

# ABYSS & HABIDECOR

## FINE EUROPEAN TOWELS & RUGS

**GRAMS** – Abyss towels are woven in both 500 and 700 grams. Robes are constructed of 500 or 400 gram terry that is more fluid and has better drape.

**COTTON** – The towels are woven with 100% Giza 70 Egyptian cotton.

Giza 70 cotton - is grown in a specific region in northern Egypt. The quality of this cotton is derived from the cotton's genealogy (like a heirloom tomato seed).

Giza 70 is an ELS or extra long staple cotton - Cotton spinners all over the world cite the following as the most prominent characteristics.

Highest Fiber Strength  
High Uniformity  
Remarkable Fineness  
Length of staple 1 3/8"

These properties allow spinners to create cotton yarn with very little twisting. The customer buying products made from Giza 70 cotton (Abyss & Habidecor Towels) will experience a product that is Extremely Soft, Low Lint, Highly Absorbent and Very strong. If cared for properly the towels can last a very long time.

**SIZE** – Our sizing is generous! – U.S. Sizes (inches):

Bath	28x54
Hand	17x30
Wash	12x12
Bath Sheet	40x72
Tub Mat	21x33

**TRIM** – Our towels are bound with our signature bias trim. You will notice that the bias is continuous and finished with elegant curved corners. Although there are other manufacturers that finish with a bias trim, they cut the corners into right angles. By doing this, they are cutting and stitching in four places thereby increasing the number of stress points on the towel. Since we use a continuous trim, there is one (hidden) seam, one point of stress.

**LABEL** – Our labels are inserted into the bias sideways (so they don't "stick out"). They are also discreetly dyed to the same color as the towel.

**DYING** – Our towels are piece-dyed, which means that the towel, bias and label are perfectly matched. By using this method, the towels are pre-shrunk. We only use low-impact dyes which are environmentally friendly and disposed in an environmentally friendly way.

**DESIGNS** – Our state-of-the-art looms allow us to weave virtually any texture design in any weight of yarn.

**OTHER FIBERS** – We incorporate only the noblest of fibers in our towels: Egyptian cotton and pure linen. The use of fine fibers ensures superior absorption, color fastness and durability.

### ACCOLADES

Voted BEST OVERALL Towel by the Wall Street Journal –The Abyss 700 gram "Super Pile" towel was tested by Philadelphia University Textile Lab as "Best Overall Luxury Towel" available on the market. Tested alongside other luxury brands our towels proved to be:

- The only towels that withstood all of the washings without signs of falling apart. (Towels were washed 50 times).
- To be the most color-fast
- Denser and more absorbent
- To be 20% more absorbent than the next best towel.
- Fastest Dry time of all towels tested.

**DELIVERY** – Abyss ships to our retailers every week from our factory in Portugal. This ensures that retail stores can be in stock consistently even for special orders.