

# loqi





# Welcome to Wonderland

Stepping out from the city lights,  
what do you see?

Towering evergreen trees.

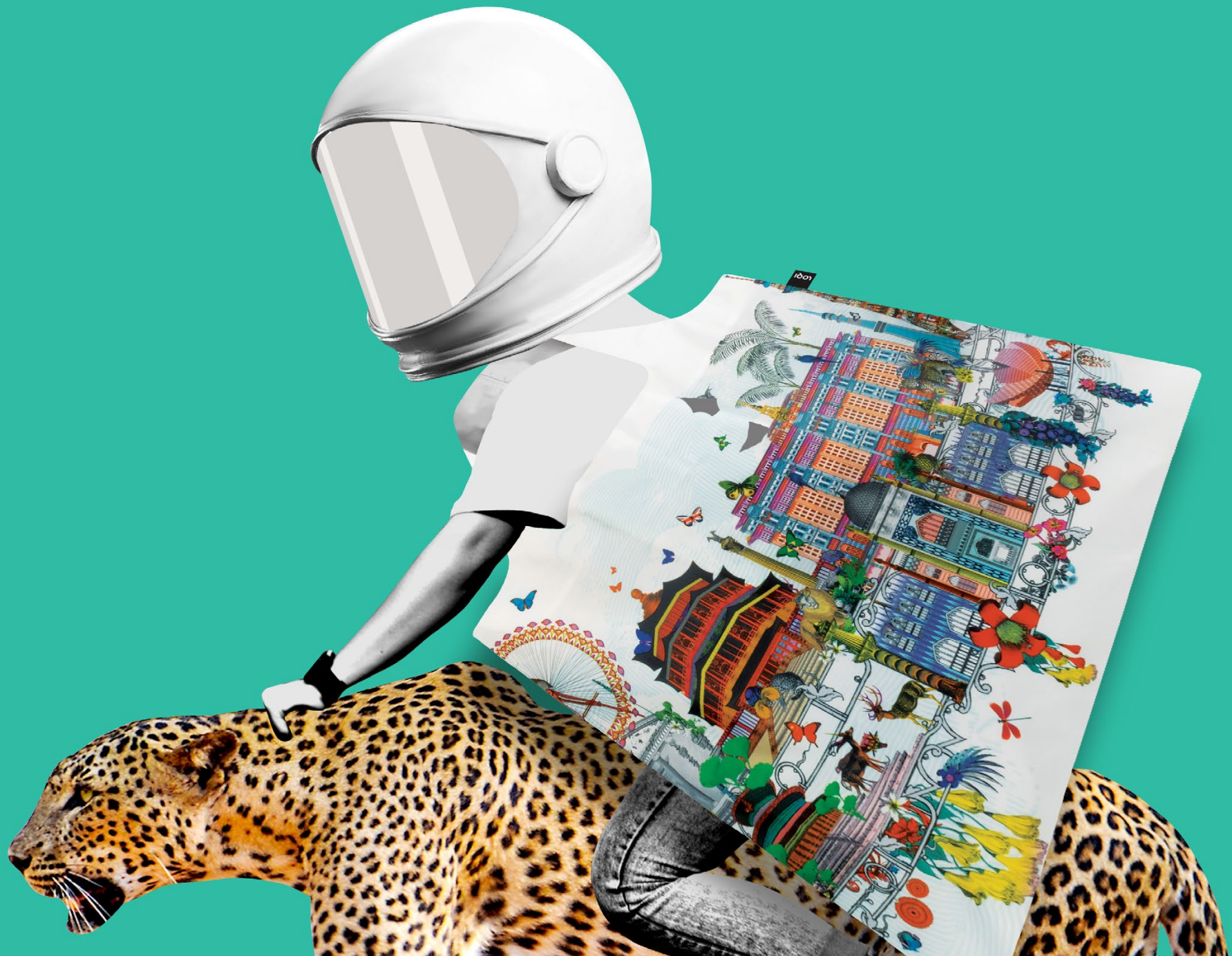
Giant mushrooms. Ancient and  
enigmatic. What lies in the deep  
green? A fox, a deer or a wise owl?

The great blue. Extraordinary,  
diverse and vibrant creatures.  
Come dive down and soak up the  
breathtaking, picturesque beauty  
by Kristjana S Willams Interiors.











Kristjana S Williams Interiors



KW.WS



KW.LO



KW.NY



ZP.KW.WS



# Kristjana S Williams Interiors

The Icelandic artist is renowned for her fantastical illustrations fusing butterflies, birds and exotic plants into cityscapes.

Kristjana's artworks are commissioned by Paul Smith and Louboutin, Liberty's and Cold Play. We climb mountains in Romania. We get lost in London and buzzed in Berlin. LOQI loves tracking down brilliant new designs!











מסלול  
ללימודי  
השכלה  
העליונה



Kristjana S Williams Interiors



KW.GB



KW.WM



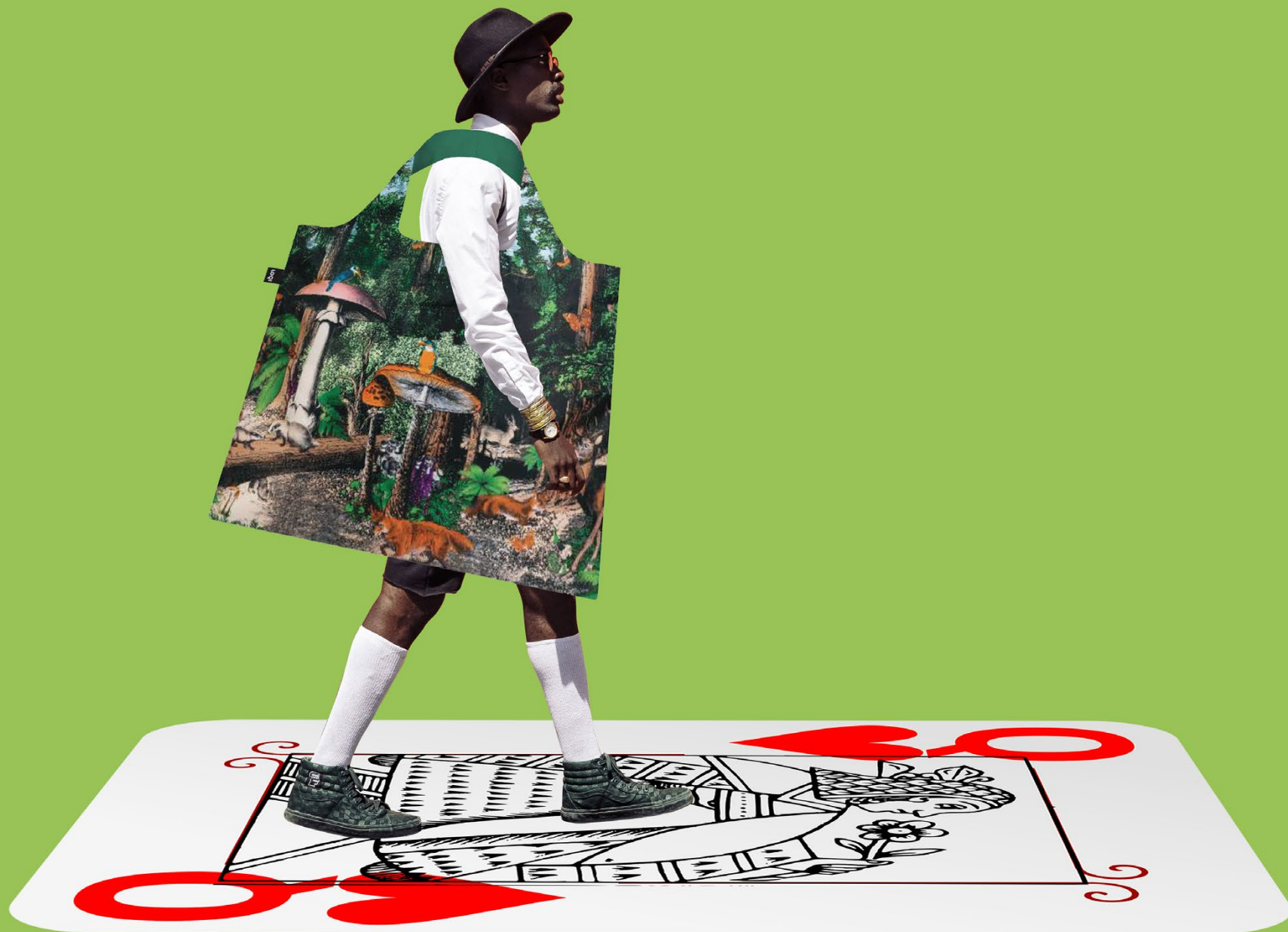
KW.BF



WE.KW.WM  
REVERSIBLE



ZP.KW.WM





# What's more precious than gold?



MM.SI



MM.GO



MM.RO



WE.KW.LO  
REVERSIBLE



WE.KW.WS  
REVERSIBLE



WE.KW.NY  
REVERSIBLE



WE.SI.GO  
REVERSIBLE





# Fashion Collection



PLEATED  
PL.RB



PLEATED  
PL.RG



TRANSPARENT  
BA.TR.IM



TRANSPARENT  
BA.TR.SP



TRANSPARENT  
BA.TR.TH



TRANSPARENT  
BA.TR.UN



TRANSPARENT  
BA.TR



TRANSPARENT MILKY  
BA.TR.MI



TRANSPARENT  
ZP.TR



REFLECTIVE  
RE.SI



REFLECTIVE  
ZP.RE

# Artist Collection



AI.DE



AI.IC



ZP.AI.IC



SW.BE



SW.EV



SW.PA



MF.LO



AR.YE



CW.JF



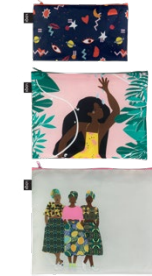
CW.NN



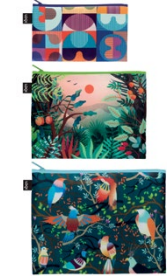
CW.GB



CW.CO



ZP.CW



ZP.HH



HH.AR



HH.GR



HH.BI



HH.MA



WE.HH.BI  
REVERSIBLE



SM.SP



ZP.SM



SC.DO



SC.CA



ZP.SC.CD



PL.CH



PL.OR



PL.SU



PL.CL



# Museum Collection



KH.AM



KH.NY



KH.PL



BP.KH.AM  
REVERSIBLE



ZP.KH.NY



JB.CR



JB.WA



JB.SK



BP.JB.CR  
REVERSIBLE



ZP.JB



PG.DO



PG.TA



PM.CO



RM.GO



EN.IG



ZP.MU.EN



JP.32



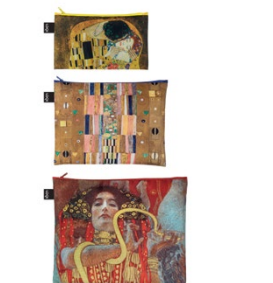
MC.MV



GK.KI



GK.HY



ZP.MU.KL



EM.SC



MO.WL



MO.FB



ED.SD



VG.SN



VG.WH.N



VG.SU



Museum Collection



VG.AB



WE.VG.AB  
REVERSIBLE



VG.SF



WE.VG.SF  
REVERSIBLE



VG.SH



VG.LH



ZP.MU.VM



TL.JA



HO.RF



HO.WA



HO.FU



ZP.MU.HO



JV.GI



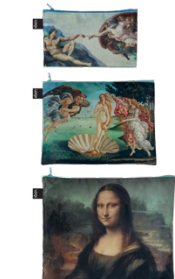
SB.VE.N



SB.PR



LV.MO



ZP.MU.MI



JM.TT.IB



MAD.LA



WE.LA  
REVERSIBLE



MAD.IN



MAD.CH



MAD.BR



MAD.AR



WE.AR  
REVERSIBLE



MAD.JC



ZP.MU.MA1



ZP.MU.MA2



# We're Doing Good

Wake up feeling good about yourself. Even if you don't make it to the gym first thing in the morning, just look over at your LOQI.

## Our Factory

LOQI is made in China, the Land of the Red Dragon. It is a family factory with 150 workers. Our factory has 30% shares in our LOQI brand, this is how we ensure our quality. Good quality also means production meets high ethical standards. The factory has received **accreditation** from the third-party BSCI, a leading supply chain management system controlling all workers benefits from fair health to fair pay, safety, work hours and legal rights. LOQI makes products that both the environment and people love. We love our factory. And our factory loves us. It's a match made in heaven.



## Oeko-Tex Certified

LOQI is **STANDARD 100 OEKO-TEX®** certified. This is proof of our commitment to producing sustainable products without harmful substances. The certification includes tests for illegal substances, legally regulated substances, substances which are harmful but not yet regulated, and also includes precautionary measures to safeguard consumer health around colour-fastness and skin-friendly pH-value and **food safe**. Phew!

## Waterless Printing & Recycled Paper

Here comes our favourite part! We make sure all our products are printed using **waterless printing**. Our eco-friendly dyes have been STANDARD 100 OEKO-TEX® certified. There is **zero dye wastage**. Our sublimation printing papers are recycled. Our cartons are recycled again and again shipping and transport of our goods from our warehouses to our prized customers.

## Our Dyes

At the LOQI factory there is no dye waste product from printing. We recycle the leftover colours and mix them to create black for monochromatic designs. By the way, **no bleaches** are used either. Doesn't this sound good?

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[loqi.com](https://loqi.com)