



## **New Nature-Inspired Brand AFFINA Launches Hospitality Division**

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Park Ridge, NJ — Nature-inspired brand AFFINA announces the launch of its hospitality division of eco-friendly fine linens available to interior designers, architects and purchasing managers at [affinahospitality.com](http://affinahospitality.com). Designed with high-end eco-conscious hotels, spas, b&b and wellness centers in mind, AFFINA Hospitality brings nature's authentic patterns inside for an enhanced guest experience.

AFFINA is a eco-friendly philosophy brand for home and hospitality based on wellness and living in closer affinity with Nature. AFFINA's timeless philosophy is based in ancient spiritual, philosophical and cultural paradigms; Ecopsychology, Sacred Geometry, Algorithms, Fractals, Organic Architecture, Japanese, Hindu, Native American and Hawaiian cultural beliefs and ancient Greek, Egyptian philosophies. Rooted in the rituals of bathing and rest, AFFINA Hospitality offers the spa and hospitality industry a new avenue to synergistically reinforce their core beliefs, add value and differentiate themselves through their unique natural setting.

"AFFINA is Nature's story" says AFFINA designer and founder, Mary Ellen Putignano."

Seaweaves,<sup>TM</sup> AFFINA Hospitality's premier collection is a tribute to the ocean drawing upon the seas' vast reservoirs for inspiration — energetic patterns from the ocean sculpted in 100% organic cotton towels and spa mitts. Honoring Mother Earth in the use of 100% organic materials and earth-friendly processes, AFFINA's towels are 100% organic and certified as free from more than 300 substances by the Oeko-Tex® Standard 100.\*

The premier collection consists of six patterns; Strigosa, Gloriamaris, Hexogonaria, Bednalli, Ventalina and Sand Ripple manufactured in Portugal, known for producing some of the finest quality textiles. The towels and mitts are 640 gram with a sculpted velour front and loop terry back and come in a mix of undyed natural white and a beautiful assortment of nature-inspired colors dyed with low-impact dyes.

With an archive of patterns and product designs from both sea and earth, AFFINA Hospitality offers bedding and bath towel programs customized to any natural environment on volume procurement projects. A coordinating collection of handcrafted, quality architectural contract glass manufactured in the United States by Skyline Design is also available. Skyline Design is the premier producer of sustainable architectural glass in North America. Six years in development, AFFINA plans to extend the brand into patterns from the earth, a full line of in-stock bedding, spa robes, slippers, bath accessories, rugs, contract fabric, yoga mats and more.

### **ABOUT AFFINA**

AFFINA is a eco-friendly philosophy brand for home and hospitality based on wellness and living in closer affinity with Nature. President Mary Ellen Putignano is the founder and designer of AFFINA and Surface LLC, AFFINA's parent company. An accomplished designer and consultant, Putignano has worked for thirty years in branding, strategy and design within both the retail and contract market for visionary companies, such as Crate and Barrel and Conrans. [surfacecreative.com](http://surfacecreative.com), [affinahospitality.com](http://affinahospitality.com), [affinashop.com](http://affinashop.com)

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\*Oeko-Tex Standard 100 is an independent, international textile testing and certification system, which ensures products are free of harmful chemicals.