



Heba Linens





A Legacy of Family & Excellence

In bustling Cairo, the story of Heba Linens unfolds—a legacy of love, passion, and fine embroidered linens. In 1986, Heba El Shafei embarked on an inspired quest to elevate the standards of home linens in Egypt.

With each stitch, Heba's devotion to perseverance and quality grew. By 1989, Heba Linens found a home in Cairo's Semiramis Intercontinental Hotel, reinforcing our brand's growing reputation for excellence. In 1995, we established our factory, becoming a hub for skilled artistry.

Today, Heba Linens stands as a beacon of excellence, supplying 100% Egyptian cotton linens worldwide. At its core is family—a vision passed on to Heba's daughter, entwining two generations in a shared passion. Having stepped into an active role, Heba's daughter is now a partner, driving Heba Linens with her mother.

As a family-owned and run business, we approach our work with warmth, inclusivity, and a sense of belonging. Our collective spirit is a celebration of every member of the Heba Linens family and their vital role in our brand's success.





Our Vision & Mission

Elevating sleep experience through quality and design.

Crafting luxurious Egyptian cotton bed linens for superior sleep and enhanced well-being while fostering a culture of respect for our employees, heritage, and environment.



Manufacturing Excellence

Get a glimpse into our manufacturing hub, where skilled artisans bring to life precision-crafted luxury linens.

CURRENT MANUFACTURING CAPACITY

With 22 embroidery machines boasting 189 embroidery heads and plenty of room to grow, our current facility operates at peak efficiency, producing an impressive 1,200 sets a month, totaling 5,000 pieces each month.

ARTISANS AT WORK

Our 150-strong workforce is not just a team; it's a family dedicated to upholding the legacy of Heba Linens. Every artisan, trained meticulously, contributes to the creation of linens that embody the essence of luxury.

GLOBAL PRESENCE, LOCAL CRAFTSMANSHIP

From our humble beginnings in a small workshop to becoming trusted partners of international hospitality chains like the Four Seasons and Intercontinental, our linens, crafted by expert Egyptian hands, have found homes in various corners of the world.

PRECISION AND PASSION UNITE

In our manufacturing space, precision and passion converge. Each piece undergoes diligent review under our specialised quality control department, ensuring that our linens not only meet but exceed the highest standards.





Sourcing Our Materials

We place a premium on responsible sourcing at Heba Linens. Our devotion to excellence extends to the very origins of our materials. We proudly collaborate with suppliers that carry certifications from OEKO-TEX, BCI, and the Egyptian Cotton Association, ensuring authenticity and quality. In our pursuit of excellence, we are also actively working on obtaining Egyptian cotton certification ourselves. The dyes we use are OEKO-TEX certified, reflecting our dedication to environmental sustainability and the well-being of our customers.

The Value of Egyptian Cotton

Long-staple 100% Egyptian cotton is the foundation of every piece we create at Heba Linens. Renowned worldwide, this scarce and highly coveted cotton variety stands as the gold standard of luxury bedding.



DURABILITY AND LONG LIFE

With its longer fibres, Egyptian cotton creates durable fabrics resistant to fraying, tearing, and wear, guaranteeing our linens maintain their quality and stand the test of time.

EXCEPTIONAL SOFTNESS AND COMFORT

Egyptian cotton naturally softens with use as its long fibres loosen and relax, ensuring that our pieces not only survive but also improve with time.

BREATHABILITY AND TEMPERATURE REGULATION

Beyond its velvety feel and durability, Egyptian cotton regulates temperature by allowing air circulation and preventing heat buildup, ensuring a comfortable night's sleep year-round.

BED, BATH & TABLE PRODUCTS



DUVET SETS



DUVET SETS



SHEET SETS



SHEET SETS



TOWELS SETS



GUEST TOWELS



BATH MATS



SLIPPERS



BATH ROBES



TRAY CLOTHS



TABLE CLOTHS



PLACE MAT SETS

KIDS & LOUNGEWEAR PRODUCTS



KIDS DUVET SETS



BABY SWADDLE TOWEL SETS



KIDS BATHROBES



KIDS BEACH PONCHOS



KIDS TOWEL SETS



BEACH TOWELS



GLASSES CASES



MAKEUP CASES



UNDERWEAR BAGS



ROBES



KAFTANS



POUCHES



What Inspires Us

Drawn from the rich tapestry of global art, culture, and heritage, every stitch on our precious Egyptian cotton fabrics is placed with care and intention by our family of expert artisans. The result? Pure, unmatched luxury.

FROM THE LAND OF THE PHAROS



INGRAINED IN OUR CULTURE



ELEGANCE OF ROYALTY



CONTEMPORARY COLLECTION



GARDENS OF NATURE





Tailored Luxury

Customization and White Label Solutions

TURNING DREAMS INTO REALITY

At Heba Linens, we excel in transforming your dreams into tangible, bespoke creations. Our customization services transcend the typical, enabling you to bring your distinctive vision to life. Whether it's selecting colours, patterns, and sizes, or incorporating branding elements, we specialise in curating every detail to meet your distinct requirements.

YOUR BRAND, OUR EXPERTISE: WHITE LABEL SOLUTIONS

For businesses looking to elevate their brand with premium linens, Heba Linens offers white-label solutions. Our expertise in crafting luxury linens seamlessly integrates with your brand identity. We work collaboratively to produce bespoke products under your label, ensuring the highest standards of craftsmanship.





MONOGRAMS & PERSONALIZATION

Beyond our curated collections, we offer custom embroidery, monograms, or special logos. This versatile service extends beyond traditional retail, catering to a spectrum of settings such as hotels, yachts, private jets, weddings, and events. Through our monogrammed products, we reinforce the prestige of exclusive luxury and enable you to provide personalised, premium experiences that resonate with your clientele.



Corporate Responsibility & Ethical Practices

We go beyond sustainability initiatives at Heba Linens, embracing a holistic approach to corporate responsibility and ethical practices, including environmental consciousness, community engagement, and prioritising the well-being of our employees.

ECO-FRIENDLY MATERIALS

We exclusively use 100% Egyptian cotton, which is durable, long-lasting, and less likely to be replaced. Should our products reach the end of their lifecycle, they will not permanently pollute our planet because cotton is biodegradable.

ENERGY EFFICIENCY

From conserving energy during breaks to exploring the transition to solar power, we consistently look for ways to improve our energy efficiency.





WATER CONSERVATION

To maximise water conservation, usage is restricted to bathrooms and kitchens, with reminders for responsible faucet use.

SUPPLY CHAIN RESPONSIBILITY

Our cotton and dyeing partners are certified to ensure transparency and responsible sourcing.

WASTE REDUCTION

We creatively repurpose scrap materials into small products like slippers and makeup cases, minimising waste and maximising resources.

PRODUCT PACKAGING

Actively seeking biodegradable packaging solutions is part of our ongoing commitment to reducing our environmental footprint.

CARBON FOOTPRINT

We plant trees around our facility to minimise our carbon footprint, maintaining a strong connection with nature.

EMPLOYEE WELL-BEING

We provide a safe and supportive work environment, ensuring fair wages, comprehensive benefits, and ample opportunities for professional development. We actively engage with our community through sewing training programs and provide sewing machines to allow for work flexibility.

EMPLOYEE RETENTION

As a family-owned and run business, we take pride in our open-door policy, fostering a workplace atmosphere characterised by warmth, inclusivity, and a strong sense of community. These values are reflected in our exceptional employee retention rate, a testament to the fulfilling work environment we cultivate at Heba Linens.

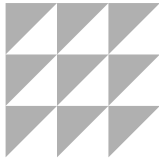


Exhibitions We Attended

heimtextil

MAISON&OBJET

DUBAI
INTERNATIONAL
BOAT SHOW



INDEX



Interior
Design
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Your gateway to interior & exterior design solutions

Our Valued Partners



FOUR SEASONS
Hotels and Resorts

INTERCONTINENTAL[®]
HOTELS & RESORTS



SOMABAY



Headquarters & Factory:

📍 Block 55, 2nd Industry Zone, 6th October, Egypt.

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🌐 www.hebalinens.com

📘 www.facebook.com/hebalinens

📷 www.instagram.com/hebalinenseg

Our Branches:

FOUR SEASONS (FIRST MALL)

35, Mourad street, Cairo, Egypt
2nd Floor, Shop Number 217.

CITY STARS MALL

Omar Ebn Elkhattab street, Cairo, Egypt
3rd Floor, Shop Number 349.

ZAMALEK

1st Floor, Degla Center, Hassan Sabry Street.

ARKAN

26th of July Corridor Elsheikh Zayed, Entrance B,
Building AZ, Shop304.

INTERCONTINENTAL HOTEL (SEMIRAMIS)

Cornish El Nile, Tahrir, Cairo, Egypt
Shop Number 5.