

## Our Homeland **PORTUGAL**

Celso de Lemos bed linens are woven by **talented artisans in the heart of Portugal**.

Featuring the finest natural materials, the most meticulous craftsmanship, lush color shades, and subtle style.

The collection is **inspired by the beauty of the nature** which surrounds us.

**Made in Portugal**, the homeland of Celso de Lemos, where knowledge from the past meets with modernism; an endless quest to perfection, with unlimited possibilities.

Portugal is the center piece of this noble textile production, where from we produced, stored and distributed all of our materials.





## HANDWORK

The Celso de Lemos team consists of a fantastic group of positive and enthusiastic **artisans and specialists**. On a daily basis this expert group applies their **handicraft** and talent in the production of the finest weaves. Thanks to this solid and motivated **Portuguese team**, and inspired by the talent of young stylists, the Celso de Lemos collection represents originality, durability and quality.

By their daily efforts and team work, the Celso de Lemos linens are innovative and inviting they indulge **“the art of living”**. Everything starts with a desire for commitment.  
The desire to share the creation of exclusive bed linens.  
The excellency, brought by Celso de Lemos, is ever lasting.

In our quest to combine purity and quality, we select our fibers with great care.  
We use **Asian silk**, **Mongolian cashmere** and **Belgian linen** to obtain the most noble fabrics.  
Our cotton is the rare and exclusive **Giza Egyptian Cotton Extra Long Staple**, famous for its extra long fibers and exceptional characteristics.





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

Woven from the highest quality of cotton, Celso de Lemos produces home textiles of **unparalleled quality** that have come to embody **luxury, comfort and creativity** around the globe.

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

**The result are textiles that are durable, easy to care for and soft to touch.**

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

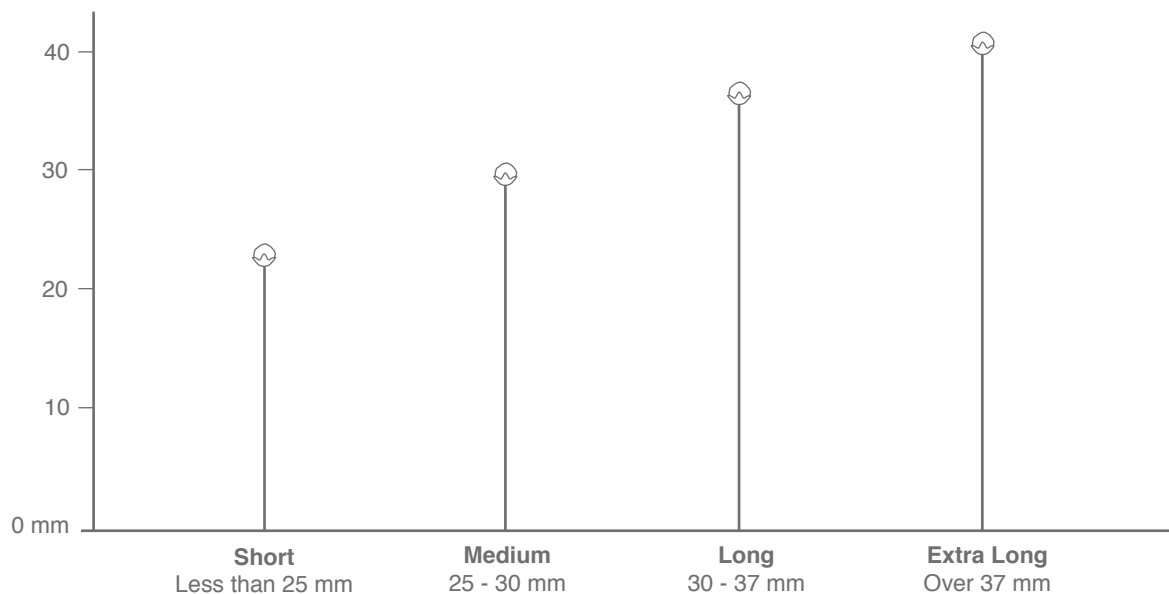
The cotton used for our Celso de Lemos collection is **Giza Egyptian Cotton Extra Long Staple**.

**The length of the fiber is directly proportional to its resilience and quality.**

These cottons are still handpicked with respect the delicacy of the cotton flower. These flowers are rare and exceptional in the world of textile.

Only 3% of the entire cotton production of Egypt qualifies as Extra Long Stapled.

The cotton made from these exceptional Extra Long Staples (ELS) will show **exceptional strength, quality and softness**.



The length of the fibre is directly proportional to its resilience and quality



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

Besides having exceptional length, Celso de Lemos cottons are extra fine - **3MIC** of thickness. Measured in “Micronaire”, which is a measure of the air permeability of compressed cotton fibers, it is used as an indication of the **maturity and exquisiteness of the fiber**.

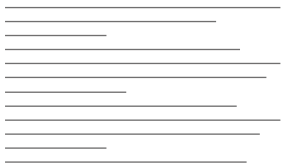
**Brightness and resiliency of our cotton fibers are of a superior level.**

Before we use these final yarns to craft the finest linens for you, we are busy ensuring that Celso de Lemos proposes the most noble cotton, processed to the highest standards, and in the finest way with the following preparatory processes:

**Carding, Combing, Compacting and Gassing.**

These processes avoid pilling, allowing the production of extremely durable and resilient pieces.

### Carded Fibres

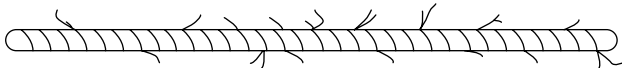


### Combed Fibres

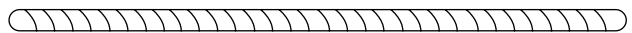


- Less 20% of Short Fibers
- Stronger Yarn / Less Pilling

### Yarn *before* Compacting or Gassing



### Yarn *after* Compacting or Gassing



- Eliminates shorter fibers
- Avoids Pilling



## What makes the **DIFFERENCE**

### • **Why is the Celso de Lemos textile so different?**

Celso de Lemos uses in all beddings Extra Long Staple cotton, which is exceptional in the world of textile. Extra Long Staple is prestigious and rare: the 'truffle' of textiles-not easy to find.

### • **Why is there less pilling on Celso de Lemos beddings and towels?**

First of all, this upper class fiber, used in our beddings, results in less pilling. We compact our yarn so loose ends are pushed into the yarn. Last, we use a technique called gassing where the wispy surfaces of the fibers are burned away.

### • **Why would you call Celso de Lemos the 'Haute Couture' of bedding?**

We work by the highest standards with materials of an exclusive quality. We strive grant all of our clients' wishes. The colour, the size, the finishing can all be customized with a beautiful personalised embroidery as the "cherry on the cake".



## DESIGN

Design is our passion. Blowing new creativity into the textile world, the future seems even softer. Love for our products drives our possibilities, quality and our desire for excellency. Our creations are exquisite and endless: **Celso de lemos can weave your personal dream.** The creative force behind Abyss & Habidecor are our designers Mia Deknudt and Axel Huguet.

With the full production from bobbin to fantastic fabric, Celso de Lemos provides great flexibility and freedom to grant the most ambitious and detailed requests.

With our slogan that **'everything' is possible and offering 'sur mesure'** within a very challenging time table we charm every client.

Celso de Lemos creates the finest wefts, with **handmade finishings and delightful details.** Our products evoke emotions.





## QUALITY Control

Here, at Habidecor, we control the quality of all the Celso de Lemos products.

We only produce with highest quality egyptian cotton from Giza. In the beddings we use ELS - extra long staple fibers.

To make sure we only have the best yarn quality, we test the yarn with an independent Portuguese textile laboratory (Citeve).

We then compare the results with the data from the yarn supplier.

Throughout the entire process of production, several controls are closely monitored at Habidecor: color conformity, finishing control, weight control, absorption, pilling, etc.



## All about **ECOLOGY**



# ECOLOGICAL

## PRODUCTION PROCESS

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

**OEKO-TEX®**  
CONFIDENCE IN TEXTILES  
**STANDARD 100**  
99.0.0200 HOHENSTEIN HTTI



Tested for harmful substances.  
[www.oeko-tex.com/standard100](http://www.oeko-tex.com/standard100)





# CARE instructions

## Machine Washing

- Sort your household linen by fiber (cotton, linen, silk, wool), colour (whites, light colours) and type of item (sheets, towels, tablecloths)
- Do not include garments with components that could damage fabrics (zippers, hooks, metal parts)
- Make sure the items are unfolded when loading the machine
- Begin preferably with a pre-soak in cold water and a little mild detergent

## Temperature

- Bed linens - wash in warm water maximum 60°C with mild, liquid biodegradable detergent
- Delicate fabrics - pre-soaking, cold water 85 F / 30°C, cold final rinse
- Use maximum temperatures only on the hardest-to-clean articles:
  - Whites 120/140 F - 50/60°C
  - Colours 85/105 F - 30/40°C
- Delicate items with lace and embroidery should be secured in a large laundry bag

## Detergent

Use a mild liquid biodegradable detergent without added bleach or whiteners. Avoid powdered detergent or detergents containing alkalis. Be sure the detergent is fully dissolved before adding the fabrics.

## Drying

- When machine drying, never use high temperatures
- Do not place coloured articles in direct sunlight
- Do not dry longer than necessary

## Ironing

- Use a steam iron on a warm/hot setting for cotton
- Use a hot setting for linen and a water spritzer if needed
- For embroidered linens, iron them on the reverse side and while damp for best results

## Dry Cleaning

- Luxury fibres, such as silk, wool and cashmere, are best professionally cleaned to avoid excessive shrinkage

## Storing

- Store linens folded flat in a cool, dry, well-ventilated area
- Linens stored long-term should avoid being stored in plastic bags and boxes as natural fibers need to breathe
- Make sure stored linens are not exposed to direct sunlight which can cause permanent yellowing









## Contacts



### **CORPORATE OFFICE**

Zona Industrial de Mundão  
3505-459 Viseu  
PORTUGAL

T: +351.929.200  
F: +351.929.209  
E: [habidecor@habidecor.com](mailto:habidecor@habidecor.com)

### **Celso de Lemos - USA**

Windsor Industrial Park  
92 Main Street Bldg 3C  
WINDSOR NJ 08561  
USA

+1.800.588.8565  
T: +1.609.426.4780  
F: +1.609.426.4486  
E: [info@habidecorusa.com](mailto:info@habidecorusa.com)

### **Celso de Lemos - CHINA**

RM. 658, JingXin Mansion, Nr.A2,  
DongSanHuan BeiLu, ChaoYang Dist.,  
Beijing, 100027.  
China

T: +8613701334976  
T: 010-84492196  
E: [wubin@ginado.com](mailto:wubin@ginado.com)



[www.celsodelemos.com](http://www.celsodelemos.com)