

THE TEXTILE MAGAZINE

magazine.textile@gmail.com | 9840897542



gobid.it
 The Last Auction
YARN PROCESSING
 Machinery, Plants and Equipment
LEARN MORE



[Home](#) / [Home Textiles](#) / Himatsingka showcases new brands and solutions at Heimtextil



[HEIMTEXTIL 2020 HOME TEXTILES](#)

Himatsingka showcases new brands and solutions at Heimtextil

[January 31, 2020](#) / [textilemagazine](#)

Under its Himêya brand, it launched 'rescue towels' made with yarns from production waste while highlighting its wide product portfolio

Himatsingka, a vertically integrated textile major with a global footprint that focuses on the manufacture, retail and distribution of home textile products, presented their new stand at Heimtextil 2020 held at Frankfurt from January 7-10, 2020. The design inspiration for this show was 'The Architecture of Comfort'. "A clean, minimal aesthetic resonates with our philosophy of creating with care. Our theme represented the comfort we are able to bring to millions of people in a sustainably, structured way," a press release stated. The iconic Calvin Klein Fall 2020 bedding and bath global collection could be seen featuring designs inspired from linear, floral and geometric movements.



Akanksha Himatsingka, CEO (EMEA and Asia Pacific), Himatsingka

The range featured products made with premium cotton and Calvin Klein's quintessential knit bedding collection. Calvin Klein is a global lifestyle brand that exemplifies bold, progressive ideals and a seductive, and often minimal, aesthetic. "We seek to thrill and inspire our audience while using provocative imagery and striking designs to ignite the senses. Founded in 1968 by Calvin Klein and his business partner Barry Schwartz, we have built our reputation as a leader in American fashion through our clean, aesthetic and innovative designs," the release added. The newest addition to the Himatsingka family of brands is Himêya. "The soul and spirit of Himêya is about living better with a focus on the power of rest and how it transforms you," stated Akanksha Himatsingka, CEO (EMEA and Asia Pacific), Himatsingka.

The company, under its Himêya brand, launched 'rescue towels', made with yarns from production waste. An accidental discovery, they are a by-product of waste yarns. "Finding ways to repurpose and reuse waste is a strong initiative for us," Himatsingka said. Himêya will donate 20% of its rescue towel proceeds to the International Rescue Committee (IRC). Having commissioned amongst the world's largest terry towel facility over the last year, a substantial part of the exhibit was directed to showcasing bath solutions. An extensive towel presentation was seen with the latest in innovation and technology.

On the manufacturing front, Himatsingka operates amongst the largest capacities in the world for producing bedding products, bath products, drapery and upholstery fabrics, and fine count cotton yarn.

Tags: [Heimtextil](#), [Himatsingka](#)

