



## PRESS KIT

# *Luxury Jacquards Collection from Portugal*

We are AMR - Indústrias Têxteis, a Portuguese home textile manufacturer with over 30 years of experience and with a wide range of products for high-end, luxury markets and also for contract and Hospitality industry. We are an ISO 9001 certified company (Implementation, development, production and textile commercialization).

### **Our main markets? The World!**

AMR's products are sold in more than 80 countries around the world. Our clients benefit from our Advanced Customer Care Service and we are proud to say that we know how to preserve a business relationship with our clients. Their success is the key to ours.

### **From an ancient country with a long tradition in the textile business.**

Did you know that Portugal is one of the oldest countries in the world? Our experience in cotton textiles started in the Middle Age due to the Muslim presence in the Iberian

territory and further developed throughout our history with an enormous influence of the American, African and Asiatic cultures, until the present time.

We are proud to say that our products are totally made in Portugal. Our jacquards are made from Egyptian/Pima compact cotton, single long fiber yarn, single-ply. Our TC (thread count) is calculated by inches, you get a soft and durable product and a unique opportunity to increase your profitability. Our competitiveness is unique when compared to our French and Italian main competitors. We are used to develop tailor-made collections that are able to adapt to each market and increase our client's sales.

### **TRADITION? What is it?**

No, it is not a typing mistake. It's our way to develop new products, combining TRADITION and industrial knowledge with the latest fASHION trends. We design at least two col-

lections per year and we present our new products at the most relevant fairs and shows around the world: Paris, Frankfurt, Moscow, Rome, Barcelona, Singapore, Tokyo, New York, Miami, Colombia, Peru, São Paulo and Oman.

### **And what about NYNOW?**

At this edition of NYNOW we will present several novelties: Geometric patterns, light and cool tones, textures enhanced by the light that combined with the soft fabric are the ideal way to give your bedroom sophistication and a relaxed atmosphere this Fall/Winter.

Egyptian cotton threads interweave the history of organic motifs that are also a strong feature in our collection, both with cool or warm tones like our colour warp options. A wide range of products in Organic Cotton, made with certified raw materials of the highest quality, developed by AMR to promote the sustainability of our planet.

### **Our brands**

MIA ZARROCCO  
FINE LINENS

PREMIUM  
For Hotel by AMR

Portugal Home

de Portugal  
naturalmente



Bedroom Linen: GOLD - Satin Jacquard 300TC, 100% egyptian cotton.





Bedroom linen: JAMES  
Satin Jacquard 300TC,  
100% egyptian cotton.



Bedroom linen: ESSENCE  
Bedspread and pillowcases  
in 100% Cotton (tumbler),  
380 gr/m2.

ORGANIC COTTON  
Bed Linen and bath linen in  
100% high quality organic  
cotton.



TERRY TOWELS  
Bath linen 100% cotton.  
Available in several colors  
and weights.

