
LUIN
LIVE WITH LESS, BUT BETTER

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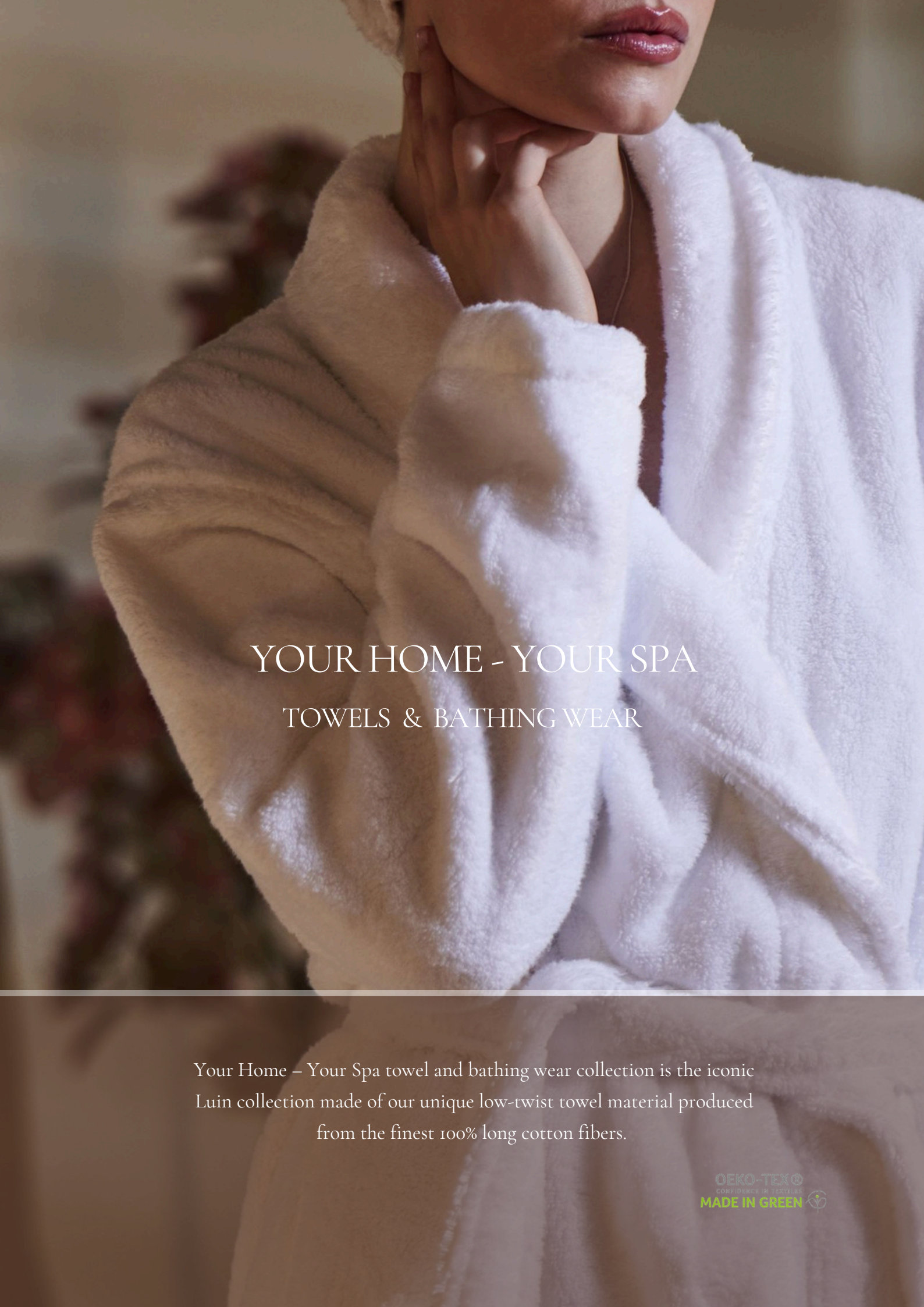
MINDFUL ESSENTIALS FOR SLOW LIVING
BEYOND TRENDS AND SEASONS

In 2015 Luin began with a simple yet ambitious dream: to design the world's best hair towel. Over the past ten years, that dream has grown into a brand that redefines everyday luxury.

In a market driven by discounts and fast seasonal cycles, Luin stands out as a premium home and lifestyle brand rooted in slow and mindful living. Our capsule-inspired collections are all designed beyond trends and seasons.

Softness, elegance and everyday indulgence are part of Luin's signature – a heritage built on thoughtful, long-lasting choices. A philosophy where home and clothing merge into a holistic experience that supports well-being and a mindful way of life to live with less, but better.

DESIGN FROM FINLAND



YOUR HOME - YOUR SPA

TOWELS & BATHING WEAR

Your Home – Your Spa towel and bathing wear collection is the iconic Luin collection made of our unique low-twist towel material produced from the finest 100% long cotton fibers.

OEKO-TEX®
CONFIDENCE IN TEXTILES
MADE IN GREEN

YOUR HOME - YOUR SPA TOWELS



Facial Towel 30x50cm Soft Blue 10059376
Hand Towel 50x80cm Soft Blue 10059377
Hand Towel 50x100cm Soft Blue 10059435
Bath Towel 70x140cm Soft Blue 10059378
Bath Sheet 100x150cm Soft Blue 10059379

LIMITED EDITION 2026





Spa Towel 30x30cm Snow 10058876
Facial Towel 30x50cm Snow 10058872
Hand Towel 50x80cm Snow 10042777
Hand Towel 50x100cm Snow 10059281
Bath Towel 70x140cm Snow 10042790
Bath Sheet 100x150cm Snow 10042793
Grande Towel 100x180cm Snow 10058988



Spa Towel 30x30cm Sand 10058875
Facial Towel 30x50cm Sand 10058871
Hand Towel 50x80cm Sand 10042778
Hand Towel 50x100cm Sand 10059282
Bath Towel 70x140cm Sand 10042791
Bath Sheet 100x150cm Sand 10042794
Grande Towel 100x180cm Sand 10058995



Spa Towel 30x30cm Granite 10058874
Facial Towel 30x50cm Granite 10058870
Hand Towel 50x80cm Granite 10042779
Hand Towel 50x100cm Granite 10059285
Bath Towel 70x140cm Granite 10042792
Bath Sheet 100x150cm Granite 10042795
Grande Towel 100x180cm Granite 10058996





Spa Towel 30x30cm Pearl Grey 10058994
Facial Towel 30x50cm Pearl Grey 10058993
Hand Towel 50x80cm Pearl Grey 10058957
Hand Towel 50x100cm Pearl Grey 10059283
Bath Towel 70x140cm Pearl Grey 10058977
Bath Sheet 100x150cm Pearl Grey 10058978
Grande Towel 100x180cm Pearl Grey 10058959



Spa Towel 30x30cm Dusty Rose 10059124
Facial Towel 30x50cm Dusty Rose 10059125
Hand Towel 50x80cm Dusty Rose 10059089
Hand Towel 50x100cm Dusty Rose 10059284
Bath Towel 70x140cm Dusty Rose 10059090
Bath Sheet 100x150cm Dusty Rose 10059091
Grande Towel 100x180cm Dusty Rose 10059134



YOUR HOME - YOUR SPA
UNISEX BATHROBES & SLIPPERS







NEW



Bathrobe S Soft Blue 10059442
Bathrobe M Soft Blue 10059443
Bathrobe L Soft Blue 10059444
Bathrobe XL Soft Blue 10059445

Cosy Slippers S/M Soft Blue 10059448
Cosy Slippers L/XL Soft Blue 10059449

LIMIITED EDITION 2026



Bathrobe Unisex XS Snow 10059267
Bathrobe Unisex S Snow 10058907
Bathrobe Unisex M Snow 10042796
Bathrobe Unisex L Snow 10042797
Bathrobe Unisex XL Snow 10050819

Cosy Bath Slippers S/M (37-40) Snow 10045549
Cosy Bath Slippers L/XL (41-44) Snow 10045550



Bathrobe Unisex XS Sand 10059268
Bathrobe Unisex S Sand 10058908
Bathrobe Unisex M Sand 10042798
Bathrobe Unisex L Sand 10042799
Bathrobe Unisex XL Sand 10050820
Bathrobe Unisex XXL Sand 10059370

Cosy Bath Slippers XS (34-36) Sand 10059214
Cosy Bath Slippers S/M (37-40) Sand 10045547
Cosy Bath Slippers L/XL (41-44) Sand 10045548
Cosy Bath Slippers XXL (45-47) Sand 10059372



Bathrobe Unisex S Granite 10058909
Bathrobe Unisex M Granite 10042800
Bathrobe Unisex L Granite 10042801
Bathrobe Unisex XL Granite 10050821
Bathrobe Unisex XXL Granite 10059371

Cosy Bath Slippers S/M (37-40) Granite 10045551
Cosy Bath Slippers L/XL (41-44) Granite 10045552
Cosy Bath Slippers XXL (45-47) Granite 10059373



Bathrobe Unisex S Pearl Grey 10059058
Bathrobe Unisex M Pearl Grey 10059059
Bathrobe Unisex L Pearl Grey 10059060
Bathrobe Unisex XL Pearl Grey 10059061

Cosy Bath Slippers S/M (37-40) Pearl Grey 10059040
Cosy Bath Slippers L/XL (41-44) Pearl Grey 10059041



Bathrobe Unisex XS Dusty Rose 10059271
Bathrobe Unisex S Dusty Rose 10059126
Bathrobe Unisex M Dusty Rose 10059127
Bathrobe Unisex L Dusty Rose 10059128
Bathrobe Unisex XL Dusty Rose 10059129

Cosy Bath Slippers XS (34-36) Dusty Rose 10059218
Cosy Bath Slippers S/M (37-40) Dusty Rose 10059133
Cosy Bath Slippers L/XL (41-44) Dusty Rose 10059135

YOUR HOME - YOUR SPA
HAIR TOWEL





The iconic brand best-seller since 2015 now in a beautiful new packaging

NEW



Hair Towel Soft Blue 110059524



Hair Towel Snow 10042774



Hair Towel Sand 10042775



Hair Towel Dusty Rose 10059108



Hair Towel Pearl Grey 10058958



Hair Towel Granite 10042776

YOUR HOME - YOUR SPA

SPA DRESS & MEN´S WRAP TOWEL & UNISEX PONCHO TOWEL









Spa Dress S/M Sand 10059190
Spa Dress L/XL Sand 10059196



Spa Dress S/M Dusty Rose 10059194
Spa Dress L/XL Dusty Rose 10059200



Towel Wrap For Men Sand 10050799



Towel Wrap For Men Granite 10050800







Poncho Towel Unisex S/M Sand 10058881
Poncho Towel Unisex S/M Granite 10058880
Poncho Towel Unisex S/M Dusty Rose 10059279
Poncho Towel Unisex L/XL Sand 10058905
Poncho Towel Unisex L/XL Granite 10058906
Poncho Towel Unisex L/XL Dusty Rose 10059280

YOUR HOME - YOUR SPA

BABY TOWEL, KIDS PONCHOS & BATHROBES









Baby/Cape Towel 0-5 yrs. Sand 10045525



Baby/Cape Towel 0-5 yrs. Dusty Rose 10059273



Kids Poncho Towel 1-5 yrs. Sand 10045528
Kids Poncho Towel 5-10 yrs. Sand 10058867



Kids Poncho Towel 1-5 yrs. Dusty Rose 10059274
Kids Poncho Towel 5-10 yrs. Dusty Rose 10059275



Kids Bathrobe 110 cm (3-5 yrs.) Sand 10058912
Kids Bathrobe 130 cm (6-9 yrs.) Sand 10058915
Kids Bathrobe 150 cm (10-12 yrs.) Sand 10058918



Kids Bathrobe 110 cm (3-5 yrs.) Dusty Rose 10059276
Kids Bathrobe 130 cm (6-9 yrs.) Dusty Rose 10059277
Kids Bathrobe 150 cm (10-12 yrs.) Dusty Rose 10059278



ORGANIC ELEGANCE

TOWELS

Exceptional softness, silky sheen and elegant appearance made with combed and zero twist technique.

100% organic cotton.

GLOBAL ORGANIC TEXTILE STANDARD · GOTS ·

OEKO-TEX®
CONFIDENCE IN TEXTILES
MADE IN GREEN

ORGANIC ELEGANCE TOWELS







Facial Towel 30x50 Cloud 10059287
Hand Towel 50x80 Cloud 10059291
Bath Towel 70x140 Cloud 10059295
Bath Sheet 100x150 Cloud 10059299



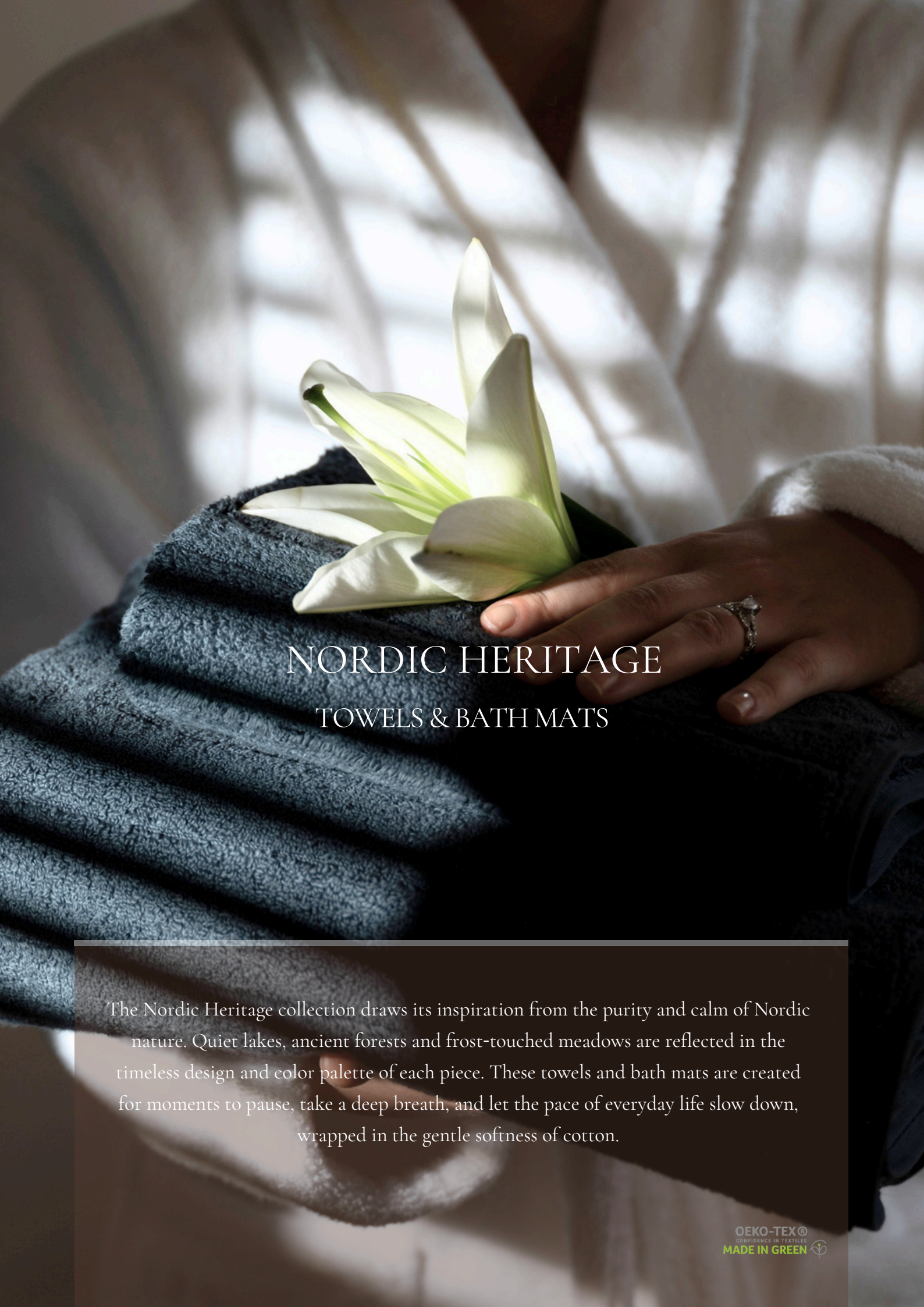
Facial Towel 30x50 Ash Green 10059288
Hand Towel 50x80 Ash Green 10059292
Bath Towel 70x140 Ash Green 10059296
Bath Sheet 100x150 Ash Green 10059300



Facial Towel 30x50 Mocha Mist 10059289
Hand Towel 50x80 Mocha Mist 10059293
Bath Towel 70x140 Mocha Mist 10059297
Bath Sheet 100x150 Mocha Mist 10059301



Facial Towel 30x50 Coal 10059290
Hand Towel 50x80 Coal 10059294
Bath Towel 70x140 Coal 10059298
Bath Sheet 100x150 Coal 10059302



NORDIC HERITAGE

TOWELS & BATH MATS

The Nordic Heritage collection draws its inspiration from the purity and calm of Nordic nature. Quiet lakes, ancient forests and frost-touched meadows are reflected in the timeless design and color palette of each piece. These towels and bath mats are created for moments to pause, take a deep breath, and let the pace of everyday life slow down, wrapped in the gentle softness of cotton.

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NORDIC HERITAGEE
TOWELS & BATH MATS

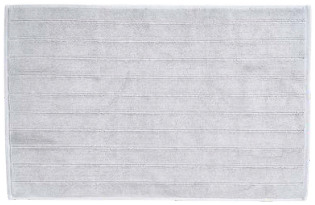






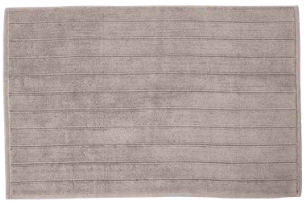
NEW





Hand Towel 50x70 Ice Grey 10059453
Bath Towel 70x140 Ice Grey 10059457
Bath Mat 50x80 Ice Grey 10059461





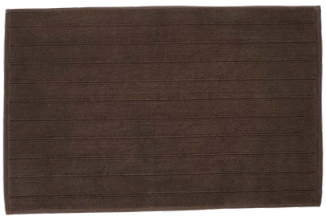
Hand Towel 50x70 Sandstone 10059454
Bath Towel 70x140 Sandstone 10059458
Bath Mat 50x80 Sandstone 10059462





Hand Towel 50x70 Lake Blue 10059455
Bath Towel 70x140 Lake Blue 10059459
Bath Mat 50x80 Lake Blue 10059463





Hand Towel 50x70 Timber Brown 10059456
Bath Towel 70x140 Timber Brown 10059460
Bath Mat 50x80 Timber Brown 10059464



PURE ORGANIC

TOWELS

Modern 100% organic cotton hamam style bath & beach towels are soft, light, absorbent and versatile in use. One side of the towel is sleek and the other a soft terry cloth.

PURE ORGANIC TOWELS





Organic Hand Towel 50x70 Pearl Grey 10059206
Organic Bath & Beach Towel 70x140 Pearl Grey 10059151
Organic Bath & Beach Towel 100x180 Pearl Grey 10059155





Organic Hand Towel 50x70 Dusty Rose 10059207
Organic Bath & Beach Towel 70x140 Dusty Rose 10059152
Organic Bath & Beach Towel 100x180 Dusty Rose 10059156



HAVEN

BATHROBES & SLIPPERS

Sophisticated and soft 100% cotton velour bathrobes and slippers. exterior features a silky-soft and subtly glossy velour, while the interior showcases absorbent and soft terry cloth.

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MADE IN GREEN

HAVEN
BATHROBES & SLIPPERS





Bathrobe S Beige 10059307
Bathrobe M Beige 10059309
Bathrobe L Beige 10059311



Slippers S/M Beige 10059313
Slippers L/XL Beige 10059315





Bathrobe S Dark Grey 10059308
Bathrobe M Dark Grey 10059310
Bathrobe L Dark Grey 10059312



Slippers S/M Dark Grey 10059314
Slippers L/XL Dark Grey 10059316



BATH MATS AND RUGS

Our bath rugs and mats are designed to reflect the signature Luin aesthetic – soft, harmonious, and timeless. They feel pleasant underfoot with carefully considered textures and tones, while offering long-lasting durability for everyday use. all made of 100% cotton.

OEKO TEX® STANDARD 100

BCI Better Cotton Initiative







Bath Mat 70x90 Sand 10059244
Bath Mat 70x90 Granite 10059246

Bath Mat 70x120 Sand 10059250
Bath Mat 70x120 Granite 10059252









Harmony Bath Rug 50x80 Beige 10059304
Harmony Bath Rug 70x100 Beige 10059306
Harmony Bath Rug 50x80 Grey 10059303
Harmony Bath Rug 70x100 Grey 10059305
Harmony Bath Rug 50x80 Cocoa Brown 10059451
Harmony Bath Rug 70x100 Cocoa Brown 10059452









Serene Rug 60x80 Sand 10059226
Serene Rug 60x80 Pearl Grey 10059227
Serene Rug 60x80 Granite 10059228

Serene Rug 70x120 Sand 10059232
Serene Rug 70x120 Pearl Grey 10059233
Serene Rug 70x120 Granite 10059234

Serene Rug 70x200 Sand 10059238
Serene Rug 70x200 Pearl Grey 10059239
Serene Rug 70x200 Granite 10059240



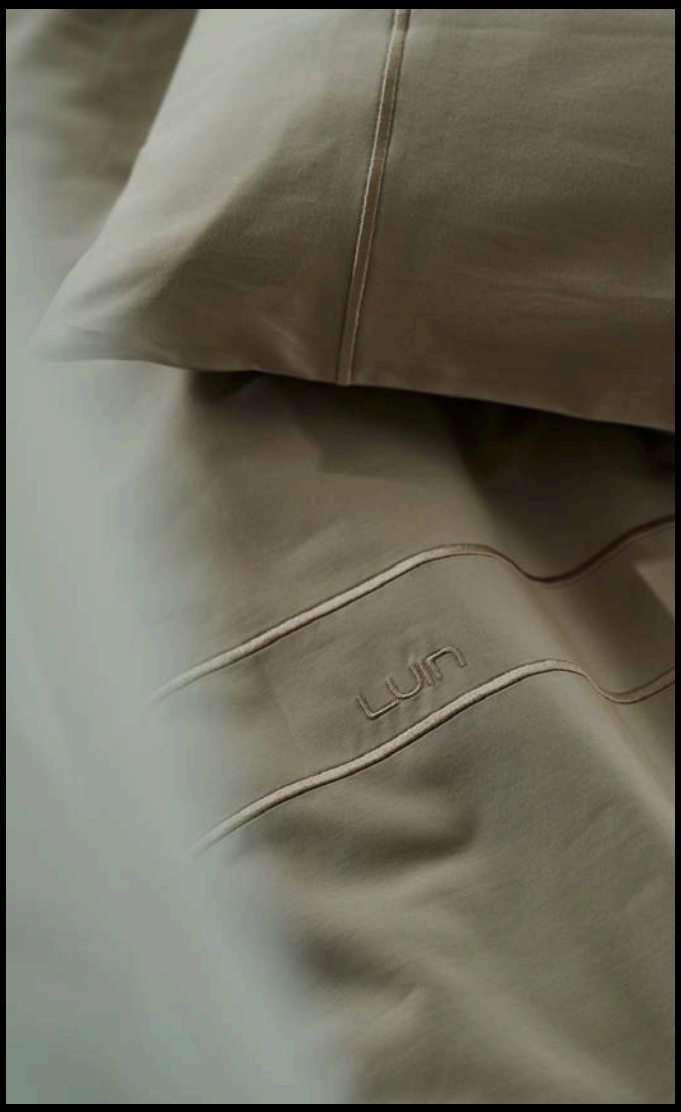
EDEN

BEDLINEN SETS

Slip into the luxurious comfort of Eden Bedlinen, where timeless design meets hotel-level indulgence. Made in Turkey from 100% high-quality cotton using a premium satin weave technique, this bedlinen offers an irresistibly smooth and silky feel against your skin. 300 TC.

OEKO-TEX®
CONFIDENCE IN TEXTILES
MADE IN GREEN

EDEN BEDLINEN SETS







Bedlinen Set Frost White 10059321



Bedlinen Set Dark Taupe 10059322



Bedlinen Set Thyme Green 10059323



Bedlinen Set Steel Grey 10059324

Bed Linen Set: Pillow Case 50x60cm and Duvet Cover 150x210cm.



LOUNGE BY LUIN

Lounge by Luin embraces our slow living mindset where less is more, and every piece is a considered part of a capsule-inspired lifestyle. The collection offers luxuriously soft, timeless and responsibly made pieces designed for lounging and living.

The material is a premium blend of 48% organic cotton, 47% Lenzing modal (beechwood), and 5% elastane. With a fabric weight of 300 gsm and a carbon brushed finish, the surface feels velvety soft. The collection is designed for everyday elegance and functionality. The fabric maintains its shape and the colors stay vibrant. Its breathable and flexible structure supports unrestricted movement throughout the day.

ORGANIC 100 content standard

OEKO-TEX® INSPIRING CONFIDENCE

STeP

LOUNGE BY LUIN
WOMEN TOPS









T-Shirt XS Pale Sand 10059404
T-Shirt S Pale Sand 10059325
T-Shirt M Pale Sand 10059328
T-Shirt L Pale Sand 10059331
T-Shirt XL Pale Sand 10059407



T-Shirt XS Misty Green 10059405
T-Shirt S Misty Green 10059326
T-Shirt M Misty Green 10059329
T-Shirt L Misty Green 10059332
T-Shirt XL Misty Green 10059408

NEW



T-Shirt XS Dark Brown 10059499
T-Shirt S Dark Brown 10059500
T-Shirt M Dark Brown 10059501
T-Shirt L Dark Brown 10059502
T-Shirt XL Dark Brown 10059503



T-Shirt XS Black 10059406
T-Shirt S Black 10059327
T-Shirt M Black 10059330
T-Shirt L Black 10059333
T-Shirt XL Black 10059409



Blouse XS Pale Sand 10059410
Blouse S Pale Sand 10059334
Blouse M Pale Sand 10059337
Blouse L Pale Sand 10059340
Blouse XL Pale Sand 10059413



Blouse XS Misty Green 10059411
Blouse S Misty Green 10059335
Blouse M Misty Green 10059338
Blouse L Misty Green 10059341
Blouse XL Misty Green 10059414

NEW



Blouse XS Dark Brown 10059504
Blouse S Dark Brown 10059505
Blouse M Dark Brown 10059506
Blouse L Dark Brown 10059507
Blouse XL Dark Brown 10059508



Blouse XS Black 10059412
Blouse S Black 10059336
Blouse M Black 10059339
Blouse L Black 10059342
Blouse XL Black 10059415

LOUNGE BY LUIN
WOMEN BOTTOMS















PALE SAND
Shorts XS 10059416
Shorts S 10059343
Shorts M 10059346
Shorts L 10059349
Shorts XL 10059419

MISTY GREEN
Shorts XS 10059417
Shorts S 10059344
Shorts M 10059347
Shorts L 10059350
Shorts XL10059420

DARK BROWN
Shorts XS 10059509
Shorts S 10059510
Shorts M 10059511
Shorts L 10059512
Shorts XL 10059513

BLACK
Shorts XS 10059418
Shorts S 10059345
Shorts M 10059348
Shorts L 10059351
Shorts XL 10059421





NEW





PALE SAND
Chill Pants XS 10059422
Chill Pants S 10059352
Chill Pants M 10059355
Chill Pants L 10059358
Chill Pants XL 10059425

MISTY GREEN
Chill Pants XS 10059423
Chill Pants S 10059353
Chill Pants M 10059356
Chill Pants L 10059359
Chill Pants XL 10059426

DARK BROWN
Chill Pants XS 10059514
Chill Pants S 10059515
Chill Pants M 10059516
Chill Pants L 10059517
Chill Pants XL 10059518

BLACK
Chill Pants XS 10059424
Chill Pants S 10059354
Chill Pants M 10059357
Chill Pants L 10059360
Chill Pants XL 10059427





NEW





PALE SAND
Classy Pants XS 10059428
Classy Pants S 10059361
Classy Pants M 10059364
Classy Pants L 10059367
Classy Pants XL 10059431

MISTY GREEN
Classy Pants XS 10059429
Classy Pants S 10059362
Classy Pants M 10059365
Classy Pants L 10059368
Classy Pants XL 10059432

DARK BROWN
Classy Pants XS 10059519
Classy Pants S 10059520
Classy Pants M 10059521
Classy Pants L 10059522
Classy Pants XL 10059523

BLACK
Classy Pants XS 10059430
Classy Pants S 10059363
Classy Pants M 10059366
Classy Pants L 10059369
Classy Pants XL 10059433

LOUNGE BY LUIN
MEN TOPS & BOTTOMS





T-SHIRT MODEL SUITABLE FOR WOMEN TOO



Casual T-Shirt S Misty Green 10059380
Casual T-Shirt M Misty Green 10059382
Casual T-Shirt L Misty Green 10059384
Casual T-Shirt XL Misty Green 10059386



Casual T-Shirt S Black 10059381
Casual T-Shirt M Black 10059383
Casual T-Shirt L Black 10059385
Casual T-Shirt XL Black 10059387



Casual Sweatshirt S Misty Green 10059388
Casual Sweatshirt M Misty Green 10059390
Casual Sweatshirt L Misty Green 10059392
Casual Sweatshirt XL Misty Green 10059394



Casual Sweatshirt S Black 10059389
Casual Sweatshirt M Black 10059391
Casual Sweatshirt L Black 10059393
Casual Sweatshirt XL Black 10059395



Casual Pants S Misty Green 10059396
Casual Pants M Misty Green 10059398
Casual Pants L Misty Green 10059400
Casual Pants XL Misty Green 10059402



Casual Pants S Black 10059397
Casual Pants M Black 10059399
Casual Pants L Black 10059401
Casual Pants XL Black 10059403



DAWN

NIGHTWEAR

The Dawn Collection is inspired by the gentle rhythm of slow mornings and peaceful evenings, moments dedicated entirely to your comfort and wellbeing.

Made from exceptionally soft beech wood based micromodal, the fabric drapes beautifully and feels like a second skin. Lightweight, breathable and irresistibly comfortable, it offers effortless elegance for both relaxing at home and embracing slower moments throughout the day. Carefully designed to work together, each piece can be mixed and matched to create a comfort wardrobe that reflects the art of slow moments.

OEKO-TEX®
INSPIRING CONFIDENCE
STeP

DAWN
MORNING GOWNS & T-SHIRTS





NEW



Desert Taupe
Morning Gown S/M 10059465
Morning Gown L/XL 10059466



Black
Morning Gown S/M 10059467
Morning Gown L/XL 10059468



Desert Taupe
Pyjama T-Shirt XS 10059469
Pyjama T-Shirt S 10059471
Pyjama T-Shirt M 10059473
Pyjama T-Shirt L 10059475
Pyjama T-Shirt XL 10059477



Black
Pyjama T-Shirt XS 10059470
Pyjama T-Shirt S 10059472
Pyjama T-Shirt M 10059474
Pyjama T-Shirt L 10059476
Pyjama T-Shirt XL 10059478

DAWN

MORNING GOWNS & T-SHIRTS





NEW



Desert Taupe
Pyjama Pants XS 10059489
Pyjama Pants S 10059491
Pyjama Pants M 10059493
Pyjama Pants L 10059495
Pyjama Pants XL 10059497



Black
Pyjama Pants XS 10059490
Pyjama Pants S 10059492
Pyjama Pants M 10059494
Pyjama Pants L 10059496
Pyjama Pants XL 10059498



Desert Taupe
Pyjama Shorts XS 10059479
Pyjama Shorts S 10059481
Pyjama Shorts M 10059483
Pyjama Shorts L 10059485
Pyjama Shorts XL 10059487



Black
Pyjama Shorts XS 10059480
Pyjama Shorts S 10059482
Pyjama Shorts M 10059484
Pyjama Shorts L 10059486
Pyjama Shorts XL 10059488



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