



Breathe. Air Cloud sheets are made from a blend of premium cottons.

Lighter Than Air

Amrapur's new sheet collection blends ELS cottons

Amrapur Overseas is raising the bar with its new Air Cloud sheet collection, which it says creates the illusion of air drifting across one's skin.

The collection is made from a blend of extra-long staple cottons the company calls Suvin: Sujata cotton from India and a Sea Island cotton variety called Vincent, also from India.

"This is a higher-end sheet set, as far as quality, and will give consumers the feel they want in a sheet," said Kevin Wadhvani, ceo. "The retail on this set for a queen size will be approximately \$249, depending on the retail platform."

Suvin has a longer staple than other ELS cottons at 38+ mm, with an intensely soft hand. The weave mimics fine men's shirting material, according to the company. Amrapur is offering the program in 350-count with a decorative hem treatment.

The company has other introductions on the table for sheets as well during New York Home Fashions Market. Its primary sheet programs focus on cotton and CVC cotton blends in all thread counts from 350-count up to 1,500-count.

"We have developed samples in as high as a 2,000 thread count that will be available this market as well," said Dawn Rochelle Fields, vp of design and product development.

Amrapur is also introducing a full line of percale sheets in cotton, including a washed percale. "Percale is a weave that was once coveted," noted Wadhvani. "It signified that the sheets were well made and good quality and in most cases, all cotton. Percale is experiencing a resurgence this year."

Following up on the introduction of its washed linen/ cotton blend at spring market, Amrapur is adding more sheet sets and embellished duvet covers in the fabrication. **H&TT**