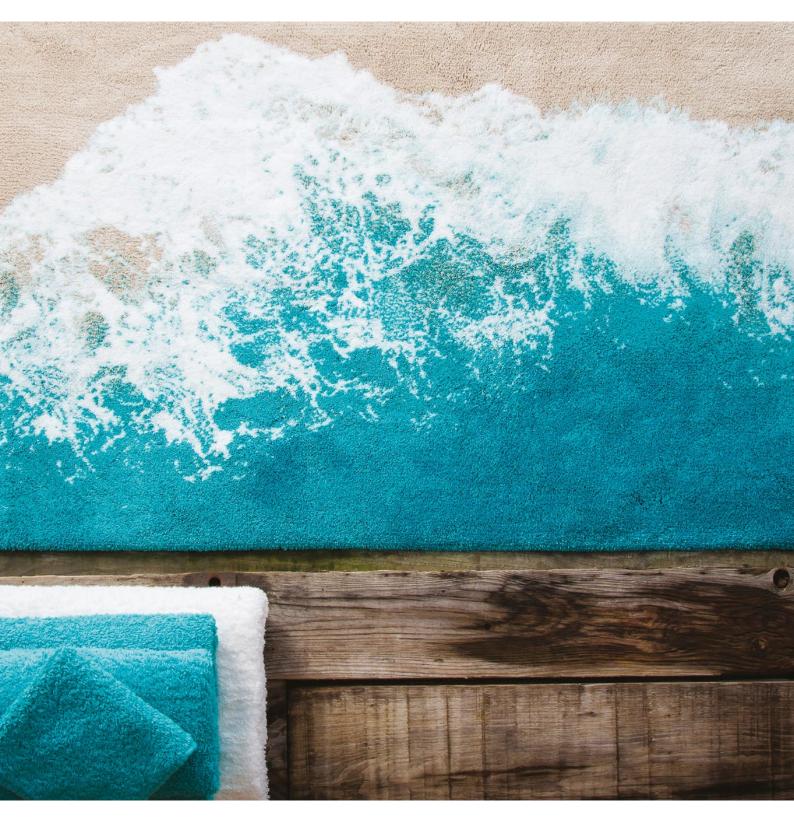
# Abyss Habidecor



# A Home Base in **PORTUGAL**

In a location up high, between beaches and vineyards, in the center of Portugal, lies the city of Viseu. This is the home to the Abyss & Habidecor units.

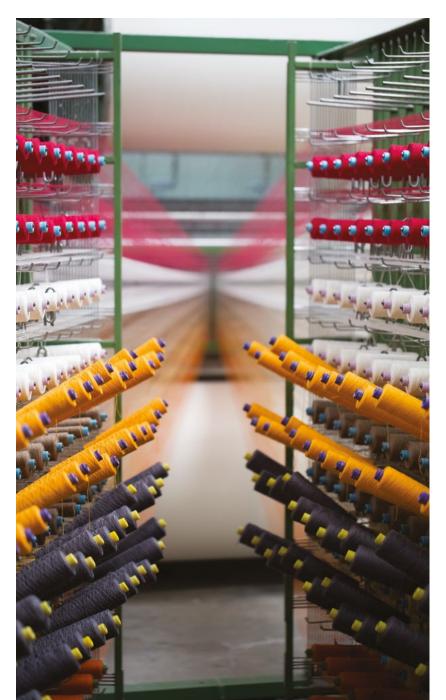
The whole Abyss & Habidecor team has devoted their expertise to the bath linens, with a craft steeped in tradition.



# A **GENUINE** Philosophy

«Being imaginative. Satisfying and listening to customers. Dreaming and making others dream »

That is the very essence of Abyss & Habidecor. It is a philosophy that elegantly combines the requirements of a high-quality craft and the beauty of products, fostering a spirit of harmony.





# **INTERNATIONAL** Delegations





### A&H



#### is an exclusive towel company.

Egyptian Cotton Giza - ELS (Extra Long Staple) is used to produce Abyss towels and bathrobes. It is considered the best cotton in the world. Cultivated on the banks of the Nile, the cotton is picked by hand, the fiber is twisted and treated to create a yarn of exceptional quality, creating Abyss towels and bathrobes which are soft, durable and absorbent.



#### is an exclusive rug company.

Egyptian Cotton Giza - (Long Staple) is used for the production of Habidecor bath rugs; it's known for its length, fineness and exceptional quality. During production, the yarn is combed and passes through the operation spinner that removes short fibers, selecting only the best to create Habidecor rugs - elegant and durable.

### The Most Precious **FIBERS**



### EGYPTIAN COTTON

Creating the "best" towel begins with the selection of the cotton. A&H weaves only the finest Egyptian combed cotton called Giza ELS (Extra Long Staple 37mm) - the most exclusive cotton. This cotton is generally considered to provide the finest quality yarn for textiles, with resistance, low pilling and excellent absorption.

### **BELGIAN LINEN**

Linen is woven from the fibers produced by the flax plant. The term "linen" cannot be applied to any other kind of fiber except that of natural flax.

A&H exclusively uses Belgian Linen labeled by the 'Masters of Linen'. Linen, an exclusive fiber which is exceptionally pleasant to use and has the great qualities of being sturdy, hypoallergenic and antistatic.

### SILK

Silk is considered the most luxurious fiber in textile world. Soft and elegant, it adds a touch of luxury to your bathroom.

## The **BEST COTTON** in the World

We employ cotton with extra long, smooth fibers, making a more uniform, resistant and smoother thread when twisted.

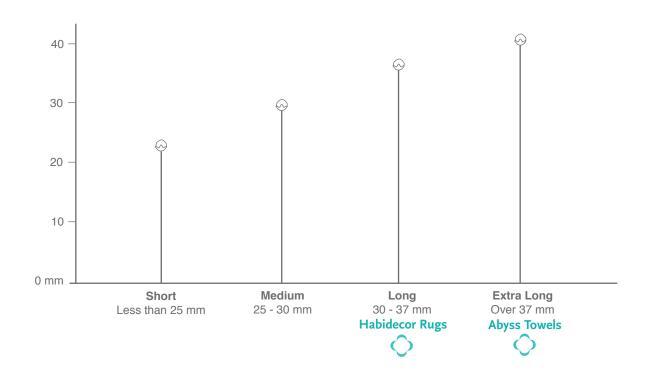
Cotton is produced in several locations around the world; requiring a long growth period, heat, moderate rain and slightly heavy soil.

The cotton used for Abyss Towels is **GIZA Extra Long Staple (ELS)** and for Habidecor Rugs is **GIZA Long Staple (LS)**; both cultivated in the Egyptian town of Giza along the Nile river. Both are still handpicked to respect the delicacy of the cotton flower.

Only 3% of the whole cotton production of Egypt is Extra Long Staple. Specific growth conditions will determine the quality of the fiber.

### The length of the fiber is directly proportional to its resistance and quality. The cotton yarn made from these exceptional Extra Long Staples and Long Staple will show exceptional strength, quality, and softness, resulting in textiles that are durable, easy to care for, and soft to the touch.





#### The cotton fibers we use are **Carded**, **Combed and Twisted.**

The **Carding** process opens the fiber further, eliminates impurities, and **20%** of short fibers, while aligning them in a parallel manner. The result is a stronger yarn and less pilling.

By **Combing** the cotton fibers after the carding process, shorter fibres that remain are removed.

These two processes result in a stronger yarn and less pilling during the use of the fabrics - great durability.

The cotton fiber then goes through the main spinning process: the fibers are **Twisted** and turned into a yarn. Once the cotton yarn is produced, this single yarn is **doubled to add strength**.

The art of spinning is quite complicated. Over the years, Abyss has developed great relationships with the greatest spinners in the world in order to guarantee the best yarns.

**Carded Fibres** 

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- Less 20% of Short Fibers - Stronger Yarn / Less Pilling



# All about **QUALITY**

Abyss & Habidecor is devoted to delivering excellence to each client. Combining quality and craftmanship, with an eye for detail in each step of the production.

### · Why are Abyss & Habidecor towels so different?

Abyss uses, in all towels, Extra Long Staple cotton. This is exceptional in the world of textile.

Extra Long Staples are prestigious and rare: the 'truffle' of textiles - not easy to find.

#### · Why are our towels more absorbent?

As the fibers are very fine, the micronaire is low, the number of fibers in one thread is high. So the surface for absorption is greater.

### • Why are our towels more durable?

Durability is achieved through the quality of the finest 100% Giza Egyptian cotton Extra Long Staple, and pure linen. All Abyss & Habidecor towels are pre-washed and pre-shrunk. Abyss & Habidecor products, with proper care, will last a very long time.

### $\cdot$ Why is there less pilling on Abyss & Habidecor towels?

We work exclusively with Extra Long Staple fibers after the Combing process, which significantly reduces the possibility of pilling.

### · Why is the moniker "Haute Couture" attached to our name?

It is naturally, the exceptional quality of the materials we use. In addition it is our exacting and consistent quality standards. Besides that, our "Bespoke" program is second to none. The ability to create custom colors, sizes and finishings are available. Our monogram embroidery program is a flourish that is the quintessential "cherry on the cake".



### Quality **CONTROL**

Abyss & Habidecor controls the quality of all its products. We only produce with high quality egyptian cotton from Giza. In bath towels and robes is ELS - extra long staple fibers and in bath rugs LS - Long staple fibers. To be sure the yarns we receive are the best quality, we randomly test yarns from each shipment. The yarn is sent to an independent Portuguese Textile Laboratory (Citeve).

In order to monitor the quality of our products, A&H carries out different quality controls during all stages of the production - in terms of colour, pilling, weigh, finishing and absorption - to ensure our clients are receiving only the best.

We only select and use dyes that have excellent wash, colour and light fast properties. The final step in our production process is a rigorous series of quality control tests that every dye lot must pass.

We pull one towel from the dye lot and proceed with the following tests:



First, we compare the touch and the colour and of the towel with our master towel.



Third, we test the pilling of the towel: with a wet hand we rub the towel, and check if there are any fibers on our hands.



Second, we test the water absorption of the towel.



Fourth, we immerse the towel in a bath of water to check the absorbency, and if there is any discharge of colorant.

# Each piece is **UNIQUE**









### FINISHING

Little things make a difference.

Artisanal production methods are synonymous with the Abyss & Habidecor brand. Every product is finished beautifully down to the smallest detail, the end result being exquisite towels and rugs.

# A World of $\ensuremath{\mathsf{COLOURS}}$



A&H literally sets the tone. Beautiful colours inspired by voyages and observations of nature are the end result of a collaboration between science and art.

Choose from our cornucopia of fantastic hues that reflect: deep red as poppies; intense blue as the great atlantic; surprising yellow as fresh lemon; gentle green as the waving grasses on the majestic hills; pure white as snow...

### PIECE-DYED

The piece dying process is used to provide uniform colours. The bias trim, label and terry have the exact same colour; resulting in a more elegant and unique look.

#### YARN-DYED

The yarn is dyed before using it to make a towel or rug; creating an opportunity to weave patterns in several colors.

#### **PRE-WASHED**

Our products are pre-shrunk and pre-wash to guarantee they maintain their size. As a matter of fact, fading is virtually non existent.



# All about **ECOLOGY**



The Oeko-Tex label shows our commitment to invest in the ecology by using biological water treatment and biodegradable products. Moreover, the production process endeavours to exemplify respect for our environment.



Tested for harmful substances. www.oeko-tex.com/standard100



# **CREATIVE** and Beautiful



The creative force behind Abyss & Habidecor are our designers Mia Deknudt and Axel Huguet; they explore the trends of the world by travel. From their home base in Belgium the dynamic duo alternates travel yearly from the East to the West. These modern day soothsayers have an uncanny ability to anticipate and execute designs that are on point with current interior home fashions.

They together, with our technical team are "the secret sauce" that separates us from all others.



# **A&H** in the world



A&H exports to more than 61 countries spread across 6 continents.



# **A&H** in the world

















GENEVE

ALYSS & HABIDECOR

BRUSSELS





ТОКҮО





MIAMI



NEW YORK





MUNICH

SAN FRANCISCO



MOSCOW



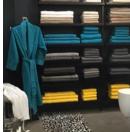
LISBON



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HONG KONG



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### Some of our global Partners



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## Care **INSTRUCTIONS**

### **Preliminary instructions:**

• Wash the linens separately from other products and avoid clothes with buttons or zippers that may damage the towels.

- Separate whites from colours and dark products.
- Use mild liquid soaps.

• Take care with beauty products that may contain harmful agents. All of our products are pre-washed to prevent them from shrinking.

• If a thread is pulled in the towels, carefully cut it level with the loops using scissors.

### Washing

- Do not overload the washing machine.
- Do not use detergents containing whitening agents, they may alter or fade colours.

### Drying

- It is important to use a tumble dryer to restore the volume and springiness of the towels.
- During the first few washes, rugs and towels naturally lose some fibers, and it is necessary to properly clean the tumble dryer's filter.











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