

Press release

for immediate release

Press contact

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New organic baby and child collection

Limited edition launches Fou Furnishings' new bedding for children

Fou Furnishings is not yet two but already the innovative certified-organic and fair trade bed linen company is making its mark.

A Natural and Organic Awards 2009 finalist for best organic textile product, online quality bed linen specialist, Fou Furnishings, has just launched its first children's collection with a limited edition design range.

The designs were winners of Fou Furnishings' Design-a-duvet competition during 2009 Organic Fortnight.

Fou Furnishings designer and director, Stephanie McIntosh, says: "We wanted the next generation to think green. The winning designs in our Design-a-duvet competition celebrate nature with flowers and butterflies, and fish swimming in the sea."

'Flowers are wonderful', with appliquéd and embroidered flowers and butterflies, is designed by a primary school pupil from Glasgow, Scotland. 'Love to learn' is designed by a mother in Middlesex, England, with animals and numbers, also appliquéd and embroidered.

One of India's longest-established organic companies have produced the limited edition bedding. The Fou Furnishings baby and children range is certified Fairtrade ensuring fair wages and an ethical and transparent supply chain.

The limited design duvet covers launches Fou Furnishings' new organic bedding collection for babies and children.

Why organic? Fou Furnishings director, Stephanie McIntosh, explains: "We spend around eight hours in bed; organic bedding is wonderfully soft for sensitive skins because of its long fibres and is completely toxic-free. Organic production is sustainable, traceable and safe for farm workers. I want exceptional quality - the best yarns come from cotton grown and processed the organic way."

The just-launched baby and children bedding collection uses high-quality 330 thread count organic cotton which means its smooth softness lasts and lasts.

Fou Furnishings scooped the Natural and Organic Awards 2009 finalist award for its unique 'Fou duvet' top opening cover. Stephanie McIntosh, who designed the hidden feature combining form with function, says: "After years of trying to funnel a duvet into its cover, I came up with a design that means you will never struggle with a duvet cover again. It's life-changing."

Notes to website editor

To celebrate the new collection from Fou Furnishings, the Soil Association is running an online competition. Register for free with the Soil Association website, and you could win a Fou Furnishings duvet cover and pillow set from its new baby and child collection. The Soil Association is also featuring a 10% offer on Fou Furnishings bed linen collection until 28 February 2010

<http://bit.ly/a3P46w>

Fou Furnishings <http://www.foufurnishings.com/>

Notes to editor

Glasgow-based designer and director of Fou Furnishings, Stephanie McIntosh is available for interviews and comments on organic issues.

Fou Furnishings is a Soil Association-certified company specialising in organic bed linen. All Fou Furnishings linens are certified by either the UK Soil Association or Oeko-Tex and have been specified and independently tested by Fou Furnishings for performance against the company's own and external standards including colourfastness, shrinkage, pilling and allergy inducing dyestuffs.

Fou Furnishings' linens are available in three qualities in high thread counts of 330 to 475. Choose from organic essentials, sateen, crisp percale or lustrous Italian sateen for different budgets, and classic or contemporary bedrooms.

The Design a Duvet competition that produced the limited edition winning designs ran during Soil Association Organic Fortnight 5-20 September 2009.

The Committee for Advertising Practice has approved the following statements on the benefits of organic farming:

Organic farming reduces environmental pollution and the release of greenhouse gases from food production by severely restricting the use of artificial chemical fertilisers and pesticides. Instead, organic farmers rely on developing a healthy, fertile soil and growing a mixture of crops

Organic production aims to use methods as close to nature as possible to maintain a healthy living soil and positive plant and animal health. It builds soil fertility naturally using compost and clover and encourages wildlife;

Organic means working with nature, not against it.

Notes to picture editor

For images, cut-outs or room shots, samples for photographic shoots, discounts on products for room makeovers: Stephanie McIntosh T: 0141 644 5211

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