



FEILER

G E R M A N Y

SINCE 1928




FEILER



THE SPIRIT OF FEILER – GIVING THE BEST WITH EXPERTISE

The German family business FEILER, founded in 1928, is renowned for luxurious bathroom and home textiles “Made in Germany”. The traditional brand became world-famous for its velvety soft chenille fabric with identical patterns on both sides made from 100% pure cotton.

Featuring a wide variety of designs, the textiles also set new standards in terms of aesthetics. In fact, the **classic FEILER face cloth** has led to the brand achieving full cult status, especially in Japan. It has now also arrived in Europe, gaining popularity as a beauty favourite, living accessory or towel-to-go.

FEILER Germany – We weave luxurious, velvety soft chenille products with their own individual design using traditional craftsmanship paired with technology of the future. Our fine textile products bring joie de vivre.



CHENILLE – THE MAGIC YARN

FEILER chenille is one of a kind: the double-sided patterned fabric is produced in a unique, extremely elaborate process that takes place in Germany, as it always has. In the first weaving process, the chenille yarn – the “FEILER magic thread” – is produced with all the necessary colour and pattern information.

Love at first touch

Excellent properties

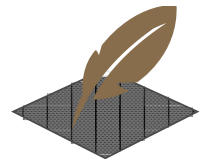


Optimal skin feeling

Supported by various studies, scientists assess the feeling of textiles on the skin – the „skin sensory comfort rating“. FEILER chenille was awarded the top grade by an independent institute, which confirms the special softness of the fabric and the pleasant wearing comfort.

Comfortable well-being

Blankets made of FEILER chenille are ideal for an ambient temperature above 24 °C. Conducted in an independent study, a TOG value of 0,5 has been identified, which means the blankets are particularly suitable as a light cover in summer, because they provide a comfortable feeling of warmth with very good breathability.



For sensitive skin

FEILER chenille has been proven to be classified as „biologically safe“. There are no toxic substances in the textile which could cause chemical skin irritations. Therefore FEILER chenille is suitable for allergy sufferers and particularly sensitive skin.

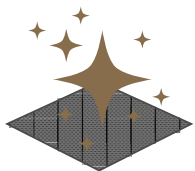
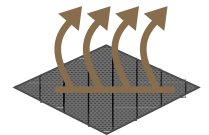


High absorbency

The unique FEILER chenille offers an excellent combination of lightness and high water absorption capacity. After just one washing cycle the textile absorbs five times of its own weight in water.

Fast drying

Thanks to the velvety surface and the lightness, the luxury textiles made of finest FEILER chenille dry faster than usual terry cloth. Due to its terry loops it takes much longer for this material to dispense the same amount of liquid.



Easy stain removal

Tests have also proven this excellent property of FEILER chenille: In particular stains containing grease, oil and pigment can be removed from FEILER chenille easier than from terry cloth.

THIS IS HOW OUR CHENILLE IS MADE



1 The digital design is being created from individual pixels



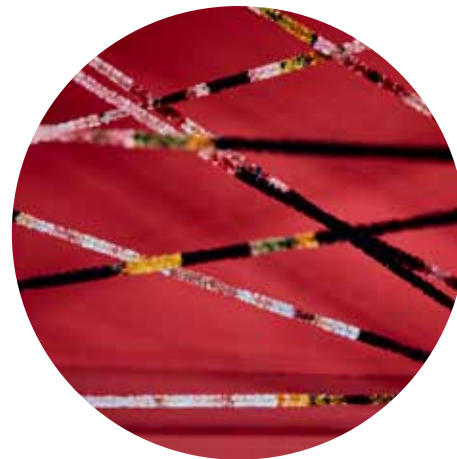
3 The preparatory fabric with detailed pattern information is manufactured



2 High-quality yarns made from 100% cotton are being used



4 Our flat stripes are made from the preparatory fabric:
This is the preliminary stage to the chenille



5 The caterpillar yarn results from twisted flat-strips (the magic yarn)



6 As if by magic, the FEILER chenille
is emerging in the loom



7 The unique FEILER chenille fabric with an extraordinary velvet
surface and identical pattern on both sides is completed



JULIETTE



DARK PEONY



FEILER
GERMANY
BATH

FEEL GOOD IN THE BATHROOM



LA GLAMOUR

Pamper your skin with genuine **FEILER chenille**. Genuine FEILER chenille is offered in a wide selection of designs for various towel types, including hand towels, shower towels and bath towels, reminiscent of the diverse beauty that can only be found in nature. In fact, all of our raw materials, colours and designs are inspired by nature. Immerse yourself in the world of genuine FEILER chenille and enjoy some well deserved luxury.



JULIETTE



KLATSCHMOHN



FEILER

G E R M A N Y

INTERIOR

INDIVIDUALITY FOR YOUR HOME



CORNWALL

What makes a home one of a kind? A highly personal style and, of course, pillows and blankets made of genuine **FEILER chenille**. Whether on the sofa or bed, our extraordinary products provide warmth and comfort in even the most inclement weather. They also make the perfect cooling summer blanket. And, when used as a decorative throw on the bed, they're sure to lend your home a very special touch. Choose from our lavish, playful designs and show your own unique personality.



TRIBAL



FEILER

G E R M A N Y

BEAUTY



FRUITS

YOUR DAILY BEAUTY COMPANION

The new must-have in your daily facial care routine. The **FEILER beauty cloth** is also ideal for sensitive and very delicate skin. Whether you use it to gently cleanse your face, remove masks or peels or to care for artificial eyelashes: the beauty cloth takes any beauty routine to a new level.



STAY WILD



LEMONS & LEAVES



FRUITS



FEILER

G E R M A N Y

BEACH

SUMMER, SUN, BEACH AND SEA



IGUANIA

The new **FEILER Beach collection** offers more than just exclusive designs, it is also the perfect travelling companion for this dreamy time of the year. The colourful beach towels made from genuine **FEILER chenille** fit perfectly into any luggage. They are particularly light yet also five times more absorbent. Sand also is unable to stick to them as it does with conventional terry cloth towels. What's more, they are so gentle on the skin that they will help extend the life of your holiday tan.



GENTLE LEAVES, WILD LEO & SWEET FLOWERS



FEILER

G E R M A N Y

DELUXE

UNIQUE, WILD AND WONDERFUL!

What makes a modern parent? The courage to be unique. Showing strength and savouring every moment. Setting trends instead of following them. **FEILER Deluxe** offers all this and more. Urban design transformed into a sophisticated, colourful fashion statement. Exclusive luxury that you can see and above all feel.





AMSTERDAM



FEILER
GERMANY
SOUVENIR

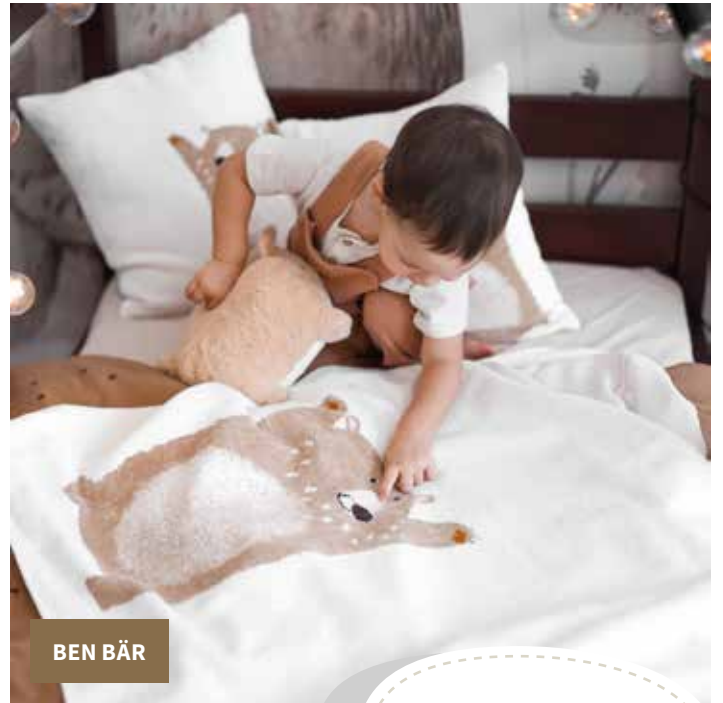
THE GIFT OF SOFTNESS

Discover **the secret of Japanese gift giving** with FEILER. The foundation for one of the most enduring German–Japanese love affairs was laid back in the 1970s. Since then, the chenille face cloth has earned FEILER nothing short of full cult status. Traditionally, when Japanese people travel they gift an “omiyage” to family, friends and colleagues when they arrive back home. It’s the perfect opportunity to give a unique **Souvenir** with one of the many designs not available in Japan.





BALLERINA



BEN BÄR

Come with me
to magic thread land






FEILER
G E R M A N Y 
MINI

COMFORT & ADVENTURE

Welcome to a life full of comfort! Children are the most valuable thing we have. That's why we only want the best for them. We want to teach them values and spoil them. Our **FEILER chenille** provides a gentle touch for the sensitive skin of babies and children. Our designs are unique and inspired by the things children love. Seeing children's eyes light up drives us to develop most beautiful designs. Immerse yourself in this magical world and become a **FEILER Mini** fan.





CRAFTSMANSHIP MADE IN GERMANY

We manufacture our genuine **FEILER chenille** at our production site in Hohenberg an der Eger. Our production facilities are state of the art and, depending on the production stage, we use either ultra-modern production facilities or traditional craftsmanship. From the weaving of the yarns to the finished chenille cloth, basing our production in Germany means we offer sustainable quality **made in Germany**.





A PASSION FOR QUALITY

**Only the best, because we care about
our customers**

Our products come into direct contact with your skin. When purchasing the yarns, we therefore ensure that only the highest quality materials made from refined cotton are used. All our products are OEKO-TEX® Standard 100 certified. This means that we are able to offer our customers skin-friendly products which undergo constant quality testing.



Product class I



Product class II



SUSTAINABILITY

Above all, our products are sustainable

They are made from 100% cotton, which means they are 100% natural and therefore completely biodegradable. In addition, compared to microfibre, for example, they can be recycled via the used clothing collection. They are also very durable, can be washed at 60° C and used again and again. We work in an ecologically and economically responsible manner, conserve resources, use renewable energy sources and therefore contribute to the sustainable protection of our environment.



MOVING FORWARD TOGETHER

Loyal and satisfied employees form the basis of the economic success of our company. Our value-oriented corporate culture is reflected in a working environment characterised by mutual respect, trust and appreciation.

FEILER as an employer

As a company with regional roots and international operations, we offer our employees attractive working conditions and job security. A variety of individual working time models and the option of working mobile facilitate a strong work-life balance and help our employees combine family and career.

Training at FEILER

Long-standing employees in our team support young people with their training. In this way, we challenge and encourage our trainees, allow them to contribute their individual strengths and help them further develop their skills. Our junior staff contribute their own ideas, play an active role in shaping their own area of responsibility and take on responsibility from the outset.





FEILER WORLDWIDE

FEILER products are available worldwide on all continents and in many countries. In our flagship stores in Frankfurt am Main and Tokyo, our outlet in Hohenberg an der Eger, as well as in our online shop and at many other partner stores worldwide, you will find a large selection of our products made of genuine **FEILER chenille**.

Our international sales team will be happy to introduce you to our collections with well over 100 unique designs and answer any questions you may have about genuine **FEILER chenille**.

FEILER HISTORY



1922

Ernst Feiler gets to know multicolored woven Chenille.

1928

Foundation of the Ernst Feiler Frottier- und Chenilleweberei in Liebenstein.

1948

New foundation of the Ernst Feiler & Co. Frottier- und Chenilleweberei in Hohenberg an der Eger, Germany. Daughter Else Schwedt designs the first bathrobe collections.



1950er

First production facility in the “Gasthof Zur Krone“. Daughter Else Schwedt and son-in-law Erhard Schwedt manage the FEILER company.



1982

In the third generation, the siblings Dagmar and Dieter Schwedt take over the management. Digitalisation is driven forward.



2018

90th company anniversary, move into the new administration building. Managing Directors: Michael Hauspurg and Dieter Schwedt.





*Love at
first touch*

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