



The Winter 10 range will be hitting stores soon and while we can't show you the designs until they are released, here are some of the themes and inspiration behind the collection.

INSPIRATION

The **GOLDEN COMFORTS** Winter 10 range reflects the dominant theme of home decoration today and the coming trend in 2010 - eclecticism. The homeowner is free and confident enough to choose and combine different styles to reflect their own creativity and experience. We used the idea of an Urban Nomad – a new generation of workers/travellers, who travel the world and bring home interesting products from foreign cultures. Different combinations of patterns, colours, textures and worldly influences create a uniquely personal style. **GOLDEN COMFORTS** Winter 2010 layers rich patterning from Russia, India and Africa with stylistic influences from Art Nouveau, combined with classic checks, florals and stripes.

COLOUR AND FABRIC TRENDS FOR 2010

- Combinations of charcoals, grey, deep wine reds, amethyst purples, teal and black.
- Tribal and vintage inspired embroideries and appliqués
- Yarn dyed checks in subtle colours and grey shades, with a spice highlight or splash of colour in the coordinating accessories.
- Masculine, metallic jacquards featuring men's tie and shirt inspired patterns.



THE CHANGING SEASON

Time to update your bedroom with the changing season? Layering your bed with sheets, throws and light bedding allows you to sleep at the perfect temperature as we say goodbye to summer. Try the Comfy Loft bedding which is made from micro fibre, which is both light weight and soft.



HELPFUL HINTS

Lengthen the life of your linen and keep them looking and feeling as good as new by following these simple care instructions.

Rotate your sheets – If you wash your sheets weekly and rotate them with a second or third set of sheets, they will look as good as new for a surprisingly long time.

Sheets – Your Linen House sheets can be washed with colours that are similar. Sheets woven with a higher thread count will become softer with each washing. Removing your sheets from the dryer before they are completely dry will reduce wrinkling. Sheets may be pressed with an iron on a low setting.

Towels – Your towels should be machine washed with similar colours. The use of bleaches should be avoided. Fabric softeners are not recommended, as excess use tends to make towels less absorbent. Avoid using fabric conditioner for the first few washes as it will hinder the natural loss of loose cotton fibers. To preserve the colour of your towel choose a detergent that does not contain optical brighteners. Tumble drying enhances the softness of your towels.

Comforters – Your comforter should be professionally laundered or washed in a coin-operated commercial machine. Due to the comforters thickness and weight, an extra large capacity washing machine is required. Comforters should never be dry cleaned as dry cleaning causes the colours to fade.

Mattress Protectors – Unprotected mattresses and pillow are potential breeding grounds for bacteria and dust mites. Your body loses moisture during sleep from which your mattress and pillows require protection to lengthen their life. Rotate and wash your mattress and pillow protectors to keep your bed clean and bacteria free.