



LVIN
LIVING

"OUR COMMITMENT IS UNWAVERING.
ONCE YOU EXPERIENCE THE LUXURY
OF OUR BATHING TEXTILES, THERE IS
NO TURNING BACK.

JOIN US TO THE NEW ERA OF
BATHING."

Noora & Mari

Founders and designers of Luin Living



About us	4
The Collections	7
YOUR HOME - YOUR SPA - Towels and Bathing Wear	8
NEW! ORGANIC ELEGANCE - Towels	19
PURE ORGANIC - Bath and Beach Towels	21
BAMBOO - Towels and Lounge Wear	23
NEW! HAVEN Bath Rugs	27
BATH MATS	29
Contact	31

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.

Our journey began with the visionary dream of our founders, two friends, to design the world's best hair towel. For this purpose, with months and years of determination, we developed the perfect towel material. From day one, we have not engaged in seasonal production but focus on designing timeless products that exceed all expectations in user experience.

We have introduced many innovative products to the market, such as a snap-fastened design Hair Towel, a groundbreaking Spa Dress, and, for example, a Baby Towel that lasts until the age of five. 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.





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 thought. A long lasting high quality product is our sustainability choice number one.

THE DESIGN VISION

Pure cosyness, elegant details
and timeless colors

In our designs, we like to keep it simple. Whatever the product, it is comfortable to use, pleasing to the eye and perfect for any home and anyone.

DESIGN
FROM
FINLAND





THE COLLECTIONS

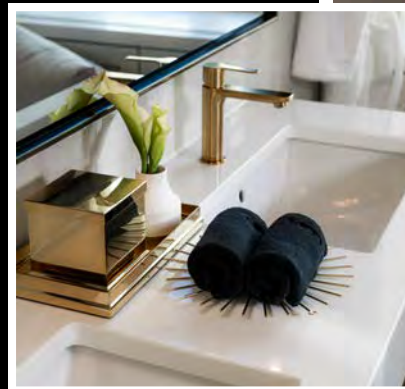
Introducing our selection of indulging timeless designs.

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

A perfect match for those who like towels luxuriously plush, soft and highly absorbent in timeless and harmonious style.



- Spa Towel 30x30 cm
- Facial Towel 30x50 cm
- Hand Towel 50x80 cm
- Hand Towel 50x100 cm
- Bath Towel 70x140 cm
- Bath Sheet 100x150 cm
- Grande Towel 100x180 cm



UNISEX BATHROBES

Classy and elegant bathrobes with softness and cosiness never experienced before.



XS, S, M, L, XL





HAIR TOWELS

Step in to the world of home spa with our revolutionary Hair Towel.



One size fits all ages and hair lengths.
Special design and snap fastener for a comfortable use.
Packed in an elegant gift box.



SPA DRESSES

Transform your everyday bath routine into a spa moment at home. Luxurious towel and stylish wrap dress combined.



S/M, L/XL

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



WRAP TOWELS

Stylish and cosy wrap towel for men



ONE SIZE
60x150 cm

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



UNISEX PONCHO TOWELS

The relaxed alternative for a bathrobe.



S/M length x width: 90x80 cm
L/XL length x width: 100x85 cm

Snap fasteners on the sides.



COSY BATH SLIPPERS

Extremely soft and plush bath slippers to pamper your steps every day.



XS (34-36)
S/M (37-40)
L/XL (41-44)

Machine washable.





BABY CAPE TOWELS

The children deserve the best and softest towels!



Generous size 60x120cm from newborn to 5 years old children. Snap fastener closure turns the baby towel to a cape towel when baby starts to walk.



KIDS BATHROBES

The same classic design as the adult bathrobes.



- 110 cm - for children ages 3-5
- 130 cm - for children ages 6-9
- 150 cm - for children ages 10-12

Belt attached on the back of the robe.





KIDS PONCHO TOWELS

The Poncho Towel is perfect for the little family members as it is easy to dress up and it stays on even when running and jumping around.



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

- NEW -

ORGANIC ELEGANCE

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 every space.

Explore the collection's stunning colors, and mix and match to create a personalized, stylish look that perfectly complements your space.

COLORS

Cloud – a soft, slightly off-white

Ash Green – a timeless grayish green

Mocha Mist – a brownish shade with a hint of gray

Coal – a pure deep gray





TOWELS

Exceptional softness, silky sheen and elegant appearance made from GOTS certified cotton.



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

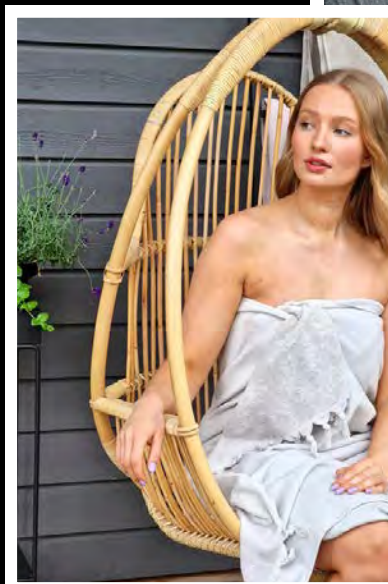
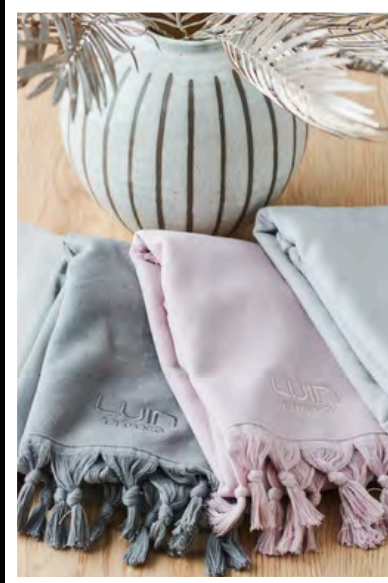
the good conscious

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. One side of the towel is sleek and the other a soft terry cloth.

Perfect for home & beach. The material dries quickly and fits into small spaces. 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
Bath & Beach Towel 70x140 cm
Bath & Beach Towel 100x180 cm

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.





KAFTANS



ONE SIZE
90x120 cm





MORNING GOWNS



S/M, L/XL

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





TOWELS



ONE SIZE
90x180 cm

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



- NEW -

HAVEN BATH RUGS

Transform your bathroom into a sanctuary of comfort and style with our new Haven Bath Rugs.

Made of 100% cotton, these super-soft and thick tufted rugs provide luxurious underfoot comfort while ensuring durability. With an anti-slip bottom, Haven rugs stay securely in place even in the busiest bathrooms.

Haven Rugs are easy to maintain, as they are machine washable, making them as practical as they are elegant. Elevate your daily routine with Haven – where softness meets sophistication.





BATH RUGS



50x80 cm
70x100 cm

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 home 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
70x120 cm



CONTACT: SALES@LUIINLIVING.COM

WWW.LUIINLIVING.COM

WWW.LUIINLIVINGBUSINESS.COM