

S U I T E 7 0 2

Press release

Amsterdam, August 8, 2024

SUITE702 introduces New Collections

From runners by designer Lex Pott to an aroma diffuser and merino plaids

The Dutch lifestyle brand SUITE702, renowned for its luxury bed and bath textiles, is significantly expanding its collection this fall/winter with a range of new additions for the bedroom and beyond. This expansion involves collaborations with various designers. Following the successful launch of the towel collection in collaboration with artist Karel Martens in 2023, SUITE702 now introduces new runners developed with designer Lex Pott, and an aroma diffuser in collaboration with ceramicist Milou Broersen. With these additions to the collection, SUITE702 invites you to spend more time in bed and to embrace “the suite life.”

New Product Categories

Runners in collaboration with Lex Pott

SUITE702 teamed up with designer Lex Pott to create a collection of runners. These 100% woolen rugs are specially designed for beside the bed but are also suitable for the bathroom or hallway. In this collaboration, the love for color shared by both Lex Pott and SUITE702 comes together perfectly. “We are always looking to create something new and special with simplicity and color. Lex understands this perfectly. Because our design philosophies align so closely, the collaboration felt very natural,” says SUITE702 co-founder and Creative Director Shirley Muijers.

Each rug is made from 100% wool, featuring two colors that blend to create a third color area. The collection includes four color combinations: Cobalt blue – Ecrú, Green – Lilac, Poppy orange – Brown, and Sky blue – Bordeaux. Each color combination is available in two different patterns, making them perfect for pairing and beautifully complementing each side of the bed.

The rugs measure 60x180 cm and will be available from the end of October at suite702.com and selected retailers. Retail price: €179.95.



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Aroma diffuser in collaboration with Milou Broersen

In collaboration with ceramicist Milou Broersen, SUITE702 has developed an aroma diffuser, another entirely new category for the lifestyle brand. Milou is known for her use of handmade, colored porcelain and her clean, robust design language. Together with SUITE702, this has been translated into a stoneware diffuser consisting of two parts. A tealight is placed in the lower part, while the upper part of the diffuser holds some water and a few drops of essential oil. The aroma diffuser comes in four different colors: Cantaloupe, Cornflower, Heather, and Wakame, along with a Neroli high-quality essential oil. "Milou's sense of color is bold, unique, and nuanced. Moreover, she is extremely loyal to her own design principles. Her work, and this collaboration, exude uncompromising perfection," says Shirley.

The aroma diffuser with essential oil will be available from mid-October at suite702.com and selected retailers.



Merino plaid

A contemporary interpretation of a traditional blanket. Made from high-quality merino wool (86%) and softened with the addition of cotton (14%). This heavy, gray plaid has a different stripe pattern on the front and back. SUITE702 introduces four variants, each with a different colored edge: Poppy Orange, Lime Green, Jade Green, and Royal Blue. This edge gives the somewhat nostalgic design of the plaid a modern twist.

The merino blanket measures 130x180 cm and will be available from September at suite702.com and selected retailers.



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Expansion of Existing Collections

Hot Water Bottles

The vibrant, colorful design of SUITE702's hot water bottles has captured hearts worldwide. The hot water bottle has surprised many by giving an old-fashioned product a refreshing twist, imbuing it with a whole new appeal. The goal this time was to surprise again, with volume and extremely soft edges being central to the design process. With the new bumper bottles SUITE702 gives a fashionable spin to an almost forgotten product.

In addition to the bumper bottles, SUITE702 is introducing two extra-long hot water bottles. The design of these bottles references the typical university college scarf.

The new hot water bottles will be available from late September at suite702.com and selected retailers.

-> Mini bumper bottle, 20x30 cm. Available in Mustard, Clementine & Aubergine: €39.95

-> Bumper bottle, 40x24 cm. Available in Poppy Orange, Pastel Pink & Light Blue: €49.95

-> XL bottle, 12x80 cm. Available in College Brown & College Green: €49.95



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Woven Stripe Bedding

Last year, SUITE702 introduced woven stripe bedding, which was an overwhelming success. The classic fine stripe was particularly popular. Based on this success, the fine stripe collection has been expanded with additional colors. In addition to Ecru – Blue, Ecru – Pink, and Ecru – Brown, the collection now includes Ecru – Green and Ecru – Yellow. For those who want to go all out with stripes, there are also striped fitted sheets in the same color schemes added to the collection. SUITE702's striped bedding is made from organic cotton, has a thread count of 200TC, and is made in Portugal.

The new bedding will be available from September at suite702.com and selected retailers.
Retail price: from €114.95.

Washed Linen Sheets and Fitted Sheets

The washed linen collection—a blend of 55% linen and 45% cotton—boasts a broad color palette and has been a huge success for years. At popular request, the collection has now been expanded with washed linen sheets and fitted sheets, available in various colors, from Pear green to Khaki gold and Royal blue.

The new washed linen sheets and fitted sheets will be available from September at suite702.com and selected retailers.

All SUITE702 textiles are GOTS certified. GOTS stands for Global Organic Textile Standard, the world's leading certification for organic textile products. GOTS imposes strict requirements on the environmental aspects of the entire production process, from processing and manufacturing to packaging, trading, and distribution of textiles. Annual inspections are conducted to ensure compliance with both environmental and social standards.

About SUITE702

SUITE702 was founded by Shirley Muijers and Olaf Arkauer in 2018. It is an Amsterdam-based bed and bath textile brand that aims to entice people to celebrate life in (and around) bed ("the suite life") with luxurious products in bold colors. The items meet the strictest sustainability criteria (GOTS certified) and are characterized by their high quality. The brand name SUITE702 is a nod to the famous Bed-In for Peace held by John Lennon and Yoko Ono in 1969 in Suite 702 of the Hilton Hotel in Amsterdam. SUITE702 believes that the world can use a bit more Bed Peace. The SUITE702 collection is available at suite702.com and selected retail outlets worldwide, from the prestigious French department store Le Bon Marché and concept store Merci in Paris to MoMa in New York.

Enjoy the SUITE life & dream in full color!

Contact Information

For more information, images, or interview requests, please contact Coebergh Communication & PR, May Loek, via may@coebergh.nl