



HILANA
UPCYCLED COTTON



History + Tradition

For as long as can be remembered, this work was done with bare hands and a hand loom.

The sound of the loom is the signature song of the town of Denizli, a well-known weaver's enclave in the inner Aegean region of Turkey, where the tradition is believed to date to Roman times as far back as 800 BC.

For much of the past, cotton sourced from nearby fields traveled into the village where nearly every home had a hand loom and at least one family member contributing to the making of local peştemal garments and towels.

(Pesh-te-mahl)

...Or Turkish towel.

It is flat-woven with a hand-tied fringe, generally made with Turkish cotton, but in this case, with regenerated cotton. Pestemal are colorful, fast drying, absorbent and an essential element of the Turkish bath experience. Pestemal are used as towels, decorative throws and packable travel towels.





Our Green Crusade

Home textiles ethically made from recycled cotton through a nonchemical and zero waste process. With Hilana we'd like to reverse the damage caused by the fashion industry, by using its waste as our raw material. We transform that waste into beautiful high-quality and versatile towels, blankets, ponchos, tablecloth and more; through an upcycling process.

While protecting the planet, we keep the traditional craft of Turkey alive, as all of our products are woven in looms and hand finished with care.

100%

Customizable Styles

The most sustainable home textiles available in a wide range of colors and styles.

And if you are looking for something unique we develop it for you!

We can work to create new products from scratch based on your desired specifications, or improve a style that's ready for an update.

A turnkey solution for your business from concept to completion.



Marbled

- Sizes: Twin: 39 x 71 inches / Throw: 59 x 71 inches
- Composition: 50% recycled cotton + 50% natural cotton



Yalova Throw Blankets



Yalova Pink



Yalova Turquoise

Jacquard Weaving



Mersin



Aztec



Ananas



Sky

- Sizes: Twin: 39 x 71 inches / Throw: 59 x 71 inches
- Approximated Weight: 0.65 lb
- Composition: 50% recycled cotton + 50% natural cotton

Jacquard Weaving



Tropic



Lisboa



Cheetah



Mykonos

- Sizes: Twin: 39 x 71 inches / Throw: 59 x 71 inches
- Approximated Weight: 0.65 lb
- Composition: 50% recycled cotton + 50% natural cotton

Stripes + Stripes

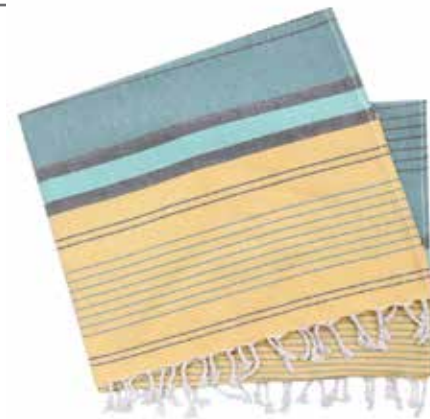
- Sizes: Twin: 39 x 71 inches / Throw: 59 x 71 inches
- Approximated Weight: 0.6 lb
- Composition: 50% recycled cotton + 50% natural cotton



Samara



Fethiye



Belize

Pure Series

- Sizes: Twin: 39 x 71 inches / Throw: 59 x 71 inches
- Approximated Weight: 0.55 lb
- Composition: 50% recycled cotton / 100% recycled cotton



Hot Pink



Green



Nilo



Blue



Yellow



Beige



Denim



Gray

Vertical Stripes



Casablanca Black



Casablanca Burgundy



Casablanca Indigo



Casablanca Beige

- Sizes: Twin: 39 x 71 inches / Throw: 59 x 71 inches
- Approximated Weight: 0.6 lb
- Composition: 50% recycled cotton + 50% natural cotton

Textures



Pipa



Copacabana



Merida



Big Sur

- Sizes: Twin: 39 x 71 inches / Throw: 59 x 71 inches
- Approximated Weight: 0.65 lb
- Composition: 50% recycled cotton + 50% natural cotton

Tablecloth Sets

- Size: L 94.4 x W 71 inches
- Includes 12 napkins



Andana



Kayseri Red



Kayseri Blue

Poncho Towels



- Size: OS
- Includes: fabric bag
- Endless color combinations



Green - Blue



Yellow - Turquoise



Pink - Blue



Light Blue - Black

Bathrobes



- Size: S/M - M/L
- Features: adjustable belt, inner pockets and hoodie
- Endless color combinations



Antalya Bathrobes



Capri Bathrobes

Hilana Upcycled Cotton: The Good Choice

Hilana Upcycled Cotton closes the loop on cotton in the cleanest way. Our textiles are made from recycled material through a zero waste process under the triple impact criteria.

Artisans empowered by their ancestral craft, are promoting the circular economy for a better world.

We are 100% committed to evolving and finding new ways to protect the environment.

Our passion for the planet drives our desire of sustainability, responsibility and love for craftsmanship.

Thank you for joining our green crusade and becoming a #changemaker.



Sustainable



Social Impact



Water Efficiency



Circular Economy

