



FELICE

handwoven
designs

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FELICE BY LEHNER WOLLE – INNOVATION THROUGH CRAFTSMANSHIP

Waizenkirchen, 10 January 2017. Felice is a brand by wool specialist Lehner Wolle. Already in its third generation, the time-honoured family company creates high-quality products from pure new wool. The company's Felice carpet collection gives its original area of business a whole new lease on life, reviving its spirit of innovation and craftsmanship.

Lehner Wolle – tradition meets innovation

Carpet weaving plant Lehner Wolle was founded in 1969 by Kurt and Herta Lehner in Waizenkirchen, Austria. In doing so, they followed in the footsteps of Kurt's father, who ran the renowned carpet retailer Lehner Teppiche. In 1971, they began to develop new products, yarns and weaving techniques, achieving much success with their creations during the heyday of hand-woven carpets. In 1992, their son Alexander Lehner and his wife Felicitas, a florist by trade, took over the business. In 2006/2007, inspired by the manifold possibilities of the in-house spinning mill, they developed the internationally successful "Floralwolle" – Floral Wool – product line, which is used all over the world for decorations and floristic arrangements. In a further section, the company produces sustainable articles such as Isolena sheep's wool insulation and special products.

Today, with their daughter Gloria Lehner on board, the company is in its third generation. As well as its strong innovative spirit and ability to reinvent itself again and again, the company is based on traditional values such as sustainability, quality and origin. To this day, it has its own spinning and weaving mill in which craftsmen and women spin and weave natural pure new wool by hand. As well as this, the family embraces its responsibility towards people and their environment. This can be seen for example in its use of pure natural materials for its products but it also extend to other projects. These include the low-energy construction of the three factory and office buildings using only natural materials – for which the company received three prestigious awards (Energy Globe, Climate Protection Award and Constantinus Award).



Felice – a marriage of good luck and insight

“Nothing is more powerful than an idea whose time has come.” (Victor Hugo)

The history of the Felice brand began in an old factory hall back in 2013. The idea of reactivating the inoperative but still fully functional weaving looms prompted plans to develop a new generation of hand-woven carpets made of natural pure new wool – after a production break of around 8 years.

Joining forces with Anna Mooren proved to be a godsend: the young textile designer was looking for more design freedom in 2015 – and was fascinated by the old weaving looms, by their emotional history and by their original coarseness and durability. She explored the traditional hand-weaving techniques, the materials and the special know-how that is at the heart of the company. The highly artistic process yielded far more than a beautiful product: Felice is a pioneering overall concept for modern living.

For the first collection, Anna Mooren designed various harmonious colour worlds and six designs that can be mixed and matched in nine module sizes. The outstanding and sustainable carpet covers for Felice are made of used sail canvas. The innovative and non-slip connecting system was developed by engineer Alexander Lehner himself, who applied for a patent for his design. The Felice brand is to make its debut in January 2017 at the Heimtextil trade fair in Frankfurt, where it will be presented to an international audience ready for production.

www.felice-living.at

www.lehnerfloral.at

www.isolena.at



Press contact

Further details on Felice can be found in the press release “FELICE – Company and Story” and on its press web pages www.felice-living.at/press

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