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For Immediate Release

“The highs & lows of summer”

‘Ditch the Duvet’ this summer with [luxury bed linen](#) from The Best Bed Linen in the World

As temperatures ‘hot-up’ in the UK, the nation is quick to make the most of the summery days. However, with glorious days of sunshine, come muggy, uncomfortable nights... To keep cool and comfortable during humid mid-summer nights Europeans tend to only sleep in [bed sheets](#) – and with a welcome heat wave upon us, perhaps it’s time for us Brits to try a bit of Euro-style this summer and ‘ditch the duvet’!? The Best Bed Linen in the World has the ultimate soft and sumptuous [bed linen](#) for ‘first-timers’ to trial this continental technique...

Its sumptuous new range of [luxury bed linen](#) is of the purest white. Guaranteed to brighten the bedroom with a refreshed summery feel, its sublime [bed linen](#) is available up to super king size with 400 thread count percale; the finer yarn allows the fabric to breathe. The gorgeous [white bed linen](#) is incredibly soft to the touch due to the quality of the finishing process. A summer duvet is usually 4.5 TOG, however, a duvet cover is an additional 2 TOG; consequently, the warmth received from a summer duvet is actually 6.5 TOG.

On warm nights, sleeping in a duvet cover alone delivers unbroken sleep, leaving you feeling well-rested and refreshed after a comfortable and cool night’s sleep.

This fast growing and celebrated supplier uses only the finest materials and processes. The Best Bed Linen in the World has worked with the top five-star hotels in the UK and globally for over 20 years; including The Goring, The Dorchester and The Landmark.

The new collection also includes limited edition Luxury Polka Dot White Bed Linen and Luxury Wave White Bed Linen, hotel-quality feather duvets and synthetic duvets; plush pillows with a beautiful 100% cotton percale cover; luxury white bathrobes, towels and bath rugs.

For a Euro-chic look in the bedroom this summer, visit www.thebestbedlinenintheworld.com for the most comfortable night’s sleep...even on the hottest nights – so give it a try, “ditch the duvet”.....



www.thebestbedlinenintheworld.com Mail Order: 01442 842885

Image attached: Plain White 400T Bed Linen Set, Satin Stripe White Bed Linen Set – prices from £144 (double)
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