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For Immediate Release

Romance in the bedroom... just in time for Valentine's Day

"When love is not madness, it is not love"

Wise and beautiful words that should perhaps be applied to our client "The Best Bed Linen in the World" who produce [bed linen](#) to fall in love with (and in) at prices which border on madness!

When better to think about [bed linen](#), and when better to think about bringing a little luxury and romance into the bedroom than on Valentine's Day?

www.thebestbedlinenintheworld.com is an exciting online proposition - selling the very finest [bed linen](#) sets and towels direct to the consumer – not just at Valentine's Day, but all year round!

Using only the finest materials and processes, The Best Bed Linen in the World was born from the success of its parent company, Trade Linens. This market leading linens supplier has been working with the top hotels of the world. The demands of Five Star hotels are such that only the very best cotton is selected, with the optimum thread count, using the very best finishing process - resulting in the "very best bed linen in the world". The linen has been rigorously tried and tested with the end result being gorgeous romantic sheets, pillow and duvet covers which look beautiful, feel sublime and last for years.

The Best Bed Linen in the World is now available direct to consumers who can experience the comfort of a 5-star hotel bedroom - every night!

Robert Lancaster-Gaye, Founder and Director of The Best Bed Linen in the World says, "*the bedroom is the most important room in the house. The bedroom is where we spend most of our personal moments, sleeping, reflecting, lounging or romancing! By selling direct from our factory to the consumer we pass on all the benefits of our 20 years experience of working with hotels, and the significant cost savings.*"

The new collection includes; [bed linen](#) (available up to super king size) with 400 thread count percale; using only the finest cotton yarns to ensure the softest and most comfortable night's sleep you've ever had! The towels are made from 100% Pure Combed Cotton, whilst the robes, (made from 100% cotton) are designed for pure indulgence. The gorgeous collection also features sumptuous duvets and pillows (Natural Pure Goose Down and Microfibre) that offer superb warmth and comfort and double-sided Bath Rugs perfect for creating a contemporary look.

www.thebestbedlinenintheworld.com Mail Order: 01442 842885

For additional images, information or interviews please contact Alaina or Marie at Simpler PR on 01494 793501 or email marie@simplerpr.com or alaina@simplerpr.com

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