

LEE LUXE

THE WHOLE STORY

OCTOBER 2011

A SMALL, FULLY INTEGRATED MILL IN BELGIUM IS PRODUCING 10 SKU'S OF EXCLUSIVE FABRICS FOR LEE.

HAVING WORKED FOR HIS FATHER IN THE FAMILY WEAVING MILL FOR 8 YEARS, THE DESIGNER OF THESE FABRICS DISCOVERED HE WAS ALLERGIC TO SYNTHETIC YARNS. FOR THIS REASON, HE DECIDED TO DEVELOP NATURAL YARNS WITH SPECIAL WEAVES TO CREATE HIGH END FABRICS. FROM DESIGNING, GROWING, SPINNING, WEAVING, DYING, TO FINISHING; EVERYTHING IS DONE WITHIN ONE ORGANIZATION.

HE HAS BEEN PRODUCING THESE FABRICS FOR OVER 10 YEARS, USING THE MOST UNIQUE YARNS AND PROCESSES AVAILABLE. ALL OF THE EXISTING SPINNING MACHINES WERE REBUILT AND ADAPTED IN ORDER TO BE ABLE TO WEAVE CERTAIN YARN TYPES. THESE YARNS CANNOT BE SOURCED IN THE MARKET; THEY ARE THEIRS EXCLUSIVELY. THE TWO TYPES OF YARNS USED ARE LINENS AND BLENDS OF LINEN/WOOL/COTTON. THE PROCESS BY WHICH THEY PRODUCE AND DRY THE FIBERS IS VERY COMPLICATED, BUT THE RESULT IS AN OPTICAL EFFECT THAT CANNOT BE REACHED ELSEWHERE.

THE WEAVES ARE UNIQUE AND QUITE SPECIAL. THE MILL WEAVES ON A NORMAL WEAVING LOOM, BUT THEY WEAVE AT A VERY SLOW SPEED BECAUSE OF THE THICKNESS OF THE YARNS AND THE COMPLEXITY OF THE WEAVES.

THE DYING PROCESS IS FULFILLING ALL OF THE STRICT EUROPEAN ENVIRONMENTAL LAWS.

THE FINISHING TECHNIQUES USED ON THE FABRICS CREATE A LUXURIOUS APPEARANCE AND GREAT HAND TO THE FABRIC.

IT IS WITH GREAT EXCITEMENT THAT LEE IS ABLE TO OFFER THESE EXCEPTIONAL GOODS TO OUR CUSTOMERS.