



Organic Innovation in Duvet Covers –

Newcomer Fou Furnishings Finalist for Best Organic Textile Product 2009

At last there's an answer for everyone looking to get the duvet into its cover without having to funnel into it as well as those reluctant to compromise either their ethical ideals or the quality of a good night's sleep!

Clever online bed linen specialist Fou Furnishings – www.foufurnishings.com - has managed the impossible and found a way to combine innovative design, gorgeous quality, environmentally friendly processes *and* value for money.

Newcomer Fou Furnishings, scooped a finalist award for Best Organic Textile Product in The Natural and Organic Awards 2009, for its clever, unique, life-changing 'Fou duvet' top-opening cover, meaning you will never struggle with a duvet cover again. The design allows you to easily load your duvet from the top and tuck each corner into place. The hidden opening also combines form, making an attractive design feature, and function.

Fou Furnishings' new bed linen and accessories collection in 100% organic cotton offers luxuriously high thread counts of up to 475 finished to the very highest natural standards; which means a softer, silkier feel and comes in a choice of cool, comfortable cotton percale or lustrous, luxurious sateen finishes. These beautiful and original duvet designs and matching bedroom essentials will enhance both contemporary and traditional interiors and will provide a really comfortable night's sleep.

"Fou Furnishing's aim is to offer sustainable luxury at prices that don't cost the earth by ensuring ethical practices right through the business and supply chain combined with original and innovative design and exceptional quality and customer service," says founder Stephanie McIntosh who has spent 20 years working with major fashion and furnishings retailers across Europe.

The submitted design is from the 'Ashika' range and is UK Soil Association and Fairtrade certified and the 'Fou duvet' also features on the Foliage and Bamboo designs. Prices start from just £8 for a pillowcase and £35 for a single duvet cover.

To view the complete range of Fou Furnishing's bed linens please visit www.foufurnishings.com or call 0141 644 5211.

Ends

Note to editors:

Fou Furnishings is the brain child of Stephanie McIntosh. It was launched following a year out to concentrate on the business full time through an MSc in product Design & Development at Glasgow Caledonian University. The founding aims were to create products which offered a different and distinctive choice from the mass produced look of chain stores and offered convenience, original design and exceptional quality combined with a transparent supply chain as well as customer service which delivered on its promises. Fou Furnishings is a UK Soil Association Licensee.

All of Fou Furnishings' products are made from 100% organic cotton, using long staple cotton fibres, which are inherently strong and soft but will withstand frequent laundering and still look good. All of its products have been independently and rigorously tested for colour fastness, pilling, shrinking and even seam strength.

If you would like images of the bed linens, either cut-outs or room shots, samples for photographic shoots, discounts on products for room makeovers or an interview with Stephanie please contact:

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