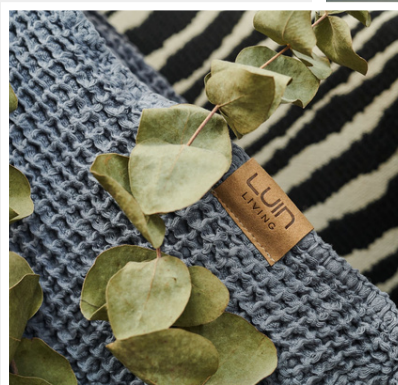
70x200 cm, 27x78 in



*the natural*  
**DAYDREAM**  
decorative collection

The Daydream Collection is an elegant and decorative selection that fits all interior décor and all atmospheres.

Made of natural 100% cotton, the line combines timeless design, easy maintenance and soft touches to be the perfect accessories for those precious moments at home.







## THROWS



125x180 cm

49x71 in





## CUSHION COVERS



50x50 cm

19x19 in

*the exquisite*  
**SENSES**  
home fragrance collection

Our ambition is all about bringing the good  
vibes and relaxation to everyday life.  
We designed our Home Fragrance collection  
based on different atmospheres at home.

Are you feeling Happy? Maybe you want to get  
Cosy? Or are you ready for some Bubbles?







## REED DIFFUSERS



**Bring me the SUNSHINE**  
Watermelon & Apple



**Let me get COSY**  
Lily & Cotton



**Taking my moment to DAYDREAM**  
Cotton Candy & Passion Fruit



**Because I'm HAPPY**  
Red Berries & Pine



**I'm after pure INDULGENCE**  
White Truffle & Cognac



**I'm ready for some BUBBLES**  
Champagne & Pomelo

DIFFUSER 200 ml  
Time for usage 6 months  
Width 15cm, height 13cm,  
depth 4cm

REFILL 200 ml  
Time for usage 6 months  
Includes reed sticks



## SCENTED CANDLES



**Bring me the SUNSHINE**  
Watermelon & Apple



**Let me get COSY**  
Lily & Cotton



**Taking my moment to DAYDREAM**  
Cotton Candy & Passion Fruit



**Because I'm HAPPY**  
Red Berries & Pine



**I'm after pure INDULGENCE**  
White Truffle & Cognac



**I'm ready for some BUBBLES**  
Champagne & Pomelo

Burning time 45 hrs  
Hand Poured Mineral &  
Vegetable Wax Candle 300g



## THE TEAM



**TIPHAINE  
DELECOUR**

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THE TOUCH OF NORDIC HAPPINESS