

Experience the Exotique this Winter with Sheridan

For Immediate Release – April 2007

It is time for the transition to more exotique colours and fabrications. Indulgent fabrics of velvet in deep chocolate underpin the Exotique collection. Romantic silks, decorative metallic prints and intricate multicoloured jacquards accentuate the lushness of the season. Indulge in rich colour - dip into sweet luscious berry reds, surround yourself with opulent golds, warm tropical pinks and intoxicating brights.

Essential Collection

Introducing Supima Cotton – the world's finest cotton

Exclusive to Sheridan, less than 1% of the world's cotton can be labeled Supima. It is supremely soft, durable and lustrous and this season Sheridan launches the ultimate in bedlinen made from Supima cotton. Luxurious and ultra soft, Supima Sateen sheets sets in 400 thread count allow you to rediscover the pleasures of the bedroom with a finer, smoother, softer and more durable sheet. Just one touch and you will! Prices from \$49 - \$199.



Supima Sheets

Signature Collection

Antonia

The elegant Antonia design features a trailing floral design on a background of subtle ombred stripes. Sophisticated satin weaves define this intricate pattern and textured weaves within the flower heads add depth to this rich design. A smaller scale floral design mirroring the top of bed pattern features on the reverse of Antonia. Prices from \$49 - \$469.



Antonia

Sandrine

Attention to detail is displayed in the beautiful Sandrine design featuring a romantic floral springtime print on a base of dusty Lilac. With a contrasting fine floral reverse, Sandrine is finished with a rich sateen flange border for a final flourish of detail. Prices from \$45 - \$279.



Sandrine

Odessa

Shadowy cools in the stunningly sophisticated Odessa design are contrasted by shades of sun bleached pastels offering a romantic retreat in an array of delicate florals. Beautifully embellished with broiurey anglaise, panel pleating and grosgrain trims, Odessa features a paste print reverse which naturally continues to a partnering sheet story. Prices from \$49 - \$499.



Odessa

White Collection

Be tempted to retreat with the White collection, where this season, the infusion of iconic whites and textured fabrics reveal subtle sophistication in the bedroom. The combination of understated weaves and organic techniques create layered interest, beauty and pure modern luxury.

Harcourt

Borrowed from the Japanese Shibori techniques of manipulating cotton, **Harcourt** features intricately corrugated panels trimmed at the base by elegant graduations of pleats. Pure white is surprised by fine bands of linen toned trim for an overall dramatic relief. Prices from \$115 - \$525.



Harcourt

Chevalier

Tailored styling, framed by a window hemstitch trim ensures that **Chevalier** is the reborn classic, reflecting the need for urban serenity. Prices from \$55 - \$409.



Chevalier

Deluxe Collection

Armond

Inspired by 1930's Manhattan Art Deco movement, the new addition to the 1000 thread count family is **Armond**, sleek, sophisticated and stylish in luxurious 100% cotton sateen. Prices from \$89 - \$765.



Armond

Coast Collection

This season the Coast collection offers a flirtation with tropical destinations of colourful jungle flowers and untouched beaches. Jewel tones of turquoise, orchid pink, azure blue, jungle green and husk brown have found a way to harmonise and create the temptation to escape.

Santa Cruz

The refreshing **Santa Cruz** design features a boldly coloured printed stripe combined with canvas and classic herringbone and embellished with pick stitch and grosgrain ribbon. Finished with knotted rope toggles this azure blue bed invigorates and reminds us of our fascination for life by the sea. Prices from \$75 - \$275.



Santa Cruz – Azure

Samba

Borrowing from the ancient technique of woodblock printing, Samba design features tropical flowers silhouetted on a fresh linen-look background. Vibrantly bold and flirtatious in fresh shades of Orchid pinks or Azure blues this colourful canvas is finished with tailored edges and trimmed with chocolate tape. Prices from \$75 - \$209.



Samba - Orchid

Costa Rica

The refreshing Costa Rica design features a sunwashed boldly coloured printed stripe in a celebration of either azure blues and greens or orchid pinks and husk browns. Embellished with coconut buttons and twin needle stitching, this bed invigorates and brightens up any bedroom! Prices from \$59 - \$195.



Costa Rica - Azure



Costa Rica - Orchid

Bahia

Matching back across the entire Coast collection is the classic windowpane check sheets of Bahia, available in a sassy blend of seaside blues and exotic pinks. A fresh white header with earthy chocolate piping creates a casual winter look. Prices from \$45 - \$129.



Bahia - Azure



Bahia - Orchid

Junior Collection

Let your imagination run wild in magical daydreams and be inspired by playful adventures with this season's Junior collection. A kaleidoscope of rainbow brights combines with classical stripes and playful patterns – be tempted to dream!

Footy

Bold colourful stripes inspired by rugby jerseys feature on the face of **Footy** with multi-coloured miniature footballs and jerseys on the reverse to create an 'all star' fun-filled bed.



Footy

Amy

Butterflies and blooms feature in popsicle pinks and sunshine yellows on **Amy** with a contrasting sweet floral print on the reverse. Matching quilted comforters and adorable butterfly and footy cushions layer up the beds and truly enhance the Junior experience.



Amy

Sheridan is available from late Feb/early March onwards at:

Singapore: Isetan Scotts, Takashimaya Dept Store, Tangs Dept. Store, Tangs at Vivocity, Robinson Centrepoint, Harvey Norman Millenia Walk

Malaysia: Parkson KLCC

Indonesia: All Major Dept Stores

Philippines: Shangri-La at Mandaluyong City, Rustan's at Alabang Town Centre, Rustan's at Makati City

For more information, please contact:

Vicki Yeo
Marketing Communications Officer
FJ Benjamin (Singapore) Pte Ltd
6B Orange Grove Road
Singapore 258332
DID : 6731 7732
Fax: 6734 8875

Dolores Tay
Divisional Manager - Marketing Communications
FJ Benjamin (Singapore) Pte Ltd
6B Orange Grove Road
Singapore 258332
DID : 6731 0541
Fax: 6734 8875

About F J Benjamin (www.fjbenjamin.com) – F J Benjamin Holdings Ltd is a leader in building brands and in developing retail and distribution networks for international luxury and lifestyle labels across Asia. Its portfolio includes Banana Republic, Celine, Gap, Guess?, La Senza, Paint 8, Raoul, Sheridan, Valentino and timepiece brands such as Bell & Ross, Girard-Perregaux, JeanRichard, Marc Ecko, Nautica, Nike and Victorinox Swiss Army. It also has an interest in the award-winning St. James Power Station.