

HEIRLOOMS FINE LINENS

Providing linens of lasting beauty since 1984

Rooted in the English countryside, Heirlooms is a family-run British manufacturer of fine bed, table and bathroom linens, which it supplies to high-end interior designers, superyacht builders, executive jet manufacturers, property developers and boutique hotels. Its private clients across five continents include more than one royal household.

Established in 1984 to provide linens of lasting beauty, Heirlooms today works with leading Italian weavers and the highest grades of cotton, producing exceptional fabrics, right up to an unbelievably luxuriant and silky 1,000-thread-count Giza cotton sateen. Highly skilled designers, cutters, machinists and embroiderers craft the linens at the West Sussex workshops – true to the company's founding principles of combining the finest materials with traditional British craftsmanship.

'We've always believed that, even with today's technology, there is no substitute for craftsmen's hands, eyes and instinct,' says Managing Director, Ruth Douglas. 'They have a deep love and understanding of how materials work together, and they measure, cut, stitch and check every item, ensuring the highest standards of accuracy, workmanship and durability. It's this human touch that makes our linens as individual as the people we create them for.'

As the only linen company with Royal Warrants to both HM The Queen and HRH The Prince of Wales, Heirlooms is proud of its British heritage. Thanks to Prince Charles, warrant holders have been guided in integrating environmentally responsible principles into everyday working environments.

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CLOCKWISE FROM LEFT: Sahara scatter cushions; Provence fine bed linen; luxury cashmere throws



Heirlooms' relationships with clients are based on the premise that no two projects are the same. Even the most extravagant superyacht, residence or jet is highly personal. 'Some clients present complete designs and colour schemes; others bring their ideas and leave the details to us. It is this flexibility that make us unique,' says Senior Sales Manager, Eva Luc. 'Our beautiful linens, handmade to the client's exact requirements, allow builders and owners to realise their dreams, down to the last detail.'

All successful brands know that it takes years of dedication, determination and the constant pursuit of excellence to develop a world-class brand. Heirlooms' confidence has been boosted by its growing client base, praising its impeccable quality, efficiency and open, friendly understanding. For these clients, quality and excellence are worth investing

in, despite the easy availability of lesser materials on the high street and a prevailing 'buy-now-discard-later' attitude.

Adapting to the parallel demand for ready-made linens, Heirlooms has created a 'home collection' of its most popular fabrics in core styles, manufactured with tailor-made precision. The past three years have seen investment in manufacturing to facilitate this, with new state-of-the-art cutting equipment, specialist embroidery machines and more skilled artisans employed to meet the growing demand.

If you're lucky enough to be an Heirlooms customer, you will discover that its commitment doesn't end with your initial purchase. The company keeps detailed records and templates, so designs and materials can be matched years later. So if you're in need of extras, replacements or a whole new look, you know where to find a dedicated and passionate team.

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