

Introducing White & Green The Mother-Daughter Eco-Friendly, Organic and Luxury Bedding and Homeware Brand



13TH June 2018, Founded by Interior Designer Sari Winkworth and her three daughters Rebecca, Danielle and Andrea, White & Green has fast become a leader in eco-friendly and organic cotton bedding. Born out of frustration for the lack of quality and affordable bedding available on the market, Sari and her three entrepreneurial daughters set to work on developing the world's softest bed sheets whilst using the highest quality and only eco-friendly materials.

Sari comments *“Bed Linen used to be of such a fine and durable quality that it would be passed down from generation to generation and now we struggle to get our sheets back to feeling fresh after a couple of washes. We decided to bring back quality bedding.”*

White & Green combine their classic and sophisticated designs with the finest handpicked cotton and master craftsmanship to create quality bedding that is made to last. Aware that the cotton industry is renowned for human rights abuses including slavery and child labour, the family made sure not to play a part in this cycle of poverty but instead to revolutionise it. They ensure there is never any child labour in their supply chain, that all staff are subject to safe working conditions, and that they are paid fair wages for fair work. In fact, their workers are paid the highest wages of all local textile factories. They receive pensions, medical insurance for their entire family, rent allowance and sponsored meals. Whilst upholding these standards, the brand is still able to produce much more affordable products than other luxury bedding brands.



The Winkworth's as a family merge a wealth of creativity and skills, which has enabled them to come together and create something very special by combining their cultural experiences. Aside from Sari's eye for interior design, Rebecca the eldest daughter, an award-winning Soprano who has toured with the likes of Riverdance & Celtic Women and performed to sell out audiences across the globe teamed with Dani's experience as an International Model fronting brand campaigns for the likes of DKNY and Swarovski put their artistic touch on the brand to help in developing its tone of voice. Similarly, Andrea brought invaluable experience to the venture after working for a leading events and luxury wedding planning production company liaising with the most sought-after venues and understanding the importance of first impressions and exquisite attention to detail.

By working with Fairtrade cotton farmers, the family business is dedicated to ensuring safe working conditions for all involved in the production of White & Green whilst also generating a premium for these Fairtrade communities. By using organic materials, the brand ensures that the quality of the bed linen lasts, and in fact the materials become even softer the more they are washed.

Dani advises *"The feeling of our bed sheets is like no other, and once you have one night sleep in them, you will never go back!"*



White & Green consists of a stunning collection of signature bedsheets, duvet sets, throws, bedspreads, and pillows including their new organic silk pillows. The beautiful site is also home to a lust worthy range of organic and Fairtrade towels, scarves and baby garments.

The full collection is available now from www.whiteandgreenhome.com and www.houseoffraser.co.uk

Ends.

For further information, imagery, interview time with the founders or samples please contact hannahs@hannahsaunderspr.com

Notes to Editor:**Stockists:**

Whiteandgreenhome.com / Houseoffraser.co.uk

About:

Family run luxury, organic and Fairtrade bedding and home wear brand.

Link to video on brand story:

<https://www.youtube.com/watch?v=6wN7ownh1Lg&feature=youtu.be>

Prices:

Duvet sets range from £105-£160

Throws range from £115-£150

Scarves £59.00

Towel sets from £49

Baby Range from £30 - £69

Why Organic Cotton?

- No Toxic Pesticides or Dyes
- Better Quality & Longer- Lasting
- Gets Softer with Every Wash
- Easy to Iron

Why Fairtrade Cotton?

- A Better Deal for Their Farmers
- Safe Working Conditions
- Never Any Child Labour
- Fairtrade Premiums for the Community

