Luxe Tried-And-Trues
Strategies that draw on companies’ strengths and insure positive brand positioning

By Wanda Jankowski

There are certain core concepts that continue to resonate positively in consumers’ psyches when it comes to the marketing strategies of luxury brands. Examples of two are explored here.

European Heritage Of Quality
Europe has long been perceived as a bastion of perfection when it comes to the high quality of goods. From Italian leathers to Parisian apparel fashion designs, consumers still maintain confidence in the quality of goods made in Europe.

Of course, this consumer mindset extends into home fashions. Cathy Cloutier, vice-president, The Curated Home, Inc., explains, “In conversations with customers coming into our showroom or stopping by our booth at a trade show, they are vocal about seeking out product made in Portugal because they trust that it will be a well-design quality product.”

With a showroom located in New York’s 230 Fifth Avenue, The Curated Home is the exclusive distributor of the Lasa Home brand in the U.S. Lasa is a family owned, vertical factory in Portugal. The goal for The Curated Home is to offer a complete range of home textiles all made in Portugal.

“All products from The Curated Home are stocked in the U.S. and are specifically designed for and exclusive to the U.S. market,” says Cloutier. “Our line is livable, reimagined luxury. We took traditional, timeless design and expressed it with a sense of modernity.”

On-Trend Embracing Of Linen
Linen has long been associated with the best in quality—think back to early 20th century photos of the upper class sum-mering in Newport, RI, dressed in cool white and creamy off-white linen suits and embroidered gowns. Today, the desirability of linen in bedding is on the rise. Its texture, breathability and eco-friendliness as well as its association with high quality are at the root of its current trendiness.
Bedding ensembles from SDH feature patterns woven in rather than printed on, created with 100 percent linen, yarn-dyed fibers. “This adds rich depth to our patterns,” says Leanne White, sales manager for SDH. “Everything is washable and gets better over time. I like to say that linen wears ‘in’ and not ‘out’. The more you wash it, the softer the fabric becomes.”

Though the natural wrinkles that occur in unironed linen fabrics are accepted by its avid fans, SDH now is introducing the Bellini Collection which relies on the bedding’s construction to minimize them. According to White, “Some weaves will wrinkle less than others depending on the weight and intricacy of the pattern. Our newest collection, Bellini, will wrinkle less than many of our other linen jacquards because the weight of this fabric is heavier than most.” SDH eschews chemicals to increase wrinkle resistance, foregoing them to prevent harm to the fibers and/or the environment through their use.

**RESOURCES**

- Designers Guild, 212-967-4540, designersguild.com
- SDH, 707-864-8075, sdhlinens.com
- The Curated Home, Inc., 212-389-9510, thecuratedhomeinc.com

**ABOVE**

Designed in the UK and made with 100 percent linen, the Carrara Fiore ensemble from Designers Guild features a digitally printed motif that blends painterly roses with a Carrara marble-inspired ground. Designed in the UK, the bedding is made with 100 percent linen.
LEFT

Exquisitely Lightweight German Batiste Comforters
Often described as being “almost weightless,” Cuddledown’s German Batiste Comforters are handcrafted with the finest materials and feature a lightweight, down-proof fabric paired with the rarest down fills: 800-, 900- or 1,000-fill-power European goose down certified to the Responsible Down Standard (RDS). Also available with high-loft synthetic fill, the box-stitch construction insures uniform sleeping warmth. The comforters are tested for harmful substances and certified to meet the safety criteria of STANDARD 100 by OEKO-TEX®. Made in the U.S. by Cuddledown, the comforters are available through Royal River Trading, its exclusive wholesaler, 207-761-0201, royalrivertrading.com, service@rrtmaine.com

BELOW

The Elegance Of Silver Gray Embroidery
The Nova pillow features an ikat-inspired design embroidered into a cotton/linen base in lustrous silver gray. Elegant curves and compelling texture are rendered in the on-trend neutral. ELISABETH YORK, 888-889-9886, elisabethyork.com

ABOVE

Fluff & Softness In Turkish Cotton Towels
Made with 100 percent long-staple cotton grown in the Aegean region of Turkey, these fluffy towels feature innovative yarns, constructions and designs. The technologies used to create them result in superior softness and absorbency. Even after repeated washings, the towels maintain their fluffy appearance and softness. They are available in a variety of designs, weights and colors. Veritas USA, 646-590-3894, theveritas.com