

ASCOT LIFE

SUNNINGHILL & SUNNINGDALE

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RHS Chelsea Flower
Show Returns

21 - 26 September 2021

FORTNUM & MASON

Returns to Hampton Court
Palace Festival 2021

de Le Cuona
Organic Living

ORGANIC LIVING with de Le Cuona

The awareness of the benefits of a healthier lifestyle has risen dramatically during the last year and with it an increased appetite for information about what we are buying for ourselves and our homes. We know more about organic food and clothing, but less about what goes in our homes. Interior textile icon and environmentalist Bernie de Le Cuona is committed to creating truly natural collections and in doing so bringing homeowners the benefits of organic living.

Windsor-based Bernie founded her eponymous brand de Le Cuona to celebrate linen and to keep the artistry of natural textile making alive. Most of her collections are linen, a sustainable and versatile fibre. As a titan of home textiles Bernie life's work has been to realise an eco-friendly future in the interiors sector. The Walpole Power List recently named her one of the 50 Most Influential



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People in British Luxury who excels as a leader of innovation and sustainability in their field.

Another great achievement is Pure, an interiors landmark and the ultimate collection beneficial for those who are looking to invest in a healthy lifestyle whilst protecting the environment. This collection of 100% organic linen certified to GOTS (The Global Organic Textile Standard) is created without compromise on the beauty, longevity, and handle of the fabrics. Natural anti-bacterial and hypoallergenic qualities of linen make it perfect for use in living spaces. We can all rethink our houses, particularly in places of relaxation like bedrooms and baby rooms. The variety of weights, textures and finishes of these linen fabrics allow you to dress the whole interior, from sheers and curtains to heavy upholstery. It's the textures that make linen special. Pure bed linen is the latest addition, making an ideal entry point towards an organic lifestyle.

Bernie comments, ‘people have become aware of the benefits of having organic products. I have been working on the idea of improving the environment people live in not just decoratively but health-wise for a few years. de Le Cuona Pure consists of totally organic linen fabrics for interiors and now bed linen. When we say totally organic, we mean each of the up to six different traceable stages from the field where the linen seed is planted, to the final product arriving at our warehouse is certified to GOTS. Pure is 100% organic.’

Organic certification is key as labelling can be misleading making it difficult to be sure if the product which is labelled “organic” is truly organic as other fibres can be used in the mix. This is where the certification steps in. GOTS is the worldwide leading voluntary standard for organic fibres. It ensures the organic status of fabrics, from harvesting of the raw materials, through environmentally and socially responsible making. These fabrics are sustainably produced without harmful chemicals.

Textile production is sometimes a mystery, and we never can be quite sure which potentially harmful chemicals are used. Saying that, it is important to check not just where the textiles are produced but where the raw materials came



from as countries have different standards. Linen generally requires less water to grow and process it, and a minimal amount of chemicals. At de Le Cuona, this fabric is the natural choice for healthy interiors whilst creating sophisticated and sensorial spaces.

‘I’ve been working with linen for 27 years, a natural fabric with benefits for your health and lifestyle. By making it totally organic we have created the ultimate product that contributes to a wellness way of life. I believe that as the world becomes more aware of the potential damage, we might cause our health by using and being surrounded by harmful chemicals, this new collection will appeal to many homeowners and interior designers.’ Bernie de Le Cuona, Founder and CEO

Pure organic textiles are available to view on de Le Cuona website as well as London showrooms, with Pure Linen Bed Linen collection available to purchase on de Le Cuona website. ■ delecuona.com

