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10 top tips for buying and caring for Best Linen

Founder and Director of www.bestbedlinenintheworld.com Robert Lancaster Gaye gives some expert advice when buying and caring for your [bed linen](#) to increase the longevity of bedding:

1. *Buy quality sheets. Don't buy anything too dense - for optimum comfort and care the maximum thread-count worth considering should be no higher than 600T. The ideal thread-count is 400T percale. A great tip is if you see a high thread-count always ask to make sure a fine single ply yarn is used.*
2. *Don't get too hung up on buying Egyptian Cotton. The Egyptian Cotton "brand" is heavily marketed and the reality is that high quality, long staple cotton is made all over the world, the top five cotton producing countries are actually China, USA, India, Pakistan and Brazil. Much so called Egyptian Cotton is actually imported from these countries to meet demand.*
3. *Wash your linen before use. The cloth has come straight from the finishing process and so will retain a slight odour and sheen. One wash will remove this. From there on we recommend washing at 60° with a little mild detergent but avoid using fabric softener.*
4. *Well finished cotton will shrink around 3% after the first wash and then never again. Reputable companies allow for this and the sizes given are after the estimated shrinking of the first wash.*
5. *Take sheets out of the dryer before completely dry. This will help avoid wrinkles.*
6. *Don't feel you have to buy polyester for crease free bedding. Polyester can be quite uncomfortable to sleep under and hot in the summer. If a high quality cotton yarn is used and it is finished properly, 100% Cotton bed linen shouldn't crease that much and any lines should fall out after a few hours use.*
7. *Avoid wringing your sheets as this will have an adverse affect on their appearance. If you want to use an iron for a clean, crisper look, iron the sheets whilst they are still slightly damp.*
8. *Don't use bleach unless necessary as it causes the fabric to weaken and break down much faster.*
9. *If you find sheets you like, buy multiple sets. Neutral colours are always a good option as they won't date. White will still be fresh and current even in 20 years.*
10. *The best way to make your bed sheets last longer is to rotate your sets between washes.*

Using only the finest materials and processes, [The Best Bed Linen in the World](#) has been working with the top hotels of the world, including The Goring, The Dorchester, Landmark and the W Hotel (The Maldives) for over 20 years.

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 sheets, pillow and duvet covers which look beautiful, feel sublime and last for years.

www.thebestbedlinenintheworld.com Mail Order: 01442 842885

Image attached: Plain White 400T Bed Linen Set – prices from £144 (double), Limited Edition Luxury Polka Dot White Bed Linen Set – from £172 (King Size) and Limited Edition Luxury Wave White Bed Linen Set – from £172 (King Size)

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