

CHARLOTTE URBAN

HOME

OCT / NOV 2012

CELEBRATING INSPIRATIONAL DESIGN AND PERSONAL STYLE



WHAT YOU DON'T KNOW ABOUT THREAD COUNT

By Dana W. Todd





MISLEADING MARKETING CAN

LEAD YOU TO BELIEVE THE HIGHER THE
THREAD COUNT, THE FINER THE SHEETS.



Consumers are targeted by mass retail sales promising “800 thread count sheets for \$49.99.” “Impossible”, says luxury linen specialist Tanda and Neal Jarest, co-owners of luxury bed and bath accessories boutique Opulence of Southern Pines. What you don’t know about thread count could leave you feeling a little itchy and scratchy.

Misleading marketing can lead you to believe the higher the thread count, the finer the sheets. Remember the adage, “If the price is too good to be true, it probably is.”

“A good rule of thumb is to pay about \$1 per thread,” says Tanda. “A queen set of 200-thread count sheets should cost around \$200. If they don’t, a processing step has been left out, often the singeing process which prevents fabric from pilling after a few washes. Quality sheets continue to get better the more you wash and dry them.”

Thread count is not the only factor to consider when purchasing quality linens. According to Tanda, 100-percent long-stapled, combed Egyptian cotton grown in the Nile River valley is best when finished properly in a multi-step process. Inferior linens do not incorporate every step in the finishing process, possibly excluding singeing, pigment dyeing or adding corner French seams. The best sheets start with the best quality cotton and sheets woven with low quality cotton are no match, even though they may be marketed as higher thread counts.

“I carry 200-thread count sheets that big box retailers’ 600-thread count sheets can’t match,” Tanda says. Opulence carries some of the finest, yet affordable, Egyptian cotton linens and bath accessories available, including the *Wall Street Journal’s* number one rated Abyss & Habidecor line of European towels and rugs.

Once you invest in luxury sheets, you can’t go home and wrap them around a lumpy mattress. That’s why the Jarest’s opened a Duxiana sleep shop next door three years ago that stocks a high-end, Swedish-manufactured line of mattresses with a 50-year lifetime. There are only 28 Duxiana stores in major metropolitan cities in North America, and the Jarest’s complete luxury sleep showroom comprising DUX beds and Opulence’s linens can’t be found anywhere else on the East Coast.

“You spend one-third of your life in bed,” says Neal, “so it’s important to be comfortable. The DUX bed is life changing. Customers who have purchased it say they will never go back to sleeping on a traditional mattress.” ❖

Begin your luxury shopping experience at Opulence or Duxiana at The Mews, 280 NW Broad Street in Southern Pines or online at www.opulenceofsouthernpines.com. Discover more about the DUX bed by calling the store at 910-725-1577 or visiting www.duxiana.com.