

PRESS RELEASE
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Under Cover Cool

The Bombay Bedspread Company launches its Exclusive Collection online at www.bombaybedspread.com This new range of hand block printed Indian cotton bedspreads offers the perfect alternative to the duvet for those long hot summer nights and they'll instantly transform any bedroom into an oasis of cool fresh style.

The Exclusive Collection boasts an array of exciting summer colours, from hot oranges and yellows, through to subtle greens, teals, light blues and intense lilacs. Moghul and jali motifs are hand block printed onto the fabric in the traditional way, bringing a touch of true Eastern style along with the feeling of a beautiful Indian summer.

Raj Redij-Gill, director of The Bombay Bedspread Company, traveled to India in March this year where he met the artisans. *"In line with our strict ethical trading policy we commissioned this collection directly from the artisans of Jaipur in Rajasthan"* says Raj *"which meant we could both encourage the traditional crafts of the area and also ensure a fair price is paid to the artisans."*

The Bombay Bedspread Company is an online retailer offering the public the opportunity to purchase positively. Their bedspreads, throws, bags, paintings and more are sourced from small businesses, co-operatives and non-governmental organisations (NGOs) throughout India. They are currently applying for registration with BAFTS, The British Association of Fair Trade Shops.

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About us: The Bombay Bedspread Company is an online retail business run by Raj and Janet Redij-Gill. Raj is from the Indian city of Mumbai, formally Bombay, and Janet is from Lancashire. They decided to start the business when their gifts of bedspreads to family and friends met with such an enthusiastic response that they were inundated with requests for more. They are both passionate about fair trade, the environment and supporting the traditional crafts of the Indian artisans.

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