

A woman with long brown hair is sitting on a bed, wrapped in a white, textured linen dress. She is looking back over her right shoulder towards the camera. The background is a plain, light-colored wall. The overall mood is soft and intimate.

LOST
IN
LINEN

PURE BED LINEN
100% ORGANIC LINEN COLLECTION

de Le Cuona

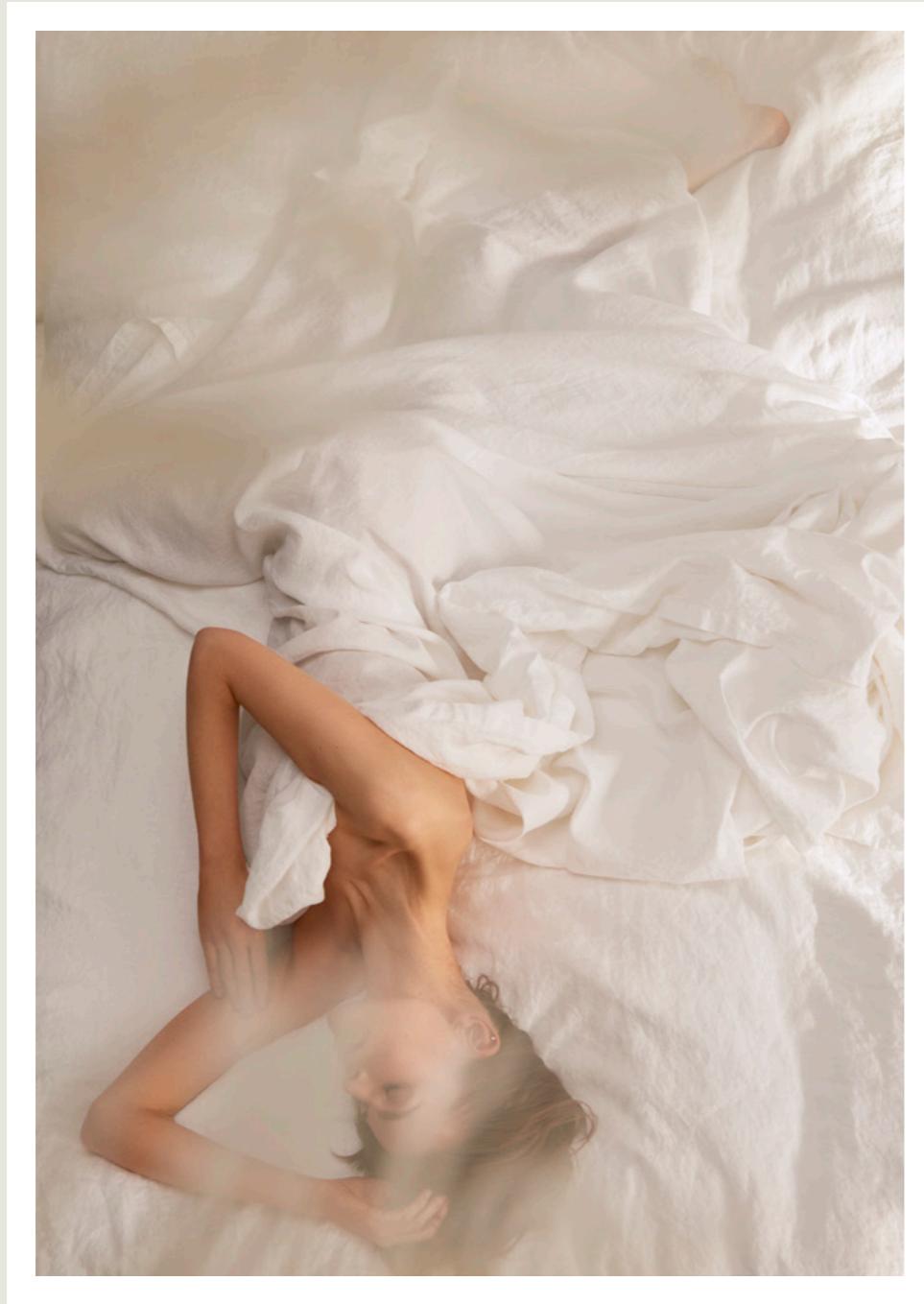
PURE BED LINEN 100% ORGANIC LINEN COLLECTION

de Le Cuona launches its new Pure organic bed linen as an extension of the 100% organic Pure Linen fabric collection, designed with health and wellbeing in mind. A perfect balance of aesthetics and ethics.

The organic bed linen is pure white. It is offered in a standard and piped pillowcase and four sizes of duvet covers and flat sheets - single, double, king and super king to ensure the whole family can enjoy a healthier sleep. We spend about a third of our life in bed. That's why it makes sense that rooms dedicated to sleeping should be both beautiful and breathable.

In a world becoming more conscious about wellness, it is no surprise that homeowners are looking for ways to develop a healthier lifestyle. Pure Bed Linen is certified to the Global Organic Textile Standard (GOTS), guaranteeing that the items have been sustainably produced without harmful chemicals, which could be emitted into a living space and inhaled unknowingly. This is important to us all and reassuring for people with allergies, pregnant women and babies.

As a durable, naturally anti-bacterial and hypoallergenic fabric, this linen is ideal for bedding and home accessories. Kind to sensitive skin, linen doesn't support bacteria growth and it regulates the body's temperature, making linen products ideal for increasing sleep quality.



LOST IN LINEN

*Unwilling to leave behind the comfort of her bed,
she wanders from room to room
in drifts of snowy white linen.*

PAGE 4

Duvet:

Pure Piped Duvet Cover King PBD5

Sheet:

Pure Flat Sheet King PBD9

*Awakenings,
the soft morning light quietly
unfolds across her bed.*

PAGE 7

Duvet:

Pure Piped Duvet Cover King PBD5

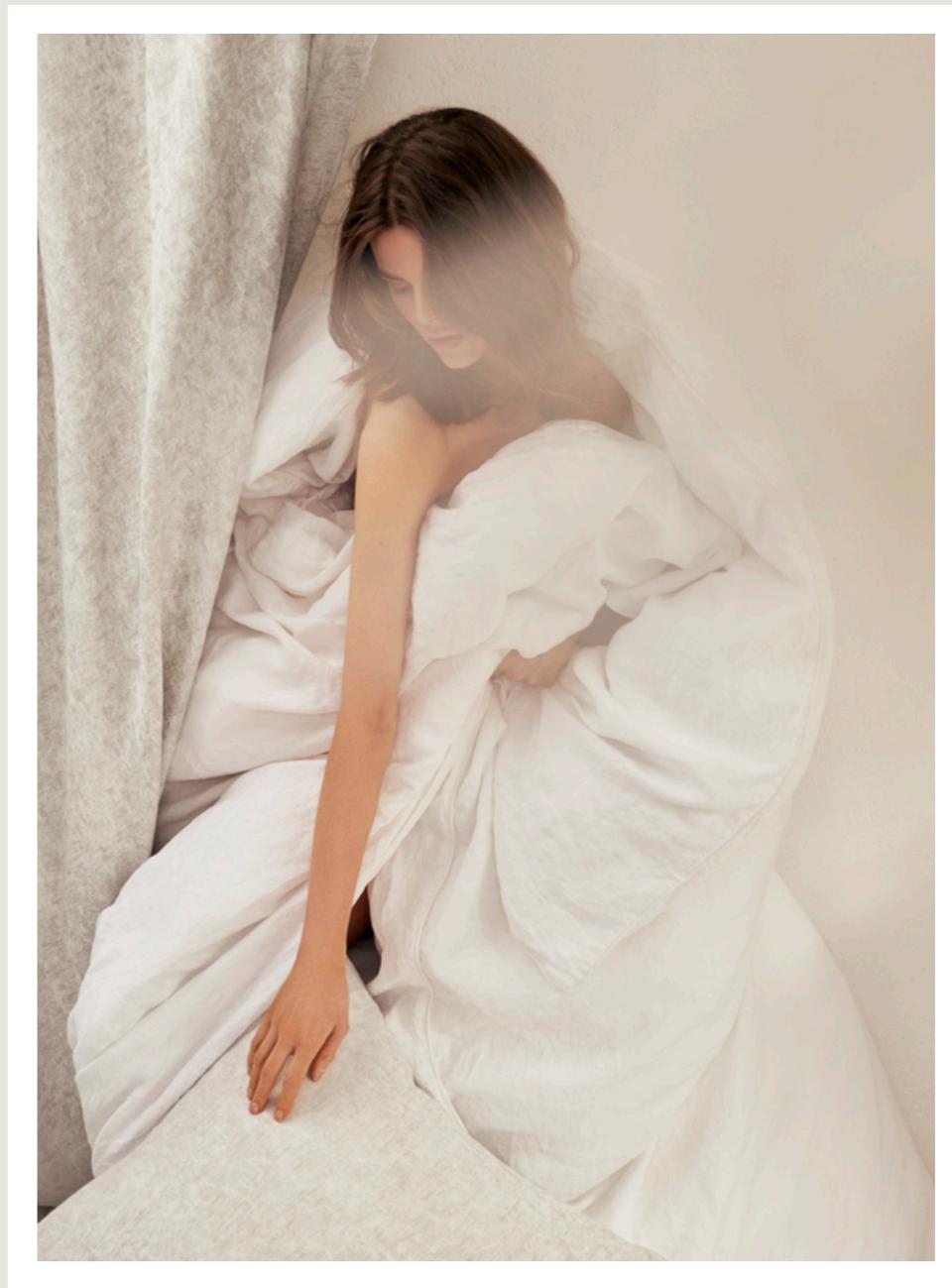
Sheet:

Pure Flat Sheet King PBD9

Fabric in background:

Pure 5 – Lime Fresco PUV02





PAGE 8
Pure Flat Sheet King PBD9

PAGE 9
Duvet:
Pure Piped Duvet Cover King PBD5
Curtain:
Pure 5 – Lime Fresco PURV02
Cushion:
Pure 5 – Lime Fresco PUV02



PAGE 10

Duvet:

Pure Piped Duvet Cover King PBD5

Curtain:

Pure 5 – Lime Fresco PURV02

PAGE 11

Pure Piped Pillowcase PBD2

*Unhurried moments wrapped in the lightness
of natural bed linen.*





*Bathed in bed linen
before the day begins.*

PAGES 14-15

Duvet:

Pure Piped Duvet Cover King PBD5

DUVET COVERS



Pure Piped Duvet Cover Super King PBD6



Pure Piped Duvet Cover King PBD5



Pure Piped Duvet Cover Double PBD4



Pure Piped Duvet Cover Single PBD3

SHEETS



Pure Flat Sheet Super King PBD10



Pure Flat Sheet King PBD9



Pure Flat Sheet Double PBD8



Pure Flat Sheet Single PBD7

PILLOWCASES



Pure Standard Pillowcase PBD1



Pure Piped Pillowcase PBD2

RESPONSIBLE LUXURY

de Le Cuona is not just a fabric house but a luxury brand with a vision for the future. It is serious about sustainability. Bernie de Le Cuona has always been conscious of her sources – she meets with farmers and works with specialist mills, so she knows the origins of every natural fibre used. The company has developed processes designed to cut down the textile waste and promote a circular economy.



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For International clients please visit
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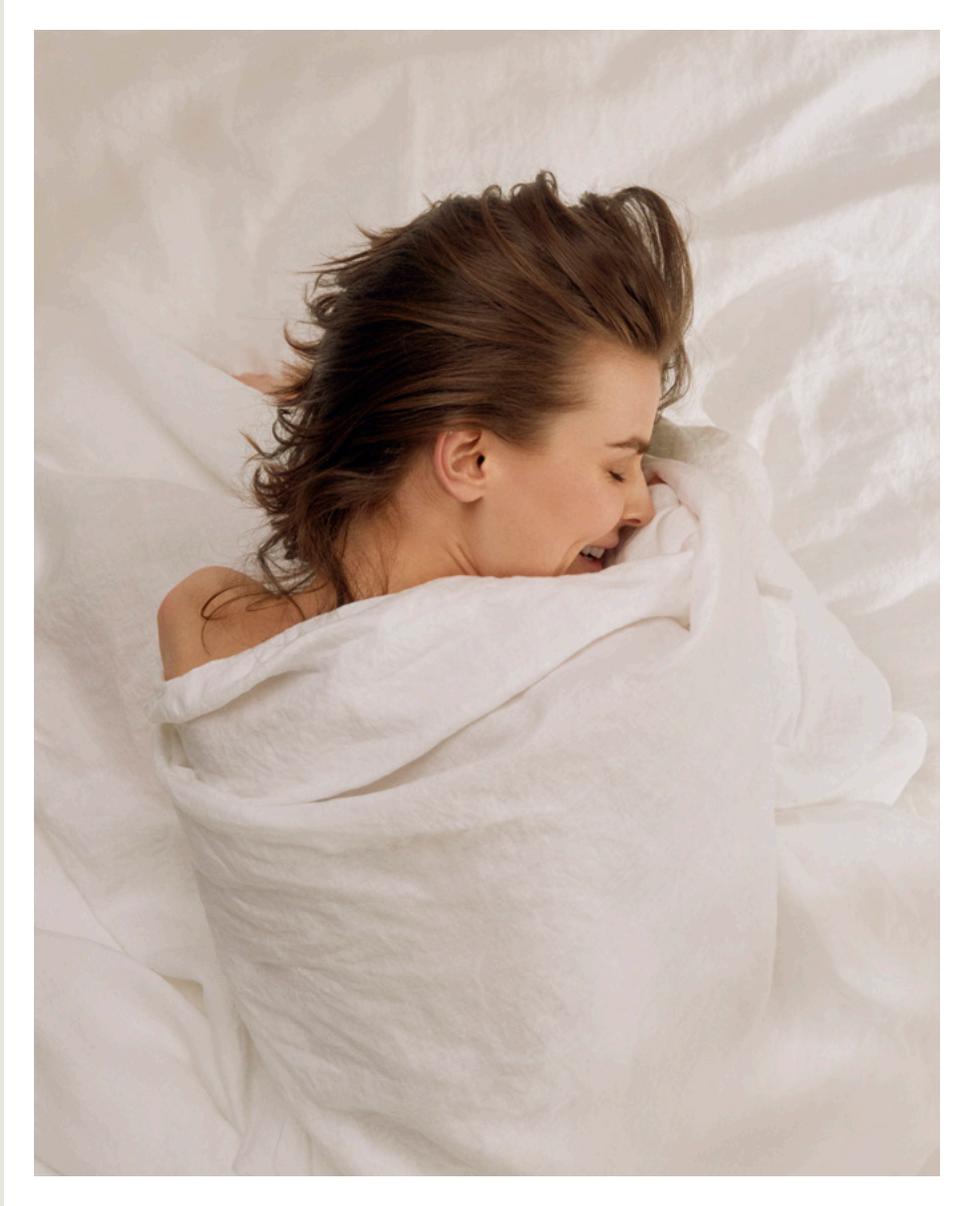
We take great care with the colours
in our collections. Please order your
samples for an actual colour match
by calling our Client Liaison Team
or make a request online.



‘I have been working with linen for more than 27 years, a natural fabric with benefits for your health and lifestyle. By making it totally organic we have created the ultimate product that contributes to a wellness way of life. I believe that as the world becomes more aware of the potential damage we might cause to our health by using and being surrounded by harmful chemicals, this new collection will appeal to many home owners and interior designers.’

BERNIE DE LE CUONA

CEO and founder



de Le Cuona