

August 2011

“Ei-der Warmest Duvet Ever!”

Eider down duvet for winter from [The Best Bed Linen in the World](#)

Summer temperatures were disappointing in the UK this year and the dropping temperatures are set to continue this winter... Expert meteorologists have predicted yet another year of well below average temperatures for winter 2011. With widespread heavy snowfall predicted in the first couple of months of winter, this could result in the fourth bad winter in succession for the UK, and should prove to be the worst of them all...and to top it all, energy bills are soaring!

However, there's a radiant light at the end of the tunnel! The Best Bed Linen in the World has created the ultimate duvet to keep you toasty warm without having to keep the heating on all night long, or feeling weighed down under a heavy duvet...

Manufactured in Germany and filled with 100% pure Eider Down, the brand new duvet - aptly named, "The Warmest Duvet in the World" – has astounding thermal insulation; irrefutably perfect for these extraordinary sub zero temperatures. It is incredibly light but undeniably cosy; providing warmth without the weight.

The winters of 2009 and 2010 have been the coldest in a very long time... Since 1963 some are saying, when the UK experienced a massive drop in temperatures. The Met Office tell us that it was 2°C colder this winter than is normal from 1971 – 2000. There are debates over whether keeping the heating on low constantly or turning the heating on and off is more cost effective... But perhaps we should panic less about that and try to conserve heat in other ways, multiple jumpers, thermal underwear or perhaps even investing in the warmest duvet in the world!

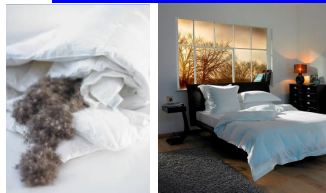
The eider is a large, arctic duck, which has been protected by law in Iceland for over a century. Every spring it returns ashore from its habitat, the North Atlantic ocean, makes a nest and sheds 17 gram of precious, very light down. Gathered in an environmentally friendly way and specially cleaned using *secret* technology which leaves Icelandic eiderdown without contest in quality.

Due to its astonishing heat retention, a very small quantity of this down is required to achieve a far more satisfying result than a duvet stuffed full of feathers. Delivering "warmth without weight", The Best Bed Linen in the World's eider down duvet is cased with super soft 100% Cotton Down-Proof cambric; finished to the highest level to prevent even a single fibre of down escaping.

With sizes from Single to Super King and weighing from just 690g, this unrivalled 'winter warmer' will become a family heirloom, costing £7,550 (for Super King)... 'Duvet Days' will never be the same again!

Using 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 Dorchester, The Grove and The Goring. Its sublime collection also includes its gorgeous new range of luxury [bed linen](#), hotel-quality duvets and pillows, and bath rugs – all of the purest white.

Available online or by mail order at www.thebestbedlinenintheworld.com



www.thebestbedlinenintheworld.com Mail Order: 01442 842885

Image attached: The Warmest Duvet in the World (up to £7,550) and Duvet Lifestyle
For additional images, information or interviews please contact Alaina or Marie at Simpler PR Ltd.
on 01494 793501 or email marie@simplerpr.com or alaina@simplerpr.com