

PRESS RELEASE

Lauritzon is synonymous with quality fabrics – the rebranded family company of 111 years is known for its own collection and contributions to sustainability.

*The fresh new look is reflective of the modern touch within the prestigious company, collections of which are made in cooperation with the best experts in fabric in the world. Lauritzon emphasises continuous sustainability and unparalleled expertise in fabrics – as it already has for decades.*

At the core of Lauritzon is the exceptionally vast collection that consists of thousands of styles that suit the Nordic look. No matter how particular or peculiar a wish is, our skilled team is able to fulfill any requests, whether it'd be for consumer or contract purposes.

High quality, beauty, and practicality are always front and center in the collections of Lauritzon – with the right warp and weft, harmony is created within a fabric. As of this summer, consumer customers can also order samples of fabrics in the search for the one just right.

The designing process, done in Finland, is the foundation for our expertise. Recycled materials are utilised in the fabrics in our Easycare and Greencare collections, allowing us to keep minimizing our carbon footprint and to lead the way toward carbon neutrality. Our strong network in Europe guarantees both social sustainability in the production process as well as the world-class quality of our fabrics.

At Lauritzon, endless enthusiasm toward colours and patterns is the guiding star. The CEO of Lauritzon, Roland Lauritzon, is behind the development of the family company's own collection. Linus, his son, has taken over the role of sales director, whereas Roland's daughter, Corinne, is the company's creative director. Together with designer Saana Pitkänen, the new generation leads the heart of the company, the design department, with great passion and deep curiosity.

With its unparalleled expertise and upholstery fabrics for homes as well as public spaces, Lauritzon enjoys the trust of its customers on a national level. An emphasis on international export is next on the company's agenda. With over a century's worth of experience, Lauritzon truly knows upholstery fabrics. With a passion for innovation and new materials, Lauritzon not only keeps up with the times but leads the way.

*Lauritzon is a Finnish upholstery fabric company that prides itself on its exceptionally high quality all throughout its operations. The values of the family company are sustainability, the design of its own collection, and supporting Finnish and European textile professionals. We cherish craftsmanship without compromising standards in everything we do or partake in. Fabric is a companion – you know when you meet The One.*

*Lauritzon. A feel for fabric.*