

# HEIRLOOMS

Bespoke linens created with care and expertise

I've been running Heirlooms for 14 years now, and I'm still in the honeymoon phase. There's something very rewarding and meaningful about going into work knowing you are employing extremely skilled craftspeople to manufacture really great products in the most sustainable way possible right here in the UK.

Heirlooms offers bespoke bed linens, table linens, towels, bathrobes, cushions, blankets and throws, and a selection of everyday accessories. Our core business is with private residences, palaces, yachts and private jets, but online retailing, through our website, has boosted our consumer client base. We don't sell through retail stores, simply because we believe in the personal approach with our clients in giving them the best advice for their needs, so we continue to do everything in-house.

The fabric we source is woven in the finest Italian mills and then brought to our factory in West Sussex to be made into our bespoke linens. Much of our work is done by hand – we still table cut, for instance – but to assist expansion, we ordered custom-built cutting and embroidery machines that have made us more time-efficient.

Our Royal Warrant from King Charles III, when he was the Prince of Wales, was largely awarded because of our commitment to working sustainably in ways that benefit people and the planet, so we are stringent in assessing the practices of our suppliers.

Technology certainly helps our production and admin run



Heirlooms' luxury linens are made in the UK from the finest materials, without compromise



‘OUR ROYAL WARRANT FROM KING CHARLES, WHEN HE WAS PRINCE OF WALES, WAS LARGELY AWARDED BECAUSE OF OUR COMMITMENT TO WORKING SUSTAINABLY’

more smoothly, but we remain true to our founding principles to provide a highly personal service. Our reputation is built on expertise, judgement and building relationships with people who understand that exceptional bed linens not only finish off a room beautifully, but also enhance the quality of their sleep. Not even the most intelligent AI can compete with that.’

Ruth Douglas, Managing Director

## FIVE PROUDEST MOMENTS

1 Gaining a Royal Warrant from Queen Elizabeth II in 2005, and another from Charles, then Prince of Wales, in 2012. Both acknowledge our high service and quality.

2 Acquiring our new building in 2016, which was a highpoint and gave our skilled fabric cutters the space they needed, and also provided a home for our vast fabric collection.

3 Expanding our global reach beyond Europe in 2019 when we appointed our first partner in Australia. It was a hugely exciting development.

4 Celebrating our 40th anniversary in 2023. That's four decades of remaining committed to producing linens of exceptional quality and lasting beauty by using the best fabrics and craftspeople.

5 Collaborating with the designer India Hicks in 2023 on Warm Harbour, a collection of bed linens, decorative cushions and accessories. It launched in December.

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## WHAT I'VE LEARNT...

◆ Running a business is like a game of chess: you assess the risks, devise tactics and then move ahead decisively. ◆ Nurture a culture of positivity and collaboration within your business and always strive for continual improvements. The rewards will follow. ◆ Be passionate. Always do your best and don't allow a 'this will do' attitude to creep into your business.

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