



Intermarket India's new embroidered bed linen made with next-generation compact yarn has enabled the Taj hotels to enhance its guest experience.

THE CONTEXT

As part of its efforts to further the 'Tajness' concept, Indian Hotels asked Intermarket India to develop bed linen that would enhance the guest experience in terms of comfort, aesthetics and luxury. After analysing different types of bed linen used by hotels around the globe, the company realised that the new linen had to be engineered differently to induce the ultimate sleep experience for guests. Accordingly, it began working with various yarn and fabric constructions to design a breathable fabric that had the soft and silky feel of cotton along with a natural lustre.

THE INNOVATION

After analysing different types of fabric constructions for bed linen, the company zeroed in on a 300-thread count (300 threads per square inch) using next-generation compact technology yarn. This was designed to have improved porosity and durability. Given the strong emphasis on aesthetics in room decor, the company embellished the linen with intricate satin stitch embroidery. It also ensured that the embroidered motifs were proportionately patterned to fit various pillow and duvet cover sizes.

KEY CHALLENGE

TO PERFECT THE EMBROIDERY DESIGN AND STITCH

Since the linen was embroidered by hand, the company took time to perfect the workmanship before launching the product commercially. It also imparted extensive training on the proportionate placement of the embroidered motifs across different duvet cover sizes.

THE IMPACT

The new compact sheet is superior to and has a more luxurious feel than the earlier bed linen, which has helped enhance the guest experience. Many guests have responded favourably to the linen and made requests to buy it for their personal use. This presents an opportunity for the Taj group to sell the linen on its e-commerce platform.

