

ALDONA
PURE LINEN



We invite you to step back in time,
please enter here...

pure
linen



It is important to rediscover the value of the past.
It evokes a desire for harmony, a culture of wellness
brought by natural fibre that increases the pleasure of sleeping.
A new experience is born then, characterised by simple elegance.

My entire work is built on memory, smell, taste, sensation, soul and family spirit. It's about making life sweeter, more cheerful and enchanting to the eye...

Focus on detail to discover certain pleasure and young talents of the future. To preserve the worldwide heritage, a world that provides richness especially for the young generation. A new generation of craftsman, spinners and weavers. Precious pieces of interior design and works of art, trousseau - designed to last a lifetime, they will become an important part of daily life.

My favourite colour is white, which has an air of serenity. The result is romantic, glamorous and sensual. As if it was taken from some half forgotten history, sending a message from another world. Making the world stronger while losing your spirit – is sheer falsehood.

Respect to the world. Unique. Clean. Green.

The logo for ALDONA PURE LINEN features the brand name 'ALDONA' in a large, elegant, gold-colored serif font. Below it, the words 'PURE LINEN' are written in a smaller, gold-colored sans-serif font. A thin, gold-colored line curves under the 'ALDONA' text, adding a decorative touch.

a treasure from my grandmother:
skeins of raw spun linen in its natural state,
before processing...



My grandparents Salomea and Janusz with my great grandmother Anna.


It all began in 1939...

My great grandparents Anna Maculewicz Warno and Wincenty Warno together with their beloved children Salomea and Napoleon cultivated a magnificent flax farm in Podzialy village, on the banks of a river flowing amongst ancient green trees. It was in this year that they lost their farm due to the Soviet invasion of Poland.

The family was deported to Siberia, but fortunately Salomea took two magnificent heirlooms with her: a beautiful hand embroidered gobelin wall hanging, as well as the hand embroidered horse covers which had been used to keep the horses warm while the family attended church on Sunday mornings.

Working as forced labour deep in the snow-covered icy forests of Siberia, the family survived thanks to Salomea's courage and foresight: she traded her unrepeatable heirlooms for a cow. It was the milk of this cow that allowed them to survive these harsh years.


During seven long and cold years, their inspiration was fired by their longing for their homeland and the hope of returning one day. In the end, Salomea did return with her family and re-established her life in Poland after being rescued by the International Red Cross.

 **ALDONA** resonates with the love and genuine appreciation for the tradition of our beloved country Poland.
PURE LINEN



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It's not just my name, but the name of the whole family that I'm proud of. We are a family with high standards and passion, one that will never compromise on quality. Together we share a common vision: to be faithful companions of your pleasure.

 is inspired by my grandmother Salomea and my beloved mother Anna. The sheets would be embroidered by hand and stitched with love and memories from experience, with women's initials. This was the womanly value. The way they had been taught. Of family. Of love. Of how to keep their home. And the secrets passed down from my great grandmother to my grandmother, from my mother to me. The family trousseaux.

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Aldona Elizabeth Magdalena Boldt
CEO



Highest quality pure linen, with extremely
sophisticated customised monogram.



Heirloom natural fabrics.

ALDOINA

Where the air is warm and fragrant with
the scent of flowers and pure fine linen,
which are naturally dried in lavender fields.



The handsome pure linen towel has a knotted fringe
which is typical of the towels used in steam baths.
The stylised roses are embroidered with genuine
gold and silver thread.



The bed is a symbol of life: no matter who we are or where we live, we all have the need for sleep, rest, love, comfort and dreams.



The contemporary art of pure linen feeds
simultaneously on tradition and imagination.



Pure linen is a symbol of a tradition of love for beauty
and a life in harmony.



The simplicity of the elegant table setting on a pure linen table cloth, including napkins and pure crystal, symbolises elegance and memories which are essential to a fully realised life.



Classic traditional soft toys bring back
sweet memories of the children's trousseau.



ADVANTAGES OF PURE LINEN

NON-ALLERGIC

Of all known yarns, pure linen creates the best microclimate for the human skin.

Pure Linen regained its earlier popularity in the 21st century when it was realized that the use of pure linen helped cure many diseases including leprosy.

HEALTH

Pure Linen is rich in omega-3 and can be used to treat wounds and burns.

CALMING

Wrapped in pure linen night clothes, it is easier to fall asleep and rest soundly.

LOW STATIC

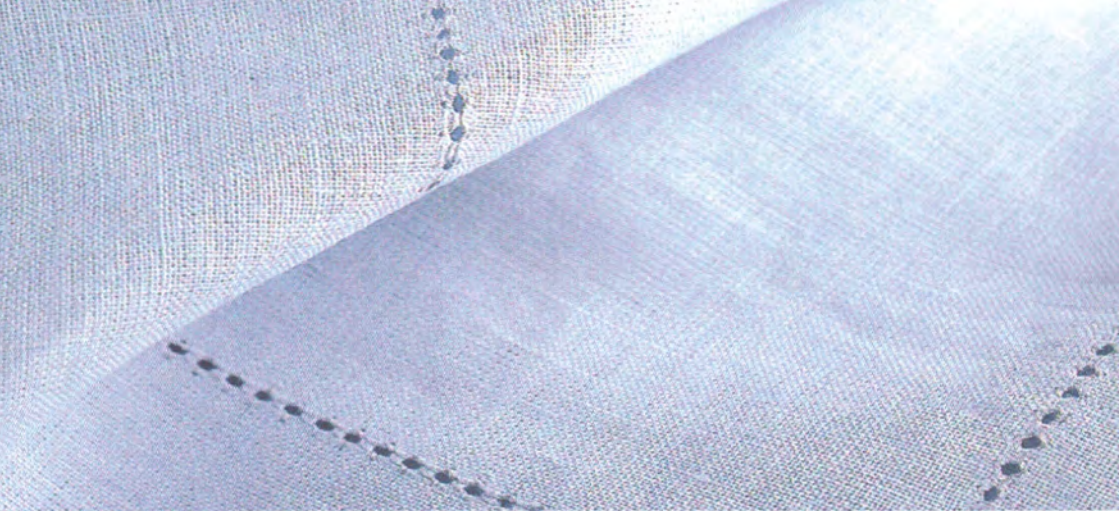
Pure Linen has a low absorption rate of static electricity and, more importantly, is not a source of it. This is of great importance for people sensitive to synthetic fibres, for whom the presence of electric charges is undesirable. It is cool in summer and warm in winter.

RESISTANT

Among natural fibres, pure linen has the best resistance to friction and tension (three times higher than that of cotton). Pure Linen is strong, its colours stay fast even at high temperatures and it has excellent dimensional stability (i.e. it does not shrink).

ECOLOGICAL

Pure linen is completely biodegradable and leaves no waste materials during its processing. Properly calibrated pure linen does not contain heavy metals or unwholesome substances which is of great importance for our environment.





WASHING INSTRUCTIONS WASHING IN THE WASHING MACHINE

TEMPERATURES

Whites: 50/60 °C

Colours: 30/40 °C

Please remember to always choose the lowest possible water temperature because there is a risk that the fibres may dry out too much.

For a cleaner wash, pre-soak the laundry for 1 hour before washing instead of increasing water temperature.

FIRST WASHING

Be careful with the first washing because the future beauty of the fabric greatly depends on it.

Begin with a pre-soak in cold water with a little detergent for 1 hour and then wash according to the guidelines above.

COLOUR WASHING

Add half a cup of plain white vinegar to all colour washes when you add the detergent.

SPINNING

A medium cycle (400-600 RPM) is suitable for linen.

DRYING

Never dry at high temperatures in the tumble dryer. Use medium fan and spin speeds until fabric is dry to the touch. Do not dry longer than necessary because you risk drying out the fibres.

Personally I dry my linen sheets in the sun and fresh air, and then put them on the bed fragrant and fresh so that my skin feels nourished by the natural feel.

IRONING

Use a good steam iron. Iron your bedlinen while it is still damp.

Personally, I don't iron my bedlinen.



Showroom, Cape Town
South Africa





ALDONA



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