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- NEWS (7)
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- KNITS (KNITS)
- EVENTS
- MAGAZINES
- BLOG (BLOG)
- SERVICES (SERVICES)
- CONTACT
- SEARCH (SEARCH)

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WEDNESDAY, 08 JANUARY 2020 14:56

## HIMATSIINGKA TO LAUNCH NEW LIFESTYLE BRAND AT HEIMTEXTIL

Himatsingka plans to launch new lifestyle bedding and bath brand Himeya at Heimtextil. The brand will bring back the beauty of the outdoors into its customers' lives and homes. This is a part of the company's broader efforts to spearhead a spectrum of initiatives designed to enhance market share across Europe and Asia Pacific for Himatsingka's home textile portfolio.

Himatsingka's theme at Heimtextil this week is "The Architecture of Comfort" as the event sets the tone for the company's redesigned booth for the show. The company tapped Swedish interior designer and stylist Lotta Agaton to creatively present this visual expression. The company also plans to launch new Rescue Towel program made of repurposed yarn waste and its tagged cotton story at the exhibition.

Himatsingka is the only company equipped with the DNA to track and trace cotton from farm to home. The company has positioned itself as a leader in the track-and-trace space using the unique, patented DNA system by Applied DNA Science.

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