



AMALIA

HOME COLLECTION

PORTUGAL ~ 1922

Amalia Home Collection: ambassador of Egyptian Cotton™ bedding

Amalia Home Collection is one of the first companies to have the Egyptian Cotton Association Gold Seal accreditation. In October, the co-founders were part of an exclusive group of close partners who had the rare opportunity of seeing firsthand where it all starts.

Following the process since the beginning is one of the secrets for the success of Amalia Home Collection. On the last travel to Egypt, Maria and António Coelho Lima (co-founders) had the opportunity of seeing the cotton process directly from the start of cultivation by standing on the actual fields, as part of the Egyptian Cotton Project.

Maria and António Coelho Lima had the chance to meet and engage with a few farmers and smallholders – farms supporting a single family with a mixture of cash crops and subsistence farming. “We stood proudly on the cotton fields as Egyptian farmers carefully harvest handfuls of their nation’s famous export, Egyptian Cotton™”, António said.

Investing in Excellence

This experience strengthens the brand needs to keep investing in the improvement of wages, safety, and working conditions, being able to obtain a sustainable and fair process, as well as more competitive costs. **“Amalia Home Collection is willing to assume the responsibility of being one of the biggest fine bed linen Egyptian Cotton™ producers in the world. We strongly believe in a sustainable and balanced business relationship”, António assured.**

Amalia Home Collection is part of a DNA-based authentication program designed to prevent falsely labeled goods in the supply chain. The Certified Egyptian Cotton™ logo is a mark of genuine, unmatched quality, ensuring that products labeled as Egyptian Cotton™ are

constructed with 100% of the fiber. “If you are buying Egyptian Cotton™ you know that you are getting nothing less than the finest in the world”, as stated by the Cotton Egypt Association.

The Egyptian Cotton Project

The Egyptian Cotton Project is led by UNIDO Egypt, aiming to enhance the sustainability, inclusiveness and value addition of the cotton value chain. Traceability and transparency are likewise other key areas of focus.

The project prioritizes these aspects by developing the economic, social, and environmental performance of long-staple and extra-long-staple cotton manufacturers as well as by supporting institutions.

About Amalia Home Collection

Since 1922, Amalia Home Collection has been developing and producing high-quality and artistic home textiles. Made in Portugal and inspired by the Portuguese culture and its beautiful landscapes, each of the designs is unique and tells a different story. The purchase of one of Amalia Home Collection’s products not only implies distinctive quality, but it also means it was made in an environment that is socially and ecologically responsible. Amalia Home Collection products are certified by Egyptian Cotton™ Gold Seal and OEKO-TEX®.

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