

# AVA INNES

Sleeping Under Cashmere





## SLEEPING UNDER CASHMERE

The search for sustainable luxury is shared by many of us. It is a quest that lies at the heart of Ava Innes and is woven into every layer of our beautiful range of bedding.

**Sleeping under cashmere feels as good as it sounds, in every way.**

At Ava Innes, luxury is defined by the quality and sustainability of the natural materials we use and the relationships we forge with our suppliers and customers alike. Every exquisite inch of your perfectly layered cashmere bedding starts and ends with the integrity of nature. Every detail has been considered, so you can enjoy peace of mind, as well as peaceful sleep.



## THE NATURALLY WEIGHTED CHOICE

### “I love sleeping under cashmere”

Choose Ava Innes cashmere duvets as the natural alternative to feathers or synthetic bedding. Filled with the perfect blend of cashmere and a touch of alpaca or wool, our duvets offer the ultimate balance of warmth, weight and breathability.

### “The duvet kept a regular temperature”

Researchers have recognised that sleeping under a slightly heavier duvet helps ensure a deeper, uninterrupted sleep. Rest assured, your Ava Innes duvet is naturally weighted and applies gently soothing pressure, comfortably cocooning you as you sleep.

### “I felt cocooned and in heaven”

Our cashmere blend, encased in organic cotton keeps you snug whilst also regulating the temperature around you. Its natural anti-bacterial properties make it ideal for your bed.

### “I fell into a deeper sleep”



A GOOD NIGHTS SLEEP

## Enjoy peace of mind as well as a peaceful sleep

By choosing Ava Innes, you are ensuring a good night's sleep for yourself and you're supporting our local home grown textile industry. Each duvet is created in Scotland and crafted in the Yorkshire Pennines, using our own special cashmere and a touch of British alpaca or lambswool.



Ava Innes believes in a circular economy approach to help prolong the life of all the materials we use and also to minimise our environmental impact. This encompasses the careful sourcing and transportation of the finest natural materials and our unique manufacturing process. It also extends to our recyclable packaging and, wherever possible, end-of-use product policy.

For the outer casing, we choose to use certified organic 100% cotton. All Ava Innes products have been tested and achieve British Standard BS 1425 - Cleanliness of Filling and Stuffing.



CASHMERE, ALPACA AND WOOL

## A dream combination

Ava Innes bedding starts with cashmere, one of the most revered fibres known to humankind. Yet only 30% of the fleece clipped from the cashmere goat is used in traditional textile products. The longer-haired fibre which protects the soft undercoat is usually discarded or used for industrial purposes. At Ava Innes, we recognise the value of its luxurious warmth and naturally weighted comfort. It is ideal for our bedding, especially when complimented with the naturally soft, durable and hypoallergenic fibres of alpaca or wool.

The key secret to the Ava Innes approach is this unique blend of the finest natural fibres and the gentle layering process we use to make our bedding.

Our signature range consists of duvets in three weights covering all seasons:



LIGHT  
SUMMER



YEAR  
ROUND



HEAVY  
WINTER

Available in:

SINGLE, DOUBLE, KING, SUPER KING

Bespoke:

KING +SINGLE, SUPER KING +SINGLE



AVA INNES

## Natural integrity rooted in Scotland

Ava Innes is based in Elgin, home of Scotland's renowned cashmere industry. We take great pride in honouring this traditional craft, as we champion a fresh ethical perspective within the industry.

Over time, our experienced textile team, in partnership with carefully selected partners, have developed and perfected the unique filling used in Ava Innes bedding.



We believe in a circular economy, finding resourceful ways to use and extend the life of our materials and give back to people and the planet. As we source our raw cashmere fibre from Afghanistan, we donate 10% of our profits to Afghanaid to support essential life skills training for the women in the region.

With Ava Innes, you buy direct and we deliver in every way.

CHOOSE TO SLEEP UNDER CASHMERE

## So much more than a good nights sleep

Visit our website to find out more and to see our full range of cashmere bedding, including sizes and prices.

We want to hear from you and encourage you to share your cashmere sleep story. There are rewards and offers available for you, your family and friends.



avainnescashmerebedding