

Himatsingka Launches Well-Being Brand

Also unveils recycled fiber towel collection

Himatsingka drew from its origins and added the Sanskrit word for “boundless and pure” to name the newest brand in its portfolio: Himeya.

Positioned as a lifestyle, Himeya is a new bedding and bath program that seeks to “refocus attention on things that impact well being,” explained brand founder and creative director Akanksha Himatsingka.

The company will officially launch Himeya at Heimtextil.

At its core, Himeya’s philosophy is the importance of sleep and rest in achieving a healthy life. The brand aims to bring the beauty of the outdoors into their lives and homes “with the purpose of reminding us to remain grounded, to cherish and respect each other and our planet,” she continued.

“If we all do our part to be better by respecting each other and our planet we will live better in a sustainable world.”

The company said Himeya is part of Akanksha’s broader effort to spearhead a spectrum of initiatives designed to enhance market share across Europe and Asia Pacific for Himatsingka’s home textile portfolio. In the process, she began questioning the idea of better rest and what it means to live a holistic lifestyle, and ultimately realized the importance of balance in life and improved sleep to achieve success.

“Himeya is more than just a brand. It is a lifestyle that reminds us of how important our lives and roles are on this planet,” said Jannice Cameron-Chapital, chief marketing officer, Himatsingka. “Sustainability is very important to Akanksha. We do not use plastic packaging at all. Even the finest details — for example, the buttons are made from chalk — her vision is to be as sustainable as we possibly can.”

Himatsingka’s theme at Heimtextil will be “The Architecture of Comfort” and it will set the tone for the company’s redesigned booth at the show. Swedish interior designer and stylist Lotta Agaton was tapped to “creatively present this visual expression,” Cameron-Chapital noted.

In addition to Himeya, the new Rescue Towel program made of repurposed yarn waste is another sustainable product launch scheduled for Heimtextil.

“Finding ways to minimize and reuse waste is a strong initiative at Himatsingka,” Akanksha said. “We are thrilled the way the Rescue Towels look and feel.”

The company will also show its fall 2020 Calvin Klein bedding and bath collection, which features the latest designs in prints, jacquards and solids using premium cotton and cotton-and-modal blend fabrications.

These include stripes inspired from architectural designs or floral prints from the Japanese anemone flower, and soft geometric patterns inspired by structural forms, Cameron-Chapital said. “The color palette offers deep rich tones complemented by shades of silver and slate.”

The manufacturer’s Tagged Cotton story is another key introduction this season. Himatsingka claims to be the only company equipped with the DNA to track and trace cotton from farm to home.

“As the sustainability concern continues to grow with global consumers, Himatsingka has positioned itself as leader in the track-and-trace space using the unique, patented DNA system by Applied DNA Science. Retailers definitely want to know how sustainable your supply chain is, and now consumers are asking.”

Himatsingka will be showing in Hall 12.0, Stand E21. **HTT**



The new Himeya collection is sustainable in all its details, using buttons made from chalk and eschewing plastic packaging completely.



Sine Cera bedding is garment-washed without the use of dyes or chemicals.

Premier Highlights Innovative Fibers

Premier Fine Linens will offer a menu of constructions that are sustainable and luxurious at Heimtextil, including its Sina Cera and Linacel.

Sine Cera, its newest cotton bedding collection, is created without bleaching, dyeing or the use of harsh chemicals, then garment-washed for softness. Linacel bedding is made of 60% lyocel/40% linen and balances the crispness of linen with the softness of eco-friendly lyocel, which also offers moisture-wicking properties.

“Both the Linacel and Sine Cera had picked up good attention during the New York market week and are going strong,” said Kumaravel T, vice president of marketing.

Other collections in the spotlight at Heimtextil will include:

- Ultrafine Cotton, made of premium Indian cotton;
- Silkotton, a blend of cotton and silk;
- Beyond Organic, GOTS-certified organic cotton sheeting untouched by dyes or chemicals;
- Pure Naturals, all-cotton sheeting made without dyes or chemicals.

Premier will also show a range of innovative fiber blends including selenium, graphene, AOcell, magnetic polyester, bamboo charcoal and copper polyester. Performance finishes include the Wellness antimicrobial finish, a cool finish, moisture management and Silver Nano.

The company is showing in Hall 10.2, Stand C40. **HTT**