



Avasa is a designer home furnishing brand with a focus on natural, sustainable, organic fabrics. Avasa evokes a feeling of comfort and style with rich fabrics and unique designs. We are passionate about giving our customers the finest in handcrafted, luxury, contemporary linens. Avasa offers a full line of products to outfit the entire home. From stylish accent cushions and curtains to complete bedding collections, Avasa is the new standard for casual luxury.

AVASA

Bedding 101

Your guide to designer bedding

What do I need?

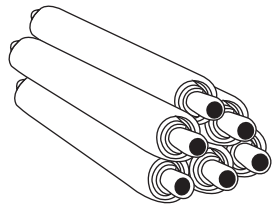
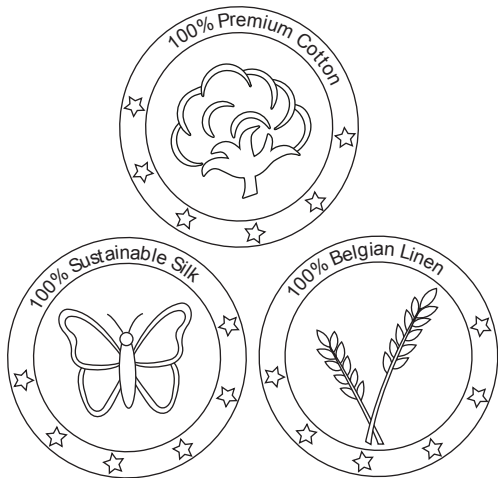
The Avasa duvet collections can stand alone making a statement or, you can build around them by adding sheet sets, quilts and decorative shams. The variety of design and color in our sheet sets coordinate with any duvet collection. Made from 100% cotton, they will add style and comfort to your bedroom. Our signature year round quilts in linen, linen blends, silk and velvets add a sophisticated touch to complete the look. Mix and match and create your own style from designs that we offer.

How many pillows will look good?

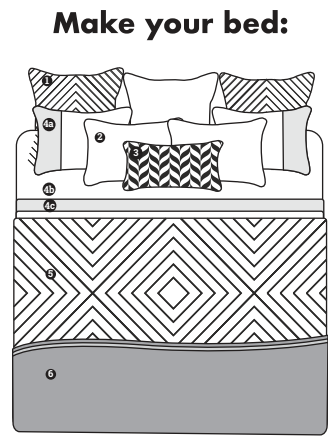
The pillows on the bed are always a personal choice. The essentials are the pillowcases for sleeping and the standards that coordinate with the duvet cover. The next step would be the Europeans or square euros placed at the back to lean against when reading. For a queen size, you might opt for 2 but for a fuller look, we recommend 3 across the back. Lastly are the decorative throw pillows and lumbar that finish the look by tying in all the colors and textures of any elegant bed.

What fabrics should I choose?

The Avasa collection uses only natural fabrics. Our duvet covers are crafted at the highest standards from the finest Belgian linen and crisp cotton percales. Our sheet sets are made from 100% cotton percale with textured and embellished highlights and cuffs. Our quilts are made from 100% cotton velvet or 100% silk, filled with a medium weight cotton batting for a softer feel.



- 1 Euro Sham**
A 26" x 26" square pillow sham. This decorative pillow cover can coordinate with the Avasa duvet cover and quilt collections. It is a good foundation for the back of the bed.
- 2 Duvet Standard Sham**
A standard sham is a 20"x26" standard size pillow. This is a decorative pillow cover that coordinates with the duvet cover collections.
- 3 Lumbar Sham**
A 12"x30" quilted pillow sham that is a perfect decorative element in front of all the pillows on a bed. This is shipped with a poly filled pillow insert.
- 4 Sheet Set**
This is a complete sheet set, including tied sheet, at sheet and pillowcases. White 220 thread count 100% cotton percale with a design detail on the border of the top sheet and cuff of the pillowcase. 4a: Pillowcase, 4b: Fitted Sheet, 4c: Flat Sheet.
- 5 Duvet Cover**
The duvet cover is used as a decorative cover for a duvet insert. It is constructed with a coconut button closure at the bottom and ties on the inside of the four corners to secure the duvet insert.
- 6 Quilt**
Avasa quilts are a perfect year-round weight and great layering pieces. Backed with a linen ax fabric which offers a contrast look and natural feel, the quilt is filled with 180 GSM 100% cotton filling.



Where should I start?

We are often asked where to start when designing the bedroom: the linens or the walls. We recommend you think of both. With the versatility of Avasa designs, we are sure you will find the special something in our collection to highlight your bed and make it the main feature in your bedroom. You can then decide if you want a pop of color with contrasting linens or if you prefer to coordinate with the walls for a more soothing look. Avasa offers both!

From the sheets to the quilt, we design our collections to provide a tailored bespoke look for each of our customers.

Each piece is available separately, so our customers can pick and choose from the range of styles to create their own personal bedding style.

*What does Avasa mean?
In the ancient language of Sanskrit, Avasa means where one rests their head.*

Cotton Linen: is a blend of cotton and linen with as much as a 50/50 blend. Usually, the warp or the length of the fabric is linen and the weft or the width of the fabric is cotton.

Percale: is a closely woven plain-weave fabric often used for home textiles. Percale has a thread count of about 200 or higher and is noticeably tighter than the standard weave used for bedsheets. It has medium weight, is firm and smooth with no gloss; it washes very well.

Organic Cotton: is cotton grown from non-genetically modified plants, that is, grown without the use of any synthetic agricultural chemicals such as fertilizers or pesticides. Its production also promotes and enhances biodiversity and biological cycles.

#casualuxury
#modernhome
#linen
#bedding
#avasahome

Linen: is a textile made from the fibers of the flax plant. Linen is very absorbent and textiles made of linen are valued for their exceptional coolness and freshness.

Silk: is a natural fiber, produced by silkworms to form their cocoons. The shimmering appearance of silk is due to the triangular prism-like structure of the silk fiber.

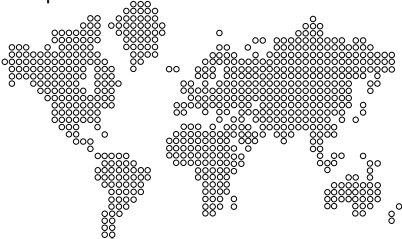
Velvet: is woven on a special loom that weaves two thicknesses of the material at the same time. The two pieces are then cut apart to create the raised fabric effect.

Knowing your thread count:

Over the years, the words Thread Count or TC have taken over as the reference point for good quality sheets. However, there is so much more to great sheets than just a number.

What does thread count mean and how does it matter?

The technical definition of a thread count is the number of threads woven into one square inch of fabric. So 220 thread count or 220 TC means there are 220 total threads woven into the fabric in a space about the size of a large coin. The higher the thread count, the more threads squeezed into that same space.



American Pima cotton is also a very high quality cotton fiber. Unfortunately, only a small supply of American cotton enters the textile business limiting its mass supply. Belgium and France produce some of the highest quality of linen fiber in the world. This linen is exported around the world to produce some of the nicest and softest linen fabrics. The delicate silk yarn is carefully harvested from a discarded silk worm cocoon. Most of the silk used comes from sustainable silk farms in India and China. The process is lengthy and time consuming, which is why silks remain a premium fabric for all textiles.

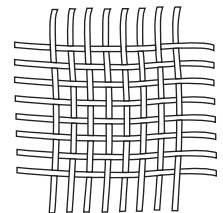
Avasa works with socially compliant companies that provide fair wages, practice sustainable sourcing processes, and are committed to a cleaner environment



Now, some believe that 1000 TC sheets must be better than 220 or 350 -- there's more thread in there, no?!? Our view is that sheets between 220TC and 350TC offer a much better handfeel, come out of the wash softer each time they are used and make your bed that cozy space you want to climb into every night. It will remind you of the heirloom linens of past generations.

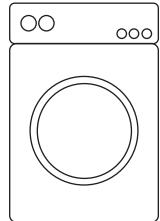
So... we suggest you sleep on softer and more breathable sheets from Avasa! Of course, we recognize that the final decision on what feels and looks best is always going to be a personal one.

*"We design, to redefine casual luxury for the modern home."
-Abi Sood
CEO and Creative Director*

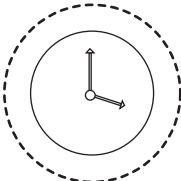


Washing your bedding:

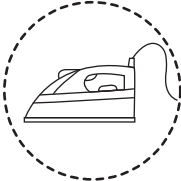
At Avasa, we understand how full life in today's world can be... so we have made all of our products machine washable. What could be easier than just throwing everything into a washing machine and dryer and then back on the bed?!? We recommend you wash your linens in cold or lukewarm water.



Use a mild detergent and please avoid detergents that contain bleach, ammonia or enzymes as they may cause discoloration.



We recommend that you remove the products from the dryer before everything is bone dry. You know your dryer best, so you are the best judge of when to pull the products out for the best results.



If the bedding is slightly damp, you can simply let the goods air-dry a bit before layering everything back on the bed or, if needed, use a light iron.

Beyond Thread Count:

Beyond thread count there are a couple of other points to consider when buying bedding.

Fiber content:

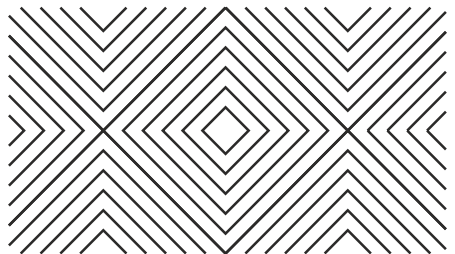
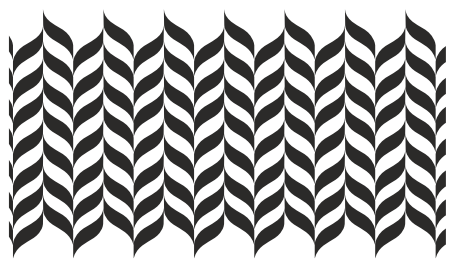
Avasa makes only 100% natural fabric based products. We do not carry any polyester or synthetic fibers. We do our best to source from socially compliant and sustainable fabric weavers and mills.

The raw material:

Indian and Egyptian cotton date back to the ancient civilizations in those parts of the world. Cotton is indigenous to both regions, which is why even today they produce some of the best cotton sheets and bedding products.

Design & Color:

Bedding is functional but also decorative. Each product creates a layer of softness between the mattress and you...that layering piece for extra warmth or just that layer of style of every bedroom. Each level of sophistication and design coordinates to complete a personal look for a very personal space.

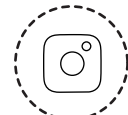


The weave:

The way in which fabric is woven also has a major impact on its feel. Percale is woven in a basic crisscross weave and has a thread count higher than 200. It tends to be crisper and cooler, like a classic button down shirt. Cotton Sateen fabric is made using a satin weave structure which gives the fabric a sheen and silkier feel. But that doesn't mean satin is better than percale. Each provides its own unique experience. (Avasa will launch our collection of 350 TC Cotton Sateen sheets for the fall market.)

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