

Katie Ford – News Release

Bed Threads Introducing New One-of-a-Kind Patchwork Bedding

Bed Thread's mission of sustainability continues as the brand readies to launch patchwork bedding made from leftover materials

SYDNEY, AUS., Sept. 27, 2022 – Bed Threads has always been dedicated to helping the earth in any way it can. On Oct. 1, the brand will release its first-ever one-of-a-kind patchwork bedding. Made out of leftover materials, Bed Threads wants to put no material to waste.

“We wanted to find a way to use all leftover material and this seemed like the perfect way to do this,” said Bed Threads founder Genevieve Rosen-Biller. “It’s fun and exciting and as a brand, we have never done anything like this.”

The new bedding is not only sustainable but is also much more affordable compared to its solid bedding. All of the new patchwork bedding is one-of-a-kind so every customer gets bedding unique to them. The bedding is also 100 percent biodegradable.

On Oct. 1, visitors to bedthreads.com can purchase the unique and limited bedding and have the bedroom makeover they never knew they needed.

Sustainable, unique, and chic, Bed Threads proves that bedding can be all three at once. While the bedding has all the best features, limited quantities will be available. Bedding will be sold on a first come first served basis.

“We plan to launch patchwork bedding at least once a month so if you don’t make it in time for this first drop, be sure to keep checking back for updates on the next drop!” said Rosen-Biller.

For more information, and to purchase the patchwork bedding, visit bedthreads.com or follow us for more updates on [Instagram](#), [Twitter](#), and [TikTok](#).

About Bed Threads

Based in Australia, Bed Threads is a bedding and home goods brand. All bedding is made out of 100% flax linen. Very dedicated to sustainability, linen originates from flax—a humble plant—which requires less water and fewer pesticides to cultivate than other manchesters. Bed Threads is also 100% carbon neutral, which means the brand will measure, reduce and offset greenhouse gas emissions where possible, doing its bit to protect and conserve the environment. The brand’s packaging is proudly plastic-free, so you can feel good about your eco-friendly choice every time your head hits the pillow.

Katie Ford - Media Pitch (Article)

News:

Media List:

- Audrey Lee (<https://www.architecturaldigest.com/story/best-duvet-covers-reviewed>)
Lee covers a broad range of topics but mostly covers bedding and furniture, usually testing them out and then writing about them.
- Rachel Fletcher (<https://www.architecturaldigest.com/story/best-sectional-sofa>)
Similar to Lee, Fletcher also tests out different home goods products such as furniture, and then covers them in her articles.
- Alia Akkam (<https://www.architecturaldigest.com/story/9-design-collabs-were-loving-right-now-from-beata-heuman-mara-hoffman-and-more>)
Akkam covers a variety of topics but mostly writes articles on inspiration on how to decorate certain areas of the home.
- Brooke LaMantia (<https://www.thecut.com/2022/10/best-amazon-prime-day-home-kitchen-deals-october-2022.html>)
Covers sales and ideas for gifts and shopping.
- Lauren Ro (<https://nymag.com/strategist/article/best-cooling-sheets-for-sweaty-sleepers.html>)
Covers home goods/products and writes about which ones she thinks are best.
- Katherine Gillespie (<https://nymag.com/strategist/article/best-gifts-for-girlfriends.html>)
Also covers home goods/products and write about which ones she thinks are best.
Covers trends.

Architectural Digest

Morgan Goldberg

<https://www.architecturaldigest.com/story/parachute-launches-living-room-furniture-collection>

<https://www.architecturaldigest.com/gallery/bruno-rey-hay-collection-release>

Subject: PITCH: Bed Threads Releasing One-of-a-kind Patchwork Bedding

Hi Morgan,

I loved your latest article about Parachute's new launch and think I have something that would be of interest to you.

On Oct. 1, Bed Threads is releasing new patchwork bedding. This bedding is everything you would hope for: trendy, stylish, sustainable, and best of all, affordable. It's made out of completely recycled materials and leftover materials so that absolutely nothing goes to waste.

Since limited quantities will be available, Bed Threads will do a patchwork drop every month.

Bed Threads is also making strides to become more than just a bedding brand so I will have a lot more for you in the upcoming months.

Would you like to connect with Bed Threads' CEO and hear about this further over coffee?

Best, Katie Ford

Katie Ford – Media Pitch (Television)

News:

Media List:

- Fixer Upper
Joanne decorates the house and if she used Bed Threads products in the decorating segment it would be a huge cameo.
- Architectural Digest
They focus on all things interior design and innovation and would be interested in new, innovative bedding from Bed Threads.
- Queer Eye
Interior decorating segment where Bed Threads could be featured and it targets a broader audience.
- Property Brothers
Similar to Fixer Upper, there is a segment where they decorate the house and have Bed Threads on there but be a great cameo.

The Today Show – morning – NBC

<https://www.today.com/hoda-and-jenna>

<https://www.today.com/video/-love-it-or-list-it-couple-joins-megyn-kelly-today-to-share-home-decor-tips-1283314243782?search=home%20decor>

Subject: PITCH: Bed Threads One-of-a-kind Bedding Releasing Soon!!

Hi there,

I'm getting in touch because I believe I have a product that would be perfect to showcase on the show.

Bed Threads is coming out with new one-of-a-kind patchwork bedding that is made entirely from leftover materials. This bedding is trendy, stylish, unique, and best of all, affordable.

Having Bed Threads founder Genevieve Rosen-Biller on the Today Show would be a great starting point, discussing what the brand is all about and the new patchwork bedding release. The hosts could even try out the bedding and tell the viewers what they think about it.

Would you like to connect and discuss further details?

Best, Katie Ford

Katie Ford – Media Pitch (Podcast)

Media List:

- 99% Invisible

- o Say Aloe To My Little Frond
- o Hometown Village

This podcast is all about architecture and interior design which would be great for Bed Threads

- How to Decorate

- o Bedding 101
- o Creative Ways to Change Your Aesthetic with Amanda Brooke Interiors

This podcast talks all about interior decorating and how to decorate. This podcast would be perfect for Bed Threads

- The Style Files: Conversations with Creatives

- o Kit Kemp
- o Vicente Wolf

This podcast does interviews with creatives such as designers, interior designers, etc. Would be perfect for the founder of Bed Threads to get an interview on this podcast

- The Chaise Lounge Podcast

- o Interior Design and Proactive Marketing with Pamela Dunkin
- o Denver Designer and Renovator Anna Smith of Anna Bode Talks Sustainability

This podcast also does interviews with creatives but focuses mostly on interior design and even talks about sustainability which would be great for the client

Podcast: The Mood Board Interview Series

Anitra Terrell, Founder of Reflektion Designs

Diana Adams, Founder of Sample Haus

Subject: Interview: Founder of Bed Threads Tell All

Hi there,

I'm reaching out because I love your podcast and all the interviews you do on it. I wanted to send some information your way about Bed Threads founder Genevieve Rosen-Biller.

Genevieve Rosen-Biller was originally a successful journalist but decided to leave this career to create her brand Bed Threads. Her goal with this brand was to create sustainable, chic, and affordable bedding.

Biller is proof that one career for your entire life is not set and stone. You can change it up if what you are doing is not your passion anymore.

With the brand, she hopes to extend it to a wider realm of home décor. The brand has already been extending to more home décor rather than just bedding but she still has much bigger aspirations and would love the opportunity to chat with you about them!

Let me know if you are interested in an interview with Genevieve, I would love to set something up! Thanks!

Best, Katie Ford

Katie Ford – Fact Sheet



Bed Threads Flax Linen

What is flax linen?

Flax linen is a plant-derived material that originates from flax or *linum usitatissimum*.

What are the benefits of linen?

- High air permeability
- Incredibly durable
- Stain-resistant
- Ultra-absorbant
- Softens with each wash and use

How do you wash your linen?

- Cold gentle cycle
- Mild liquid detergent
- Avoid mixing colors
- Preferable to wash in soft water

Is linen sustainable?

This strong material is resilient and can grow in poor soil, using significantly less water during production than cotton or polyester. The entire linen crop is utilized and it is a renewable, biodegradable and recyclable resource (when made with eco-friendly dyes like the ones we use at Bed Threads), meaning it won't rot in landfill.

How is linen different?

Linen is more durable and hardwearing compared to cotton or wool. In fact, linen is one of the strongest natural fibers there is. Unlike machine-woven cotton which can succumb to wear and tear over time, flax linen actually improves with age and benefits from a low-maintenance approach to care—yes, that means no ironing or dry cleaning necessary.

How long will linen last?

Quality linen can last decades with proper care. Provided your Threads are cared for correctly, there's no reason why they can't be a future heirloom, too.

Will linen sheets keep me cool/warm?

Linen is comfortable all year round, keeping you cool in the summer and warm in the winter. It's all down to the fibers, which are longer than cotton and therefore create a looser weave within the fabric.