

S U I T E 7 0 2

Press release

Amsterdam, January 2025

Fast-growing lifestyle brand SUITE702 unveils new product expansions From bold towels in collaboration with Dutch designer Lex Pott to the Really bigDOT and striking striped eye pillows

Lex Pott x SUITE702: introducing a bold new towel collection

Inspired by the woolen rugs recently introduced in collaboration with renowned designer Lex Pott, SUITE702 now unveils a stunning new towel collection. Just like the rugs, these towels feature horizontal and vertical color blocks that meet and blend in the center, creating a unique, new hue.

The collection is available in four striking color combinations: Cobalt Blue & Ecru, Green & Lilac, Sky Blue & Bordeaux, and Blush & Olive. Each set includes two towels of the same size and color combination - one with a horizontal design and one with a vertical design.

Crafted from 100% combed cotton (600 gsm) and GOTS-certified, these towels are made in Portugal to the highest standards of sustainability and luxury. Perfect for those who appreciate timeless design and sustainable craftsmanship.

Specifications:

- Set of 2 guest towels: 30x50 cm, Recommended Retail Price: €24.95
- Set of 2 towels: 50x100 cm, Recommended Retail Price: €49.95
- Set of 2 bath towels: 70x140 cm, Recommended Retail Price: €89.95

Elevate your bathroom with this exceptional fusion of art and function.



Cobalt Blue & Ecru



Green & Lilac



Sky Blue & Bordeaux



Blush & Olive

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Introducing the Really bigDOT: XL comfort meets luxury design

Meet the Really bigDOT, the XL version of the popular bigDOT pillow. Developed by popular demand, this extra-large pillow perfectly combines comfort and luxury, designed for use in and beyond the bedroom. Think of it as a soft side table, an indulgence for lazy mornings in bed, or the ultimate cuddle companion on the sofa.

The Really bigDOT is filled with soft goose feathers, crafted in the Netherlands, and carries the DownPass certificate— the quality mark for down and feathers with the strictest criteria in the field of animal welfare. It is also NoMite certified, making it ideal for people with asthma or house dust mite allergies.

Pillowcases for the Really bigDOT are available in five stunning shades of organic percale cotton (300 TC): Forest Green, Brique Red, Khaki Gold, Poppy Orange, and Cobalt Blue. These pillowcases are GOTS-certified and responsibly made in Portugal.

Specifications:

- Size: 80x10 cm
- Really bigDOT pillow, Recommended Retail Price: €99.95
- Pillow cover, Recommended Retail Price: €59.95



From left to right: Cobalt Blue, Poppy Orange, Brique Red, Forest Green, Khaki Gold

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SUITE702 expands its eye pillow collection with striking stripes

SUITE702 introduces six new designs to its popular eye pillow collection: stripes! Choose from these fresh and stylish color combinations:

- Olive & Ecu
- Lemon & Ecu
- Pink & Ecu
- Peach & Ecu

The eye pillows are crafted from leftover fabric from our striped fitted sheets—an ideal way to recycle high-quality, virgin materials.

Filled with a soothing blend of flaxseed and lavender, these aromatic eye pillows are made from organic percale cotton (200 TC), GOTS-certified. At 130 grams, they are perfectly weighted to rest gently on your eyes, helping you relax and unwind. Alternatively, place the pillow in your wardrobe or on your bed for a touch of natural fragrance—because nothing beats the scent of fresh bedding.

Proudly made in Portugal, the eye pillows are produced in collaboration with Airev, a social enterprise that provides meaningful work opportunities for people with barriers to employment.

- Recommended Retail Price: €14.95



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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 January 2025 at suite702.com and selected retailers.

- Fitted sheets:
 - 160x200 cm, Recommended Retail Price: €109.95
 - 180x200 cm, Recommended Retail Price: €119.95
- Flat sheet: 270x300 cm, Recommended Retail Price: €149.95



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. Their bedding meets the strictest sustainability criteria (GOTS certified) and is 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!

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