



ORGANIC ELEGANCE

FALL 2024

LUI
LIVING

Organic Elegance towels are made in Turkey from high-quality, extra-long fiber GOTS-certified organic cotton. The combed manufacturing technique, known as combed cotton, gives the towel fabric exceptional softness, a silky sheen, and a beautiful polish appearance.

With the sophisticated fabric, luxurious weight, and stylish design, these towels bring timeless elegance to your home. Explore the collection's stunning colors, and mix and match to create a personalized, stylish look that perfectly complements your space.



Facial Towel 30x50 cm
Hand Towel 50x80 cm
Bath Towel 70x140 cm
Bath Sheet 100x150 cm



Cloud is a soft and subtle natural white shade that evokes the lightness of a cloud cover. Its hue shifts with the lighting, reflecting the tones of its surroundings.

This makes it an ideal color for spaces where you want to create an airy and bright atmosphere while avoiding the starkness of pure white.



Ash Green is a timeless shade of grayish green that exudes tranquility and sophistication. The green tone is softly muted, with a gray undertone adding an element of elegance and timelessness.

This color is perfect for spaces where you want to emphasize natural harmony and serenity.



COLORS - MOCHA MIST

Mocha Mist is a soft brown shade with a subtle gray undertone. The hint of gray adds a cooler, more elegant touch to the brown, reminiscent of light suede leather.

Mocha Mist is a warm yet neutral color that blends seamlessly into an earthy, yet elegant color palette.



Coal is a deep and pure gray shade, full of intensity. It resembles the dark tone of coal or asphalt, offering a powerful and dramatic color that creates contrast when paired with lighter shades.

Coal brings a modern and urban vibe to any space.



REVOLUTIONIZING THE WORLD OF BATHING TEXTILES

We are a Finnish brand specializing in setting an uncompromising standard for luxurious, high quality bath and bathing wear textiles. Our mission is to bring the spa experience into everyday moments at home.

Since 2015, we've been at the forefront of the home spa revolution. We introduced a groundbreaking concept that redefined the role of a towel. It is no longer just a towel, but a daily indulgence that carries you to the luxurious ambiance of a spa experience.

From day one, we have not engaged in seasonal production but focus on designing timeless products that exceed all expectations in user experience. For us, the number one choice for sustainability is a high quality and long lasting product, and we encourage our customers to choose home textiles thoughtfully and for years to use.



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