

THE BOMBAY BEDSPREAD COMPANY

PRESS RELEASE

FOR IMMEDIATE RELEASE

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POSITIVELY LUXURIOUS

You and your bed deserve a little luxury and the good news is you can treat both by visiting Fair Trade retailer The Bombay Bedspread Company. Their online store www.bombaybedspread.com boasts a Luxury Category with an impressive selection of Jamawar bedspreads. These soft pashmina style bedspreads are woven on hand looms and sourced from a weavers' co-operative in Northern India. Beautiful and fair trade, they really are a positive luxury.

In finest wool these Jamawar bedspreads are available in a variety of styles ranging from tiny floral designs in reds and oranges to intricate paisley swirls in browns, greens, rusts and blues. Such is the complexity of jamawar weaving that each bedspread can take a team up to 10 days to complete.

They are woven by craftsmen using age old techniques handed down through the generations. The senior weaver calls out the pattern to his colleagues who then weave one colour of wool through a specific number of wefts before changing to another shuttle and another colour and following the next instruction. Whilst the pattern remains the same, the double weft style of weaving enables colour changes on each side making these bedspreads fully reversible. There can be up to 30 colours in just one bedspread so it is little wonder it takes so many people so many days to complete.

In an age where the mass produced machine made item is everywhere it's so refreshing to own a handmade item. It's a treasure rather than just another 'thing' and it's all the better for supporting the crafts, arts and talents of the weavers in the co-operatives of India.

Now you can cover your bed in luxuriously soft wool and support the weavers of Himachal Pradesh at the same time. That's not a bad combination. That's positive luxury.

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About us: The Bombay Bedspread Company has been set up by Raj and Janet Redij-Gill. Raj is from 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 artisans of India.

Contact details: Mr Rajesh Redij-Gill

Tel: 01784 465574

Mob: 07973 309185

Email: raj@bombaybedspread.com

Address: 14 Pelham Court, Kingston Road, Staines, Middlesex TW18 1AL

URL: www.bombaybedspread.com

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