

LAPUAN KANKURIT



AW 24-25 NO 18

WAY OF LIVING





There are no rules to inspiration, and it can arrive even at the most unexpected moments.

INSPIRATION IS AN EVERYDAY THING

It can be something as small as adding seasonal lighting outside your doorstep, or something as big as designing an entirely new Christmas menu on a whim. There are no rules to inspiration, and it can arrive even at the most unexpected moments.

For us, inspiration can be found all around. We draw it from nature, from wanting to do good, from wanting to do right by the environment and fellow human beings. We aim to give back as much as we get. It is the only way to ensure a future worth aspiring for.

In this catalogue we hope to inspire you, both for the big events to come as well as the quieter day-to-day life in between them. We talk with Saara Obele about being inspired by the people around you, and inspiring others in return. We learn about the joys and benefits of ice swimming – perhaps there is a new hobby for you, or an old one to pick up again? We get excited about the unique qualities of Finnish wool and wistful about the one-of-a-kind charm of the Finnish Christmas.

And so, dear friend, we invite you to cozy up: light some candles, wrap yourself up in a warm blanket and dive in. Soak in the seasonal atmosphere and discover a little inspiration of your own.

Jaana and Esko Hjelt
Fourth generation weavers

Cover: KOLI scarf
 60x220 cm + fringes
 col. black-brown
 100% merino
 design Team Lapuan Kankurit

< TERVA towel
 85x180 cm
 col. black-multi-grey
 washed linen-Tencel-cotton
 design Team Lapuan Kankurit





SAARA OBELE

INSPIRATION LIVES ON

Text Jenna Suomela

Photo Katja Lösönen

SAARA OBELE JOINED FORCES with Lapuan Kankurit during her studies in the Aalto University through the PatternLab program in 2022. Her organic, unique style was an instant match for the brand.

It was very exciting for me to have Lapuan Kankurit as one of the first brands, if not the first, to take an interest in my designs. Not only was I already familiar with the brand, but I had also heard great things about working with them from other designers. Even though I was only a student at the time, I was immediately made to feel welcome with such warmth and respect. Working with them has had a great impact on my designer identity, Saara shares.

While her designs often draw from nature, Saara is also influenced by the people around her. For instance, her PUUTARHA design was inspired by her late mother-in-law, who was an enthusiastic gardener.

I believe that even though people will pass away, inspiration can live on. People who inspire us, and the lessons they've taught us, live on through our works and lives.

Saara's new designs, PIHAPUU and TALVEN TUOKSUT, continue the visual stories she has been telling through her previous works for Lapuan Kankurit. TALVEN TUOKSUT is the aforementioned PUUTARHA design's wintry sister, featuring traditional scents and flavours of Christmas such as spruce sprigs and orange slices. And whereas KUUTAMO was tropically themed, PIHAPUU is its more domestic

< **PIHAPUU blanket**

130x180 cm + fringes

col. beige-cinnamon-olive

cotton-merino

design Saara Obele

counterpart with familiarly shaped leaves and plump berries. Both of the new designs emphasize Saara's signature elements: a bold and expressive graphical style paired with lush colours.

As for her own inspirational legacy, Saara has two children whom she wishes to empower and encourage through example.

As I began my studies, it was important for me to show the kids that it is always possible to reach for your dreams, that you can work on yourself and learn new things endlessly. What you are doing now does not have to define what you are doing in ten years' time. I have always been inspired by people who have the tenacity to push for what they want and for the life they wish to lead. It's what I would encourage everyone to do: build a life that represents the genuine you. Make choices that stem from deep within yourself, not from someone else.

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US, LIVE ON
THROUGH OUR
WORKS AND LIVES.**



TALVEN TUOKSUT placemat <
46x32 cm
col. linen-cloudberry
linen-cotton
design Saara Obele

JÄKÄLÄ towel >
95x180 cm
col. white-olive
100% washed linen
design Saara Obele



PRODUCTS



More designs from Saara Obele



▲ **TALVEN TUOKSUT**
runner 46x150 cm and
towel/napkin 46x46 cm
col. linen-white
linen-cotton
design Saara Obele

< **KUUTAMO blanket**
130x180 cm + fringes
col. olive-rose
cotton-merino
design Saara Obele

> **JÄKÄLÄ towel**
48x70 cm
col. white-cinnamon
100% washed linen
design Saara Obele

▣ **PIHAPUU blanket**
130x180 cm + fringes
col. grey-honey-black
cotton-merino
design Saara Obele

▣ **PIHAPUU blanket**
130x180 cm + fringes
col. beige-brown-black
cotton-merino
design Saara Obele



SEASON

The season's bountiful offerings deserve the best textiles to preserve and present them. Earthy tones and natural materials provide a gorgeous canvas for your harvest feast.



Autumn new in



^ **TOFFEE towel**
48x70 cm
col. cinnamon-brown
100% washed linen
design Elina Helenius

< **MAIJA towel**
48x70 cm
col. white-olive
washed linen-Tencel-cotton
design Team Lapuan Kankurit

> **PUNOS towel**

46x70 cm

col. linen-cinnamon and linen-dark grey

linen-cotton

design Team Lapuan Kankurit

✓ **PUNOS towel**

46x70 cm

col. linen-cloudberry

linen-cotton

design Team Lapuan Kankurit

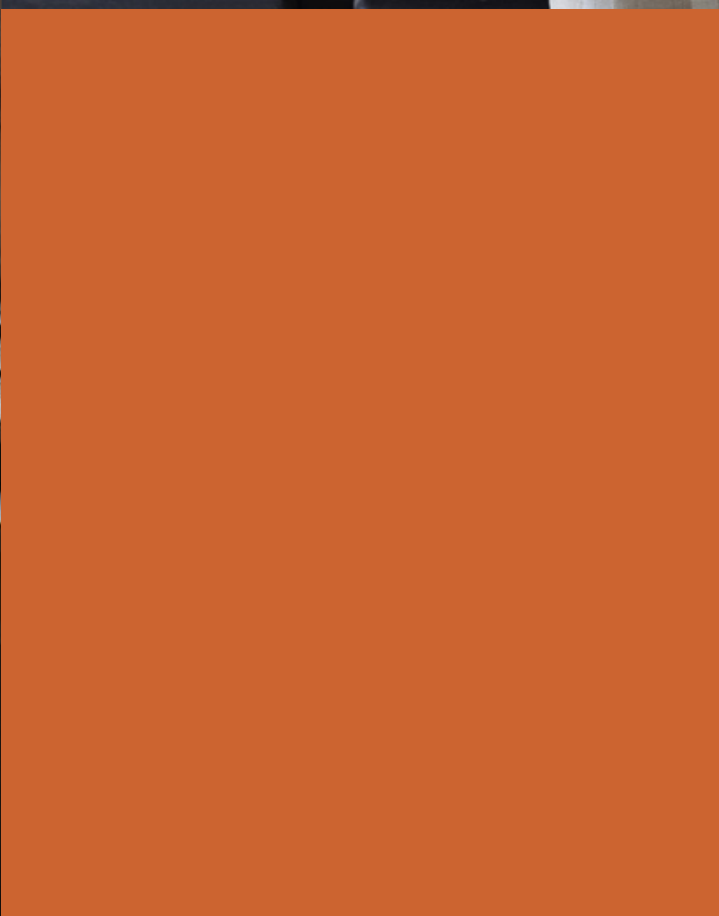
PUNOS blanket

130x180 cm + fringes

col. beige-cloudberry-white

100% wool

design Team Lapuan Kankurit





WOOL

ALL WOOL AND NO SHODDY

Text Jenna Suomela
Photo Katja Lösönen

IT WASN'T TOO LONG AGO that up to half of all Finnish sheep wool ended up in the landfill. However, thanks to spirited advocates and growing public awareness, wool is experiencing a new heyday. Lapuan Kankurit helms the movement of utilizing this domestic treasure to its full potential.

Mankind has used wool for protection from the elements for thousands of years, and it's no wonder why: its qualities include natural renewability, recyclability, durability as well as dirt and water repellency. Due to its insulative properties, wool provides both warmth during colder temperatures and cooling in the heat, all the while staying comfortable and breathable.

The ancestors of the Finnish sheep arrived here some 4000 years ago, quickly securing their place as a permanent fixture of the traditional rural setting. As nature's own

keepers, domestic sheep improve the biodiversity of the pastures they graze on, prevent soil erosion, and maintain the environment for local flora and fauna to thrive in. The sheep are well cared for on family farms where harsh chemicals and unethical practices such as mulesing are not utilized. Lapuan Kankurit collects the unprocessed wool directly from local farms that meet the company's strict criteria concerning the welfare of sheep, people and nature alike.

To be "all wool and no shoddy" means to be first-class, top tier, of the highest quality. To us, that means Finnsheep wool. Supremely versatile and among the softest of the Northern sheep, Finnsheep wool is an ethical choice without an equal. Choosing domestic wool products is an act of support not only for the local production and traditional Finnish craftsmanship, but also for the very nature herself.

< **ARVO pocket shawl** 60x180 cm + fringes, col. white-olive,
hot water bottle and **seat pad**, white-melange grey
100% wool, includes Finnsheep wool
design Team Lapuan Kankurit

Wool finishing facility – the only one of its kind in Finland

Building our very own wool finishing facility in Lapua meant creating something unique on a nationwide scale. Our continuously operating washing, milling, drying, and raising facility is the only one of its kind in Finland, allowing us unprecedented control

over the entire wool production line. Our ERP keeps track of the origin of the wool fibres, making our products more traceable than ever before. The expanding vertical production line means we pull the strings, enabling us to develop new innovations such as utilizing plant dyes on an industrial scale, as well as new types of qualities for wool blankets and scarves. And it's all happening right here in our home base in Lapua.



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ALSO FOR THE VERY
NATURE HERSELF.**

ARVO blanket >

130x180 cm + fringes
col. white-nature's brown
100% wool, includes Finnsheep wool
design Team Lapuan Kankurit

ARVO hot water bottle

col. nature's brown
100% wool, includes Finnsheep wool
design Team Lapuan Kankurit



PRODUCTS



Weaving mill



^ **VIIRU scarf**
35x170 cm + fringes
col. black-blue
100% merino
design Elina Helenius

< **KOLI blanket**
135x170 cm + fringes
col. black-blue, black-brown and black-grey
100% merino
design Team Lapuan Kankurit

> **ARVO seat pad**

46x46 cm

col. nature's beige, olive, natural dyed woad,
nature's brown and coffee dyed orange
100% wool, includes Finnsheep wool
design Team Lapuan Kankurit

▫ **ARVO seat pad 46x46 cm,
hot water bottle and
blanket 130x180 cm + fringes**

col. white-nature's brown
100% wool, includes Finnsheep wool
design Team Lapuan Kankurit

▫ **PUNOS blanket**

130x180 cm + fringes

col. beige-cloudberry-white
100% wool
design Team Lapuan Kankurit





SEASON FOR THE SENSES

WARMTH

Text Jenna Suomela
Photo Katja Lösönen

FINNISH CHRISTMAS is steeped in traditions, many of which can be traced back hundreds or even thousands of years. For Finns, Christmas is the time of the quiet calm that only comes when the snow blankets the land in soft white, when the day is as dark as night and every light shines all the more beautifully for it, when the delicious food and joyous company of loved ones is contrasted by the solitary peace within. It's the season for all the senses.

When Finns speak of getting into the spirit of Christmas, they use the expression “tuning into the atmosphere”, as of an instrument. Indeed, music plays a major part in setting the ambiance. Many of the most beloved seasonal songs have more sombre tones and lyrics, offering a respite in the middle of the holiday hubbub for a moment of reflection. When so much of this season orbits around the more mundane things, Finnish Christmas songs, with their arresting wistfulness, accompany the listener on a journey inward.

Spruce has long been the one true Christmas tree for Finns. The signature scents of the evergreen and hyacinths wafting through the household welcome the season in. Decorations are brought out, and thus begins the ritual of preparing for Christmas. Gorgeous ornaments are carefully placed on the tree, candelabras shine on the windowsills. The table setting is elevated by festive tablecloths and napkins.

A Christmas feast is a delight that caters to both the nostalgia and novelty hungry, as most dishes are traditionally only enjoyed once a year. Hints of aromatic clove, fragrant cinnamon, zesty ginger and floral cardamom flavour the season's treats. There is a distinctively serene sense to sipping on the spicy-yet-sweet heat of *glögi* after a stroll in the crisp winter air, bundled up in a warm woollen blanket, watching the snow fall outside.

Amongst all the abundance, the Christmas sauna soothes the soul. With the gentle sizzle of the *löyly*, a feeling of reverence and quiet introspection fills the mind. For a little

< **TERVA towel** 85x180 cm, col. black-multi-brown, washed linen-Tencel-cotton, design Team Lapuan Kankurit

KAAPELITEHDAS bathrobe long col. white-brown, washed linen-cotton, design Samu-Jussi Koski


moment that seems to stretch on for an eternity, there is no need to go or to do, only to be. Afterwards, linen towels envelop the body in tranquil softness that seems to reach past the physical.

Seasonal lighting features prominently in the Finnish Christmas setting, illuminating the ambient darkness with its warm glow. Inside, the advent candles count the days of Yuletide, while the innumerable fairy lights, outdoor candles and self-made ice lanterns light up the way home outside. Many also

bring remembrance candles to cemeteries to pay respects to those who have passed.

The Christmas season comes to a close on the Three Kings' Day, or *Loppiainen* in Finnish, on the 6th of January. The Finnish name shares its roots with *loppu*, the end; thus, Loppiainen literally refers to the end Christmas time. It's time to clean up the dried-out spruce needles and put the decorations away, to wait for the next Christmas season filled with long-lived and heartfelt traditions.





**AMONGST
ALL THE
ABUNDANCE,
THE CHRISTMAS
SAUNA SOOTHES
THE SOUL.**

<<TERVA towel

32x50 cm, 48x70 cm, 65x130 cm and 85x180 cm
col. black-multi-grey
washed linen-Tencel-cotton
design Team Lapuan Kankurit

<<KAAPELITEHDAS bathrobe short

col. white-brown
washed linen-cotton
design Samu-Jussi Koski

MERIHAKA pants

col. ivory-brown-blue
100% washed linen
design Samu-Jussi Koski

<HOHTO

towel 95x150 cm, col. white-grey, 100% washed linen,
sauna pillow col. white-grey, linen-cotton and
sauna cover 46x150 cm, col. white-grey, linen-cotton
design Elisa Defossez

PRODUCTS



New in



^ **HOHTO**

sauna pillow and
sauna cover 46x60 cm
col. white-grey
linen-cotton
design Elisa Defossez

< **PUNOS blanket**

130x180 cm + fringes
col. white-beige-black
100% wool
design Team Lapuan Kankurit

> **ARVO blanket**

130x180 cm + fringes

col. white-nature's brown, white-nature's beige,

white-melange grey, white-olive and

white-coffee dyed orange

100% wool, includes Finnsheep wool

design Team Lapuan Kankurit

▫ **VIIVOJEN LEIKKI**

tablecloth 150x260 cm, 175x300 cm and

napkin 55x55 cm

col. linen

100% linen

design Dora Jung 1957

▫ **ARVO**

pocket shawl 60x180 cm + fringes, col. white-melange grey and

seat pad 46x46 cm, col. nature's beige

100% wool, includes Finnsheep wool

design Team Lapuan Kankurit





WINTER

TAKING THE PLUNGE

Text Jenna Suomela
Photo Katja Lösönen

IN A COUNTRY WHERE half of the year is spent in cold and darkness, how do the people keep their spirits up? While some begrudgingly accept wintertime as merely a necessary evil, others embrace it. Even by plunging into the icy waters of frozen lakes and seas.

Winter swimming, ice swimming or cold-water swimming has long roots in the Finnish culture, but over the past few years the discipline has gained monumental popularity. What makes it so enticing? We talked to a couple of winter swimming aficionados from Eastern and Western Finland to find out.

The first time I tried winter swimming was three years ago. It was a pitch-black October evening, the sea water that surged in the wind was approximately nine degrees

Celsius – and when I got out of the water, I could have sworn it was the best feeling I had experienced in a while, **Pauliina** describes. Indeed, there is almost an addictive quality to winter swimming.

Many of the hobbyists are quick to bring up the numerous health benefits bestowed by the freezing waters. Stress relief, improved sleep quality, bolstered immune system – the list seems to go on and on.

I picked up winter swimming because I had heard it could aid me with my perpetually cold hands and feet, **Hanna-Maija** notes.

And the benefits are not limited to the physical.

My interest in ice swimming began a couple of decades ago for health reasons, and it has indeed been beneficial – not just

< **TERVA** towel
85x180 cm
col. white-linen
washed linen-Tencel-cotton
design Team Lapuan Kankurit

for the body, but the mind too, says **Merja**. Healthcare professionals have concluded that swimming in cold water both encourages the brain to secrete feel-good hormones and provides the swimmer with a sense of empowerment and exceeding oneself. There is also the aspect of mindfulness: whatever thoughts and worries are going through your

**WHILE SOME
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OF FROZEN LAKES
AND SEAS.**



head before a swim, it seems nigh impossible to hold on to those in the water – or to take them out with you after.

As with most Finnish traditions, sauna has its place in this practice, too.

It's all about the contrast of hot and cold. For me, a sauna is an essential part of the whole experience. When you're sitting in the steam with others in solidarity, I feel like you've somehow reached the essence of Finnishness, **Petra** describes.

If you're interested in taking the proverbial plunge, it's generally recommended to first find a like-minded friend or an association to start out with.

It's best to get started with someone. You can end up with a hobby you genuinely enjoy, says **Armi**.

All in all, this is a delightfully crazy activity to participate in. Especially when it's -20 degrees Celsius outside and you're out there, sitting on a dock, wondering to yourself why you're in a swimsuit when everyone else is bundled up in quilted jackets, **Pauliina** summarizes.

TERVA <

poncho 95x135 cm
white-linen and

towel 85x180 cm
col. black-linen and white-linen
washed linen-Tencel-cotton
design Team Lapuan Kankurit

KIVI sauna hat zero waste
col. black-linen and white-linen
linen terry
design Team Lapuan Kankurit

TERVA poncho >

95x135 cm
col. black-linen and white-linen
washed linen-Tencel-cotton
design Team Lapuan Kankurit

VESISYVY
VATTEND
3,0



PRODUCTS



New in



^ **SAUKKO towel**
46x70 cm
col. white-black
linen-cotton
design Teemu Järvi

< **RINNE towel and DUO towel**
48x70 cm
col. brown-cinnamon
100% washed linen
design Elina Helenius

> **RAUHA blanket**
130x180 cm + fringes
col. white-beige, rose-beige,
brown-rust and grey-blue
100% wool
design Team Lapuan Kankurit

▣ **ARVO cushion cover**
45x45 cm, col. nature's beige,
nature's brown and melange grey
100% wool, includes Finnsheep wool
design Team Lapuan Kankurit

▣ **KAAMOS blanket**
150x200 cm
col. white-nature's brown
100% wool, includes Finnsheep wool
design Hanna Galtat



GIFT IDEAS

Lapuan Kankurit has gift cards available. Gift card comes with its own small linen pouch.

For more ideas for personal and business gifts at www.lapuankankurit.fi. Register as BtoB customer to order your business gifts.



Business gift quotations



- ^ **LAINA placemat**
46x32 cm
col. linen-olive
100% linen
design Elina Helenius
- < **HILE scarf**
35x180 cm + fringes
col. grey
100% merino
design Leonardo Hidalgo

> **ARVO pocket shawl**
60x180 cm + fringes
col. nature's beige
100% wool, includes Finnsheep wool
design Team Lapuan Kankurit

▣ **TERVA bathrobe and towel** 85x180 cm
col. white-olive
washed linen-Tencel-cotton
design Team Lapuan Kankurit

▣ **PORO towel**
46x70 cm
col. linen-green
linen-cotton
design Matti Pikkujämsä



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