

Bed Presentation:

Accommodation Fashion versus Home Fashion

“Gone are the days when a Hotel room had to be stereotyped by the dull and boring look of the fabrics and finishes being used and the overall lack of flair and style in the furnishings and in particular the Bedcoverings!! ”

Erin Coman, Design Director of HotelHome, Australia’s leading Stylists, Manufacturers and Wholesalers of innovative fabrics and bedcovering products, says “At last, we can use creative products within the accommodation industry that were previously only ever thought about, for the up market domestic sector”.

Erin explains that whilst this new fashion element is now happening in this industry, there is still a vast difference between the qualities of product that can be used in a Hotel environment compared to what is sold for domestic use.



FABRIC

When incorrect fabrics are used in a commercial environment, due to unsuitable yarn compositions or weave design, a room which looks fresh, new and fabulous on day one, will quickly become aged, shabby & average within a very short time frame. Unusual factors such as seam slippage, stain retention and long floats are not as important in most domestic situations because of the level of care taken by most consumers in their own homes, however in this commercial world, these factors are critical in the fabric selection process. Factors such as seam slippage are often not taken into consideration when fabric selections are being made and it is too late to rectify this incorrect selection once bedcoverings or upholstery have been manufactured and installed in to a property. If these very simple rules are not adhered to, this scenario can also turn a refurbishment/fit out in to an expensive mistake.



Before deciding on fabric designs and colours it is most important to determine that you are choosing a “purpose designed & constructed” commercial quality if you expect your clientele to take your property

seriously and also if you expect longevity from the finished product.

A true commercial fabric for both bedcovering or upholstery, should possess the following attributes:

- **Washability in a commercial laundry (for bedcovering)**
- **Tight Construction, with no loose or floating yarns**
- **Colour Fast**
- **Easy care (for bedcovering)**
- **Fire Retardant (preferably)**
- **Very High rub rates (ability to withstand heavy duty wear)**

These very important factors, were in the past, only ever considered for commercial bedcoverings, upholstery or drapery when an experienced hotel specifier or interior architect was involved in the selections of textile product and the manufacturing styles and fabrics specified were usually very expensive.

Today’s accommodation industry is very fortunate to now be able to access bedcoverings manufactured using the highest quality of “Commercial Fabrics” in the correct widths to eliminate joins and also at affordable prices.



COLOURS / DESIGNS

Just as an incorrect fabric quality can make a room look “tired” in a very short time period, the incorrect choice of colour & design for Bedcoverings can date and destroy the overall appearance of the room. It is imperative that designs and colours selected are not “Super Trendy” however this does not mean that vibrant colours or patterns need to be totally avoided.

Whilst many properties have decided to “bite the bullet” and decorate their rooms with super smart and daring colour schemes with fabric colours including bold reds, lime, aqua, orange, black and others, a dramatic look can also be achieved by keeping basic bedcovering safe and **adding colour through accessories**.



Often the infusion of colour, with the inclusion of a “Presentation Bed Cushion”, which can accentuate a larger design to capture elements of very exuberant & exciting colours, can become the focal point and finishing touch of a room. With the new styling of these “Presentation Bed Cushions” now available in elongated styles like the “New York” & “Bel-Air” styles, or the larger oversized square bed cushions, the option to add simple pizzazz to a somewhat natural and commercially sensible room setting can be achieved with ease.

The rest of the room and bed basics (Bed Valance, Coverlet, Bed Wrap, Bed Runner, Designer Blanket, etc) can be kept very subtle, stylish and non dating, by using simple & easy decorating colours which may compliment other features in the rooms and which will help prevent a room from premature aging. If the room then needs to be freshened up after a few years, by just simply replacing the feature bed cushion cover and introducing a different colour/design, a whole new look is achieved to keep the property updated without a major expense and it also keeps the property “**moving with the times**”.

“What is lurking under the bedcovering”

A good choice in blanket colour and quality should outlast many bedcovering and décor updates. Do not disappoint your guests when they peel back the magnificent new bedcovering recently installed and are greeted with a poor quality institutionally coloured boring blanket or something that would look more at home in grandma’s cottage. Quality hotel blankets now include fashionable and non dating colours to coordinate with today’s commercial interiors. Properties using blankets instead of quilts, should consider the blanket as part of their overall refurbishment look, as this inexpensive yet extremely important product can be the big let down after a costly refurbishment programme.

LATEST PRODUCTS & STYLES

The styles we are talking about today are taking the Accommodation

Industry to another new level, however traditional bedcoverings such as bedspreads, should not be discounted totally, because in some properties it is the obvious choice for many different reasons including location, clientele, star rating, competition & maximum achievable tariffs for many different reasons.

Innovation for Accommodation.

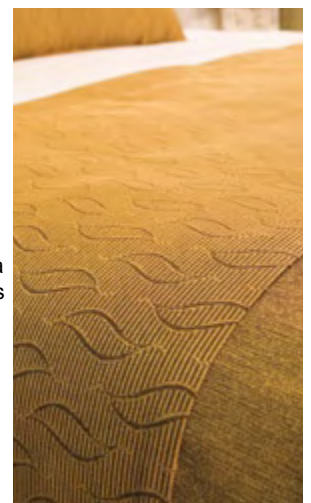
These innovative new products are not only the sensible commercial solution, they have also been designed and engineered to be functional for housekeeping and to “**wow your guests**”.

BED RUNNERS

This very decorative bedcovering product was firstly introduced to the accommodation industry throughout properties in Asia & Europe where the bed runner was a protective measure for white sheeting on the bed.

To some extent Bed Runners are still used to protect exposed sheeting, however they are more often used as a bed feature item over white quilt covers or third sheets.

The style of bed runners being manufactured today is becoming more simplified with feature needle stitching, however it is most important that both sides of a hotel bed runner are manufactured using the same quality fabric for laundering stability and long term presentation.



HOTEL COVERLET



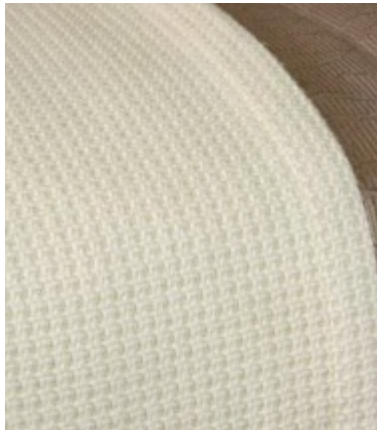
The Hotel Coverlet offers an extremely attractive 5 star look, with the choice of how it is displayed on the bed. The narrow channel quilting runs across the Coverlet which adds to the modern styling and it also acts like a piano hinge, thus enabling the product to be neatly folded on the quilting lines. The reversible Hotel Coverlet can be displayed either fully opened, covering the whole mattress with exposed pillows, or folded at the end of the bed as a bed runner.

Bed Presentation:



EUROPEAN DESIGNER BLANKETS

This luxurious, high quality European cotton blanket has everything going for it, including typical European style and manufacturing. The architectural look of this premium product offers first class top of bed presentation, extra warmth, and when cleverly used it can create a room ambience second to none. It's many uses include being presented as a bed wrap, bed runner, or even a high quality blanket.



LUXURY COVER



This is a larger version of a bed runner. This product is usually manufactured from a heavier fabric that is fully reversible eg polyester or more expensive and luxurious acrylic chenilles. The luxury cover is perfectly suited to a large bolster.

BED WRAPS



This simple and attractive style of bedcovering is particularly suited to more contemporary styled properties or beds where a neat, functional and clean cut look is required. The bed wrap is typically manufactured from a woven wide width fabric with no joins and is dressed with exposed pillows.

PRACTICAL FITTED BED COVERS & PRACTICAL FITTED CAPS



The great feature of this latest bedcovering product, is the ease in making a hotel bed perfect every time. The practical fitted bedcover features a sewn in corner finish, manufactured from a fully reversible woven semi upholstery fabric. This very sensible new form of bedcovering offers an up market look at a very affordable price.



This important **Australian Accommodation Industry** will benefit from the new levels of comfort and style being generated by this introduction of exciting and practical new bedcovering products, that will make our guests want to come back, time after time.

Erin Coman - Design Director HotelHome Australia