



LINEN DRAWER

Comfort and Style

www.linendrawer.co.za

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DESIGNED FOR
COMFORT, CRAFTED
FOR QUALITY



ABOUT US

Rooted in Paarl, South Africa, Linen Drawer crafts premium natural cotton and linen textiles that transform bedrooms, bathrooms, and dining spaces into havens of luxury and comfort. From homes to hotels, our focus is on high quality, stylish design, and sustainable care. With a global reach and a strong commitment to community, integrity, and continuous innovation, we believe in enriching lives through comfort, beauty, and conscious living.

Supplying the Hotel and Hospitality industry, Decorators, and the public, we offer expertly designed, easy to care fabrics and custom options that support your lifestyle and comfort. With a focus on quality, local production, and technical expertise, every Linen Drawer product is crafted to enhance sleep, satisfy clients, and make a positive impact on our community.



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OUR PROMISE



At Linen Drawer, we know that your reputation rests on the details. That's why we partner with interior designers and boutique hotels who demand more than just beautiful linen, they expect enduring quality, local authenticity, and personalised service.

Since 2004, we've been crafting premium bed, bath, and table linen in Paarl, South Africa. Each piece is made from the world's finest cotton or flax linen and sewn by skilled hands right here at home. Whether you're outfitting a luxury suite or completing a curated residential interior, we deliver the finishing touch that elevates your vision.

We understand that your clients seek more than comfort, they seek an experience. That's why our products are thoughtfully designed to meet both aesthetic and functional expectations, blending elegance with durability.



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WHY LINEN DRAWER

Designers, Boutique Hotels, Lodges, and Guesthouses trust us because we understand design. Our linen works seamlessly across styles, from timeless classics to contemporary calm. Here's what makes us a preferred partner:

- **Customisable Details:** We offer bespoke sizing, colour accents, embroidery, and stitching. Bring your vision, and we'll make it real.
- **Timeless Aesthetic:** Clean lines, premium textures, and a neutral palette designed to enhance, not compete with, your space.
- **Quality That Speaks for Itself:** From 200TC to 600TC Cotton and pureflax linen – our textiles offer both comfort and quiet luxury.
- **Made to Last:** No pilling. No synthetic blends. Just pure fibres that wear beautifully over time.



- **Hospitality-Grade Durability:** Our towels withstand in excess of 200 industrial washes. Our bedding retains its shape, softness, and elegance after countless uses.
- **Easy Maintenance:** All our products are machine washable and easy to care for. We also offer on-site laundry training to prolong linen lifespan.
- **Custom Branding and Sizing:** Embroidered logos, tailored fits, colour-coded sets, your hotel's brand lives in the details.
- **Responsive Support:** From consultation to after-sales care, our team is dedicated to your operational success.

WHAT SETS US APART

- **Locally Made, Globally Trusted:** Crafted in Cape Town using imported premium fabrics from Pakistan and Europe, our products meet international luxury standards with local care.
- **Natural & Hypoallergenic:** 100% pure cotton and flax linen, breathable, skin-friendly, and eco-conscious.
- **Smart Sizing:** Our bedding is intentionally oversized to accommodate natural shrinkage for a consistent post-wash fit.
- **Technical Excellence:** Satin stitch and embroidery thread designed to withstand bleach and friction – built for beauty and performance.
- **Tested for Strength:** We determine fabric quality by tensile strength – ensuring your linen is not only soft and beautiful, but built to last.
- **Durable Detailing:** Our satin stitch and embroidery thread is bleach resistant and designed so that it won't unravel – even with regular use and care.





PURPOSE & LUXURY

We don't just manufacture linen – we craft experiences. At the heart of Linen Drawer is a simple belief: everyone deserves restorative rest and mindful living. Each product is made with purpose, designed to support wellbeing, and built to last. We also believe in:

- **Sustainable Choices:** Supporting local manufacturing, reducing waste, and choosing natural fibres.
- **Passionate People:** Our team is proud, authentic, and deeply invested in every order.
- **Education & Support:** Our founder offers expert laundry training to extend linen life by up to 40%.



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SUCCESS TOGETHER



Whether you're designing an elegant bedroom retreat or setting the tone for guest stays that inspire 5-star reviews, Linen Drawer is your silent partner in design success. Let's elevate everyday rituals – one finely stitched sheet at a time. Experience the Linen Drawer difference, it's luxury you can feel, craftsmanship you can trust. Linen Drawer is a team that genuinely cares. We walk alongside you throughout the process, from initial consultation and customisation to reliable after-sales support. Our knowledgeable team is always on hand to provide expert advice, whether it's choosing the perfect thread count or tailoring a design to suit your brand's aesthetic.

We go a step further by offering training sessions for your housekeeping or laundry staff, helping you extend the life of your linen by up to 40%. Our commitment to technical excellence ensures that every product meets the highest standards of quality and performance, while our local manufacturing allows us to deliver flexible, made-to-order solutions with heart.

And best of all? Your clients will feel the difference – in the comfort, the craftsmanship, and the good night's rest they'll enjoy. With Linen Drawer, you're not just investing in linen – you're investing in the kind of quality that sets your project apart.



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