

# ALOE

## WIDE-WIDTH SUSTAINABLE SHEER PRESS RELEASE

kirkbydesign

ALOE is a ground-breaking, washable, wide-width drapery textile, made from 60% Aloe vera and 40% organic cotton.

To create the Aloe vera yarn, the gel from the plants is extracted, then pulled, heated and pressed. This creates a substance which is then shredded to produce a fleece-like material that is spun. Organic cotton is then combined with the Aloe vera to create an ultra-smooth, contemporary drape with an elegant character.

The transparency of the ALOE sheer allows light to filter through, creating minimal blocks of colour. A calming neutral palette is punctuated with on-trend shades such as Acid Yellow, Cobalt Blue and Clove.

### SUSTAINABLE NOTES

- Aloe vera is more sustainable than conventional materials as the plant grows with no chemicals or fertilisers and does not require any watering.
- Organic Cotton is grown without the use of pesticides or fertilisers, resulting in improved soil quality and reduced water consumption. It also requires less energy than traditional cotton production and therefore produces fewer greenhouse gases.



60% Aloe Vera,  
40% Organic Cotton

28 Colours  
Suitable for Drapery

## ABOUT US

kirkbydesign

Led by Brand Director, Jordan Mould, influential British interiors brand, Kirkby Design, has a contemporary and sometimes playful approach to innovative design and colour. Creating distinctive textiles from its in-house studio in London, Kirkby Design has also pioneered unique collaborations including the successful Underground collection with Transport for London and with the iconic fashion brand, Eley Kishimoto.

Kirkby Design is part of The Romo Group, a family run business in its fifth generation. The range is available worldwide through an extensive network of selected interior designers and retail outlets.

Please contact us for price information, samples and images, we are also happy to arrange interviews and offer expert commentary from our designers.

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