

# SINGAPORE TALKER HOMES

*Living . Luxurious*

**EFFORTLESS  
GRACE** SENSUAL SPACES  
CREATED BY MERGING  
THE INDOORS AND OUT

**OKI SATO:  
SIMPLE  
SOLUTIONS**

COMBI-STEAM  
OVENS

**10 WAYS TO GO  
SCANDI-CHIC**



# BEDDING

*Find out why homeowners should avoid selecting  
bedlinen based on thread count alone and other  
things to look for in a luscious spread*

# DOWN





**W**hen it comes to sleeping essentials, the choice of bedlinen has always been an often-overlooked aspect of a well-

designed bedroom. Priority usually goes to selection of the right mattress and pillow. While these elements are important in creating the right conditions for a restful sleep, they are also the key items separated from the user by the bedlinen. Using a poorly produced bedlinen can result in compromising the experience provided by your mattress and pillow as well as affecting the quality of your rest.

Many homeowners investing in premium bedlinen may think that a high thread count equates to better quality. However, a check with bedding industry professionals revealed the truth: thread count, which refers to the number of threads woven into one square inch of fabric, isn't the be-all and end-all when it comes to determining the quality of your bedlinen.



#### COUNT IT OUT

"Most people think that the higher the thread count, the smoother and softer their bed sheets will be. I tell customers to not only look at the indicated thread count, but to actually feel and touch the fabric to decide whether or not it is suitable for them," explains Wong Liangyuan, Marketing Manager of Haven Lifestyle, which distributes bed and bath brands such as Bassetti, DKNY, Escada and Zucchi in Singapore, Malaysia and Indonesia.

"Take for example our Italian brands Zucchi and Bassetti. The Zucchi Group is one of Italy's oldest and most well-known textile companies famed for their expertise in fabric weaving, dyeing and printing. They have perfected the art of creating what I would consider the softest printed bedsheets in the market. Yet, even though their sheets are of such excellent quality, they do not indicate the thread count. We don't buy cotton clothes based purely on thread count, and neither should we do the same for bedsheets," adds Wong.

Dale Hellyer, Digital Marketing Manager at Australian firm Linen House, concurs. "(Thread count) is a label used to up-sell expensive sheets, and consumers have been led to believe that a higher thread count means better quality fabric," he says. "The truth is that thread count is not the main indicator of the quality of fabric, rather a description of how the fabric should feel, and an indication of how tightly the fabric has been woven. Quite often, a sheet set made from a better quality fiber with a lower thread count will feel softer and be of a better quality than a lesser fabric with a higher thread count." Linen House distributes brands like Alex Perry, Deco, Designers Guild, Marie Claire and their own in-house line.

#### OPPOSITE PAGE

The vibrant colours from the Alex Perry Kheste collection

#### TOP TO BOTTOM

Missoni Home's Rudolph range; Zucchi range by Haven Lifestyle

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