



ITALIAN
DNA

KNITTING
PASSION

ITALIAN
DNA





KNITTING IS EMOTION

OUR JOURNEY INTO THE DISCOVERY OF THE **BEST RAW MATERIALS** BEGINS WITH SOURCING AND THE QUEST FOR EXCELLENCE. AFTER A THOROUGH PRODUCTION PROCESS, TRADITION EMBRACES INNOVATION TO GIVE RISE TO A NEW CONCEPT OF KNITTING, WHERE **NUANCES** BLEND IN WITH **GEOMETRIC PATTERNS** AND THE **HIGHEST PRODUCTION QUALITY**. CREATIVE KNITTING THAT HAS KEPT MORE THAN **20 MILLION PEOPLE** WARM IN OVER **40 YEARS OF ACTIVITY** THANKS TO THE MILLIONS OF GARMENTS MADE. THE STORY OF A BRAND NARRATED THROUGH MILES OF YARN PRODUCED, ENOUGH TO TRAVEL **625 TIMES AROUND THE WORLD**, A JOURNEY IN COMPLIANCE WITH THE STRICTEST EUROPEAN ENVIRONMENTAL AND SOCIAL STANDARDS.



ITALIAN STYLE MEETS COLOR

For over **40 years** creativity, expertise and technology have lent their services to our customers through the innovative study of color, patterns and shades.

An all-Italian innovation that has emerged year after year, making true **Italian style** recognized as original and inimitable all over the world.

Unique chromatic **nuances**, topical colors and **precious fibers** as an inspiration for anyone looking for a range of elegant, exclusive and fashionable **Italian yarns**.



100%
PRODUCED
IN ITALY



RESEARCH AND DEVELOPMENT



ICONIC AND INNOVATIVE YARNS



A CRAFTSMAN'S PASSION FOR INNOVATION

Our constant experimentation has made us specialists in the creation of unmistakably authentic yarns. Attention to detail, the use of **100% natural fibers**, 100% produced on **Italian soil** and the development of iconic, innovative yarns have always underpinned our values and stimulated us to continue on the road to an environmentally sustainable and cutting-edge future. **Traditional** craftsmanship, **technological innovation** and ongoing **research** come together to develop new 100% Italian styles.



ITALIAN DESIGN AND CREATIVITY

Underpinning our company philosophy lies high **quality**, inventiveness, **innovative** design, affinity with the past and intuition.

Blended by skilled hands, each of our yarns has been transformed into a uniquely refined garment.

A **team** of young people has put together originality, tradition and **all-Italian expertise**, bringing out **passion** and **creativity** in every product through a targeted study of current and past **trends**.

Superbly manufactured, a sublime **color range** and an **elegant look** transform each product day after day into a timeless item: a symbiosis of craftsmanship and design.



QUALITY
DESIGN AND
ATTENTION TO
EVERY **DETAIL**





100% **NATURAL**
PREMIUM MATERIALS

QUALITY WITHOUT BORDERS: OUR DNA

It is no coincidence that the **made in Italy** label is synonymous with luxury and style. Italian diligence and craftsmanship have always been renowned for their selection of **quality materials** and a **passion for creativity** that is part of our DNA.

Young people who harmoniously combine progress and design with tradition and transformation. The **boldness** that has led us, year after year, to be recognized as outstanding and able to stay ahead of the times and set trends.



A JOURNEY THAT STARTS WITH PASSION

Laines du Nord is the **Italian** benchmark for knitting, not only for its dedication and the meticulous choice of materials, but also for the incredible esthetic taste of its experienced young owner **Riccardo Ferrero**. Even as a child his father would take him to visit producers in **Biella**, where colors took shape and wool was transformed into refined yarns. He was immediately driven by the desire to give continuity to the business, **innovating** the **art of knitting** through past experience.

During his studies for a degree in Economics and Commerce, he decided to undertake a journey outside of Italy to find out more about the secrets and needs of major **international manufacturers**. He returned to Italy enriched and even more dedicated, determined to follow in his father's footsteps on a path where adventures, **dreams and colors** led him to transform every yarn into a living emotion.

Due to his unremitting **exploration** of colors and cutting-edge **technology**, Riccardo soon began to take charge of the new collections, always pushing himself a little further until he became a mainstay of the company and a successful designer, creating innovative products for an increasingly demanding market.



PURE
ITALIAN
DESIGN



TRADITIONAL
CRAFTSMANSHIP



SHEARING
AND TREATMENT
RESPECTFUL OF
ANIMAL WELFARE



MORE
BIODIVERSITY
ON FARMS
AND LESS
ENVIRONMENTAL
IMPACT

RESPECTING THE ENVIRONMENT, THE LAND AND PEOPLE

Our yarns comply with the strictest **environmental criteria** and so do the companies we work with. We care about animal welfare so as to guarantee not only quality but **sustainability**, which is why our wool is guaranteed **Mulesing Free**.

In recent years, knitting has become not only a pastime for psychophysical well-being but also an **ethical choice** and a concrete response to the frenzy of modern times, where more and more people make conscious purchases with full **respect** for the **environment** and **workers**.

Laines Du Nord has obtained **GOTS certification**: a standard to which adherence is voluntary and based on strict ecological and social criteria. Total traceability at every stage of the supply chain guarantees an **organic product**. Awareness of origin, compliance with chemical requirements, full harmony with the environment, wise use of **energy resources** and love for those who work with it. A constant commitment that has led us to obtain **certifications** that meet the strictest **European standards** recognized worldwide.





Via E. Fermi, 19 - 10051 Avigliana (TO)
Tel. +39 011 19720306 - Fax +39 0119663174 - E-mail: info@lainesdunord.com

www.lainesdunord.it



Via E. Fermi, 19 - 10051 Avigliana (TO) - Tel. +39 011 19720306 - Fax +39 0119663174
E-mail: info@lainesdunord.com