

# HOME

COLLECTION



**ideas**<sup>®</sup>



# IDEAS HOME

## INVITING COSY AUTUMN COLLECTION

Season changes and new colors arrive in the house. Colors that warm up and refresh your home space and make it the ideal place to enjoy the warmth of the family.

IDEAS HOME has passionately transformed these warm moods into a collection that is inviting and matches with today's fashionable trends, colors and designs.

A versatile, full bedding collection featuring pure refinement of designs and patterns from blends of ethnic, traditional, and modern style coordinated with contemporary prints and patterns.

The highlight of the season is the use of modern checks and plaids, geometric patterns, and modern contemporary floral prints in our bedding.

The basic white, ivory, and natural colors blend with shades of blue, brown, purple, orange, and grey for a warm and comforting style. The collection is complete with our exclusive, out of the box, home accessories and bath linen, as always they are perfectly coordinated with the colors of the bed linen collection.

*You Will Be Surprised*  
Enter The World Of IDEAS HOME!





## EASY CARE COLLECTION

Define the atmosphere of your bedroom décor with our wrinkle resistant bedding collection. Making beds around a busy family just got easier with our EASY CARE non-iron bedding collection, saving your time when ironing bed sheets, duvet covers and pillowcases. Made with durability, this range of bedding offers quality that gives years of lasting use.

A MUST BUY COLLECTION





## AFTERGLOW

Drift away in the jewel tone bedding of tranquil blues and reds. Bring an antique yet lavish look to your bedroom with this beautiful ornamental pattern design from our collection, harmonized with ogee-patterned sheet.







## ALLURE

Transform your bedroom by adding touches of modernism and adventure. The dark blue duvet cover features an intricate watercolor floral and paisley pattern. The bold and beautifully detailed print creates a striking statement that will enhance your bedroom and create a fresh and unique look for your home.







## ALMOND

Create the ambiance that will become a characteristic of your home. Décor your room with block print inspired floral paisley print. Topped with all over block print floral motif. It will brighten up your winters.





## AQUA HAZE

Bring the freshness home with unique stripe pattern inspired by modern floral pattern. Blended with deep turquoise reverse and cobalt blue patterned sheet, make it look more contemporary yet maintaining an ethnic feel and look.







## CAPRI

Give your bedroom a bright and bold makeover with this lively duvet set. The eye-catching bedding is decked out in a bold floral paisley inspired print and contemporary pattern in bright turquoise, pink, blue and grey tones. It is a merger of contemporary and traditional design.







## CHROME GREY

This winter go modern with bold and unique patterned checkered bedding in shades of ochre and grey balanced with ecru is the perfect way to transform your bedroom into a contemporary work of art coordinated with striped pattern sheet. The balance of colors show the courtesy that adds to the luxury of your bedroom.



## FALL BLOOMING

The Fall Blooming bedding is perfect to brighten up your bedroom interior while adding comfort. The floral pattern and modern detailed motif give this design a downtown vibe. It will give your space a stylish update. Light cream base is complimented by the motif over it, in earthy tones to compliments winter vibes.







## GALA

Add a colorful bliss to your bedroom with this beautiful set featuring an ethnic floral print that will complement most contemporary decors. This bedding will fill the luxurious warmth and comfort.







## GINGHAM

Liven up your bedroom with this exclusive Gingham bedding. Inspired by folkloric patchwork technique, this set reflects the timeless tradition of handwork and features Gingham checks that complement any décor.





## MINK

Bring vibrant contemporary style into your bedroom with the floral paisley-inspired stripe print. Perfect way to add a contemporary look to your bedroom.

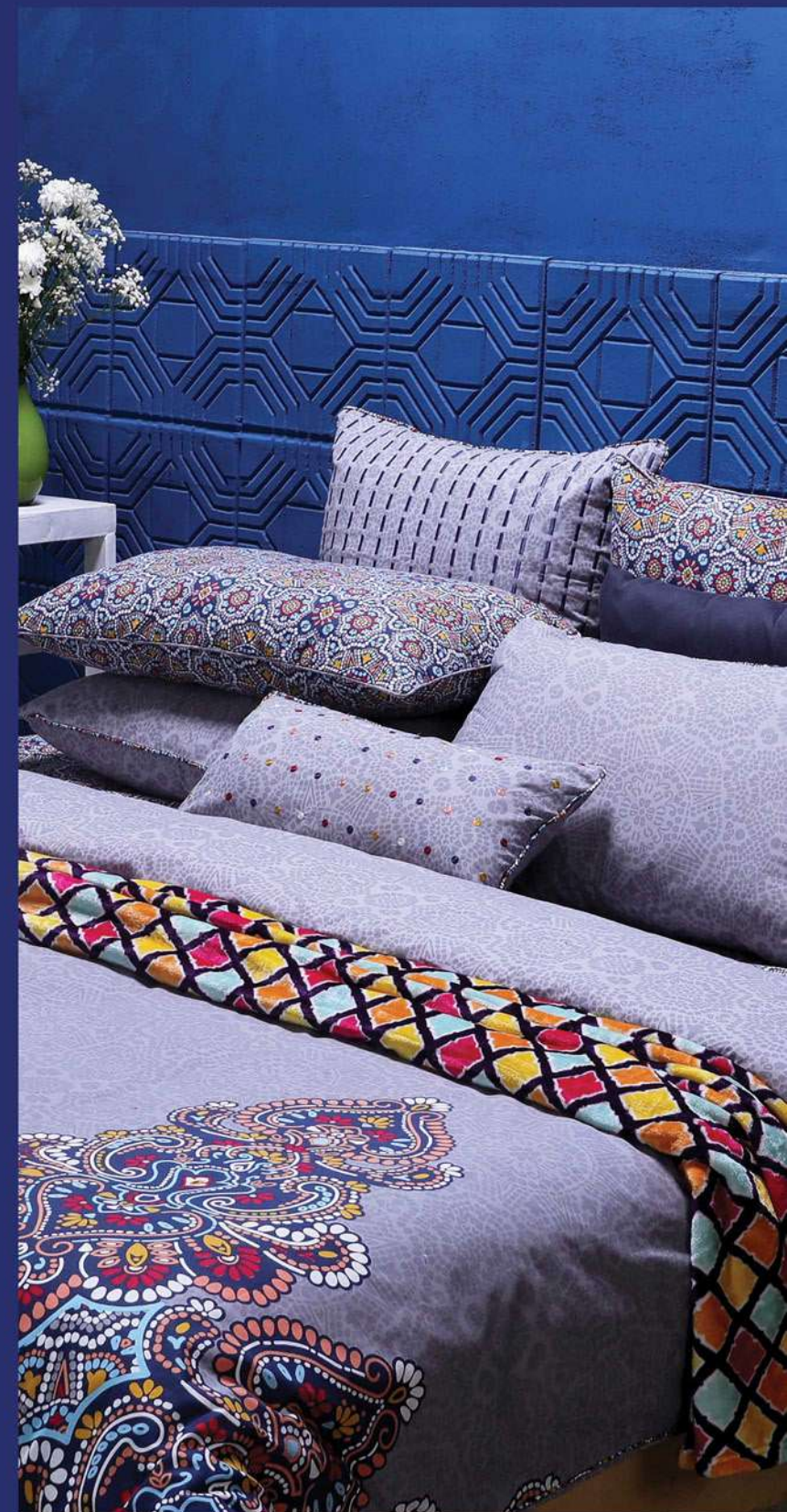






## PEBBLE

Bring a touch of exotic charm to your bedroom with the Pebble set. This set features muted colors in a beautifully, rich mosaic pattern that layers well with any room space. Amplify the look of your bedroom with this eye-catching bedding.







## PECAN

Featuring rich, ethnic Persian patterned inspired bedding that will create a unique visual appeal for any bedroom. The design pattern and colors are a blend of folk and modern inspiration, combined together to form a beautiful bedding set.



## QUADRA

The rhythm of this pattern is almost classical in its geometric simplicity. Yet it comforts and nods at the past in a very contemporary way. The contrasting contemporary color palette makes a beautiful bed that will lift up any bedroom space.







## ROSETTE

This Design features a vibrant floral pattern atop with a subtle grey-checkered ground, making it the perfect choice for adding color and style to your room.







## WOODSMOKE

This winter go modern with bold and unique bed set in shades of brown and beiges with the hints of blues is the perfect way to transform your bedroom into a contemporary work of art. The balance of colors show the courtesy that adds to the luxury of your bedroom.





## LUXURY COLLECTION

LUXURY COLLECTION label offers you an affordable luxury of cotton sateen, with the range of modern to classic patterns that suit a different number of bedroom styles allowing great versatility in styling and designing.

BRING LUXURY HOME!







## AFRO

Wander into a whole new world of style and comfort with the striking geometric patterns and contemporary color palette. This bold Afro geometric patterned printed duvet will add a new life to your bedroom.





## CARNATION

This set is the embodiment of exotic elegance—intricate traditional motifs updated with a multi-colored border in rich tones of terracotta. This design combines a floral motif that provides a sumptuous look that blends well with a variety of home décor styles.





## ETHNIC CHARM

Refresh your bedroom's classic look and charming appeal with this duvet set, featuring exquisite block floral print in subtle tones of duck egg and yellow. Bring a touch of exotic charm to your bedroom.



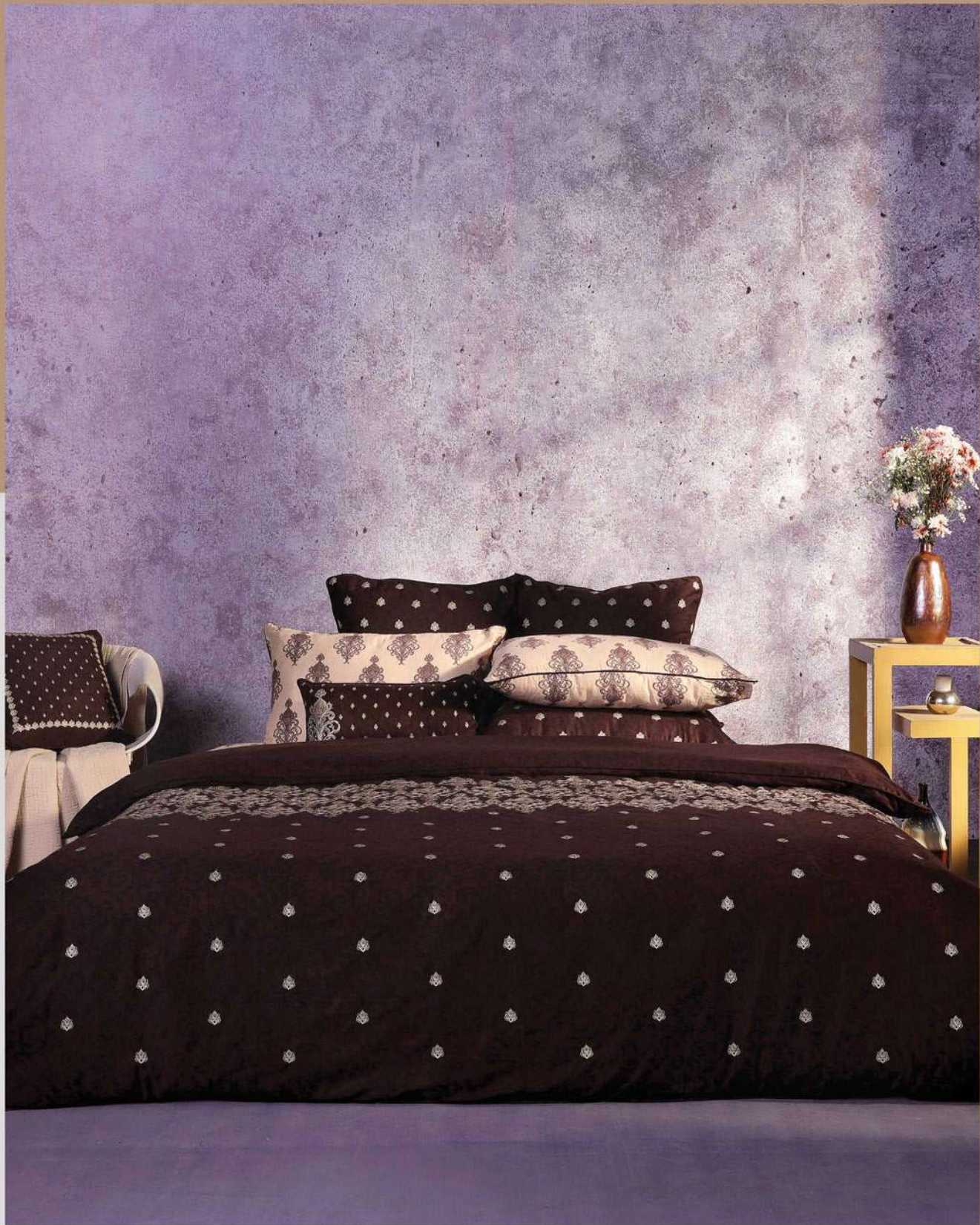




## FANFARE

Add a colorful modern touch to your bedroom with this beautiful modern ethnic pattern that will complement most contemporary decors. This bedding will fill the luxurious warmth and comfort to your bedroom.





## GOLDFINCH

Discover your elegance this winter. Displaying bold baroque prints in neutral shades of beige and black with subtle reverse. This will instantly transform your bedroom with an elegant and lavish finish. Perfect for creating a relaxed atmosphere, this luxurious embroidered bedding will have you indulge in pure luxury.







## KACHA TANKA

The rich, ethnic embroidery motifs create a unique visual appeal. Inspired by Kacha Tanka technique, rich colorful bedding will take your bedroom's look and feel to a whole new level with its cozy feel and attention-grabbing pattern in fresh earthy tones.



## LAVENDER

This season give your room an exquisite looks with this Lavender set. Which is also a color of year as well. Inspired by ikat and paisley patterns, which are rendered in opulent jewel tones. This beautiful crafted bedding offers timeless style and comfort.







## MIDNIGHT

Decorated in oversized ogee embroidered motif in fresh deep tones is a combination of modern and contemporary look. It provide a cozy look that you will love. This stunning embroidery over self-print is a must have. Try making your bed with this lovely set to give your space a splash of color and style.





## NOVA

Create your dream bedroom look with this embroidered set. It will complement your great taste and style. Adorned with floral pattern, in subtle tones, which will satisfy aesthetic taste, while the color satisfies the tranquil and peaceful mood.







## POPSICLE

Recharge your bedroom with the festive feel of a duvet cover that lends a cheerful burst of color. The rich, ethnic patterned motifs create a unique visual appeal.





## RASPBERRY

Add flare to your bedroom decor with this ethnic inspired duvet cover set in a classic paisley print. It will create the ambiance that will become a characteristic of your home. Featuring detailed paisley and a color-rich palette, this design will complement any style.





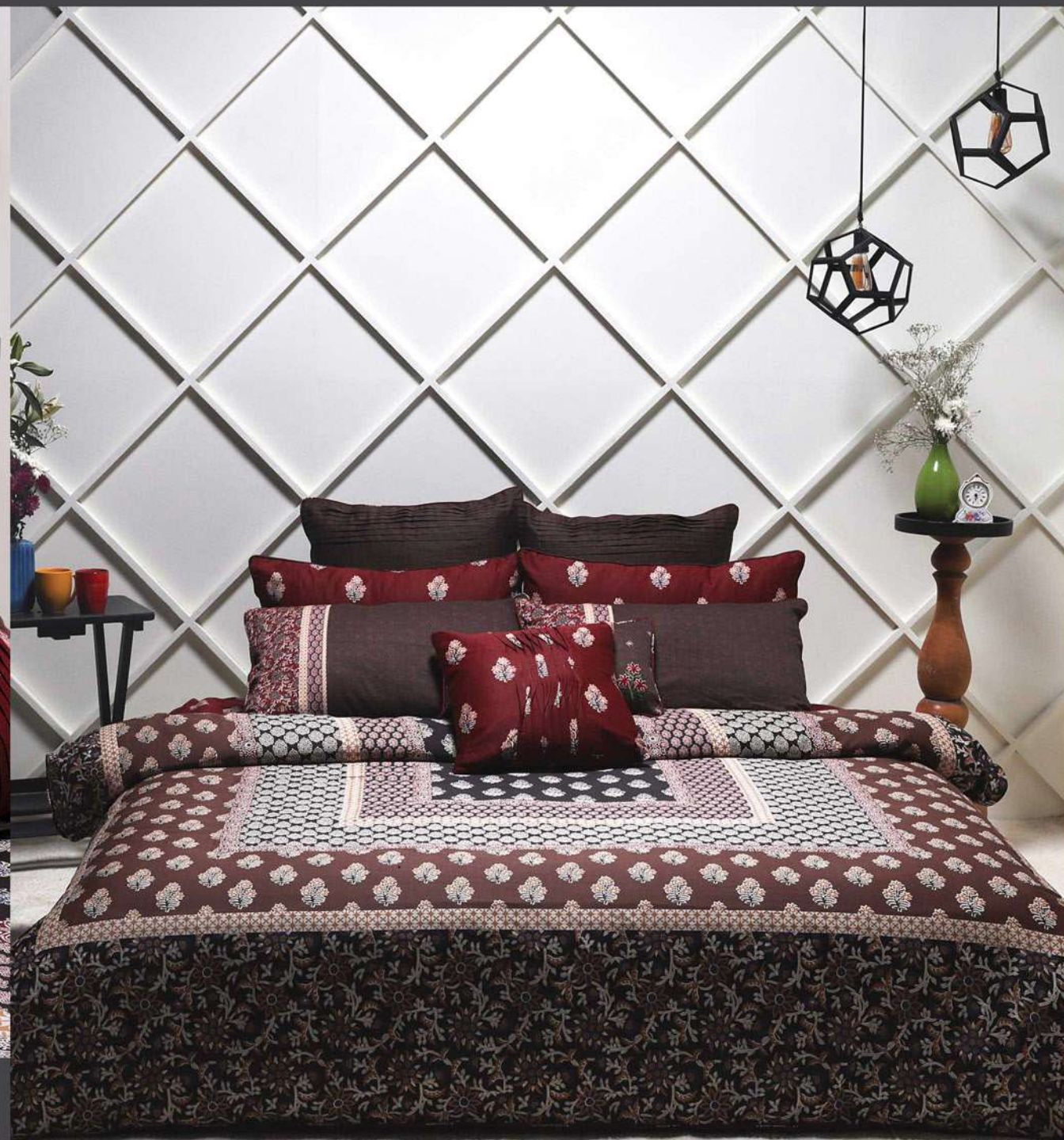


## ROSE BLOOM

Transform your bedroom with this fabulous floral charm. The shade of beiges and greys on purple background instantly add a contemporary touch to any sleeping space.







## TANPURA

Dream of exciting world travels night after night with the exotic Tanpura set. With a sophisticated block print inspired design in rich jewel tone colors, the unique bedding brings a whimsical look to any room's décor.



## LUXURY STRIPE COLLECTION

The premium range of our stripe satin is delightfully soft and inviting. These bed linens let you slip into blissful slumber, night after night. Crafted with tone on tone stripes, these linens create a striking design accent.

Sometimes The Simplest Things  
Are The Most Beautiful.







MAGENTA



## ROYAL COLLECTION

ROYAL COLLECTION allows you to  
indulge in luxury with 300 TC in our  
finest duvet set to make you feel  
perfectly pampered.

Style Your Home With Elegance!





## AMETHYST

Our magnificently appealing ogee floral damask bedding will complement your decor and other furnishings to create a truly luxurious feel that matches, and gives a focal point to your room that you can be proud of.

The plum and mauve damask print will give your bedroom a stylish look.







## SPLENDID

Welcome a warm, soothing atmosphere into your bedroom. Adorned with a decorative ornamental geometric floral design in soft tone of gold and beiges with a tint of browns, which provides an understated elegance in transitionally designed bedrooms.





## ROYAL SIGNATURE COLLECTION

Indulgently soft, sateen weave bedding feels almost heavenly with 100% cotton, our signature embroidered duvet cover set, offers a classic aesthetic appeal to match any style of décor. Available in luxurious colors, our Signature Collection is a must-have, which makes your room comfortable and elegant.

Extravagantly Soft and  
Comfortable Embroidered Series.







ETHNIC BROWN



LINEAR





## IMPERIAL COLLECTION

### *Indus Valley Cotton*

Give your home the look and luxury  
of a five star suite with our  
Imperial Collection.

Our exclusive Indus Valley Cotton  
T600 count range is irresistibly  
soft. It is soft that you cannot  
help loving its feel.

Discover 5-Star Elegance In  
The Comfort Of Your Bedroom!







TAUPE



## EASY CARE KIDS COLLECTION

Give your child's bedroom a whole new look with a new bedding set in fun, color combinations, featuring their favorite animal, fantasy or cherished character. Transform their room by simply adding a new duvet and sheet set.

At IDEAS, you will find just the right pattern, color, animal, character and design, which your child will absolutely adore. Kids love having a nicely decorated bedroom that inspires playtime creativity and a willingness to go to bed.

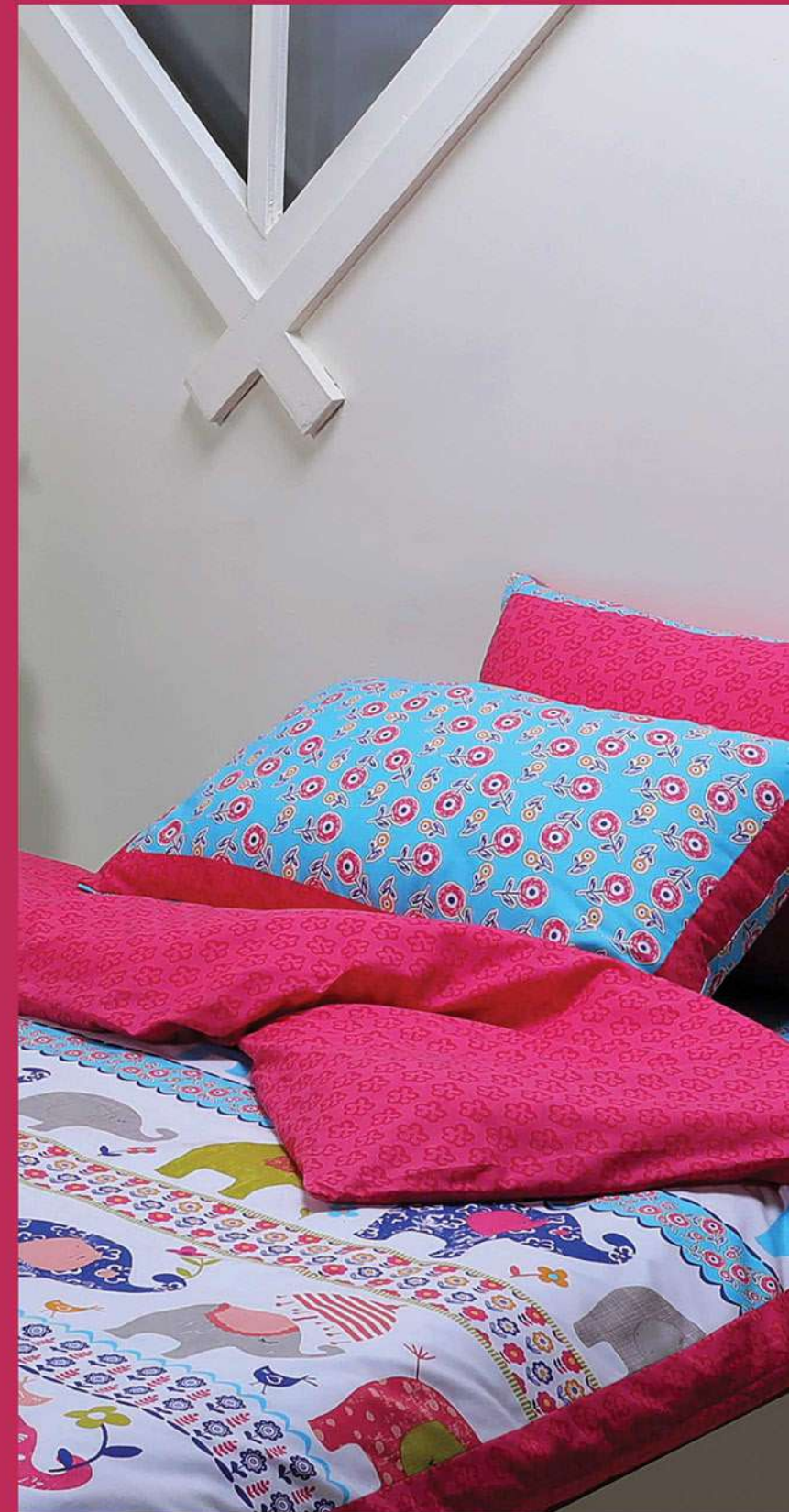






## ELEPHANT

Cast your eyes over our colorful, elephant theme bedding. This bed set will fast become a favorite of your little one. Featuring colorful elephant pattern, it is a wonderful design with bright colors for your young one.







## SPORTS

Make bedtime fun for your child, with colorful bedding in the form of their favorite sport. Beautiful gift for your loved ones.







## JURASSIC

Let's make sleeping time a fun time for your young ones. Change the look of your kid's room with the snake & ladder inspired bedding. The set has a checkered background with colorful dinosaurs all over the duvet cover.





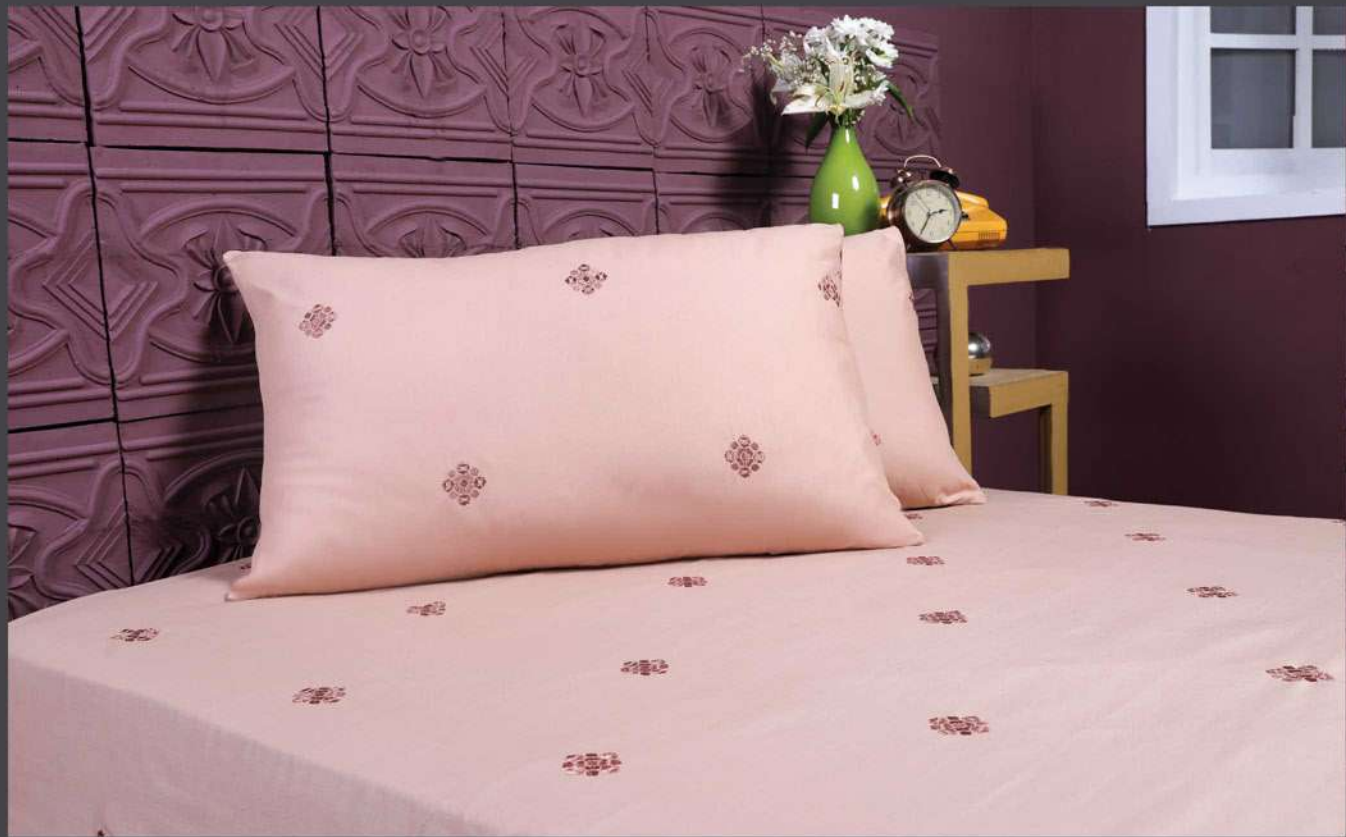
## SHEET SETS

Looking for a quick fix to liven up your bedroom? Start by updating your bed with some new sheet sets. You can express your personality and make your bedroom the perfect destination for sleeping and snuggling with the help of our sheet sets.

Bed Sheet sets in single, double and king size.













## HOUSE COUTURE

Make yourself the coziest corner to sit in with a blend of comfort and sophistication. This collection features a beautiful array of cushion covers which are exquisite, pretty and will add that charm to create the perfect corner.





# FEEL TO RELAX

Add the charm to create the  
perfect corner.







DAY'S SPECIAL

Celebrate your special days with our exclusive collection





## FLOOR COMFORT

This assorted collection of vibrant colors and contemporary patterns make each cushion cover unique. Engage your senses in the realm of comfort with these relaxing floor cushion covers.





## FASHION-EASE

These pouches are not just functional, they can also be a part of your overall style aesthetic. Storing your essentials just became easier and more elegant with our range of utility pouches. With beautiful, elegant designs and vibrant motifs, these pouches are not only useful but also work as an extension of your creative personality.

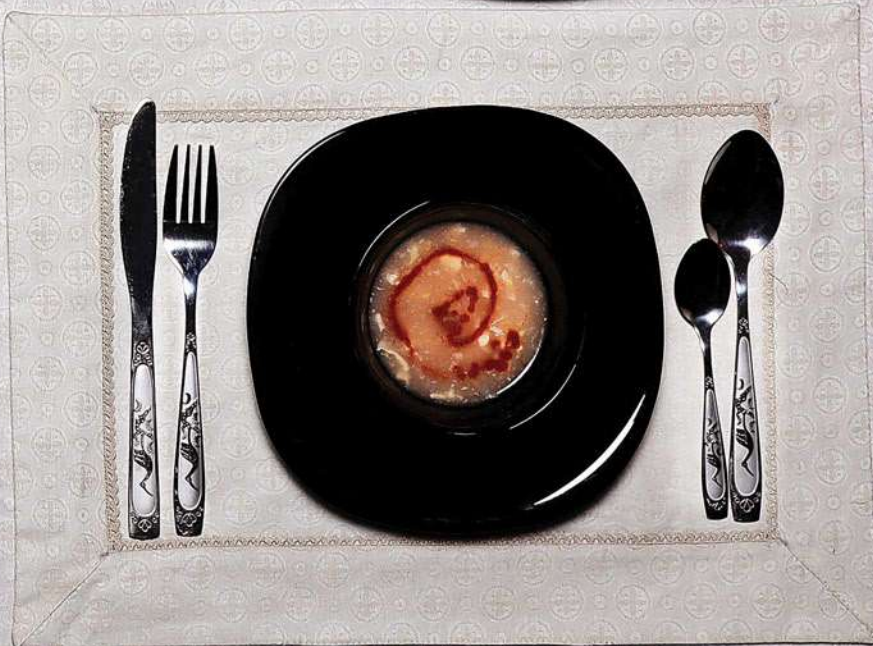
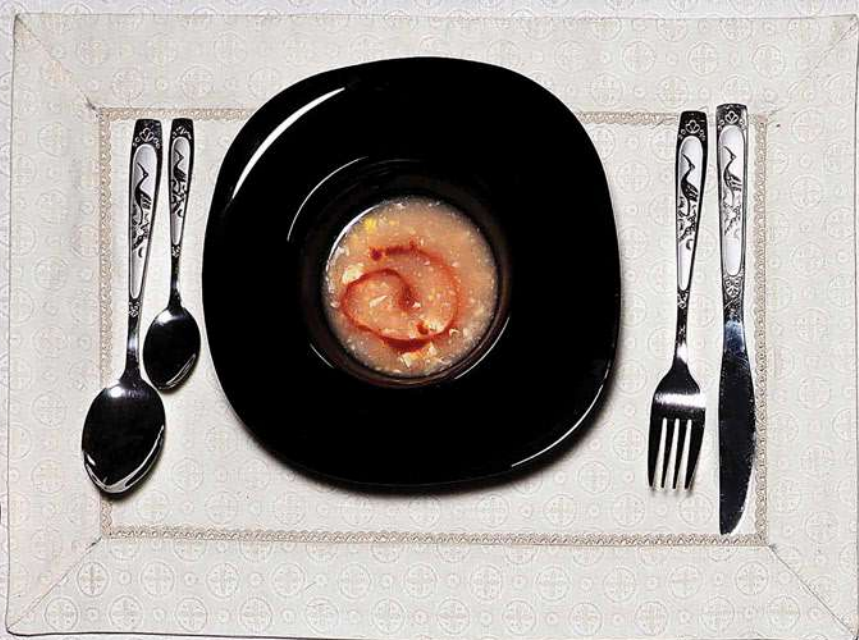


## TABLE LINEN

Add the perfect touch to your dining experience with our vibrant and tasteful range of tablemats, runners and tablecloths. These will compliment your style and add a tinge of grace and regality to your dining table as well.



















PLACE MATS



## TEA COASTERS

Adding coasters is one of the most simple and effective ways to instantly lift a table or dining space and introduce color, pattern and luxury into a scheme without being overwhelming. Sold in pack of 2, this range made for a fantastic addition to all of your soirees.







WOODEN TRAYS



## BATH LINEN

Bath linens can make your bathroom truly unique, so why not customize your bathroom space in a colorful and stylish way. Our vibrant, colorful range will brighten up the space and give a luxurious feel to your bathroom for a glamorous edge.







## COMBED TOWELS

Made from 100% cotton, pamper yourself after every bath with our irresistibly soft and finely combed towels.

Available in:

- HAND TOWEL: 50X100 cm
- BATH TOWEL: 70X140 cm
- BATH SHEET: 100X150cm





## EMBROIDERED TOWELS





# ZERO TWIST TOWELS

Excellent absorbency and exceptional softness make our gorgeous collection of zero twist towels the perfect little luxury you can enjoy every day.

Available in:

- HAND TOWEL: 50X100 cm
- BATH TOWEL: 70X140 cm
- BATH SHEET: 100X150cm







## BAMBOO TOWELS

Irresistibly soft bamboo towel collection will take you to a new level of relaxation. Enjoy a luxurious experience at home with our Bamboo towel range. These elegant towels add sensational softness and style to your bathroom.

Available in:

- HAND TOWEL: 50X100 cm
- BATH TOWEL: 70X140 cm
- BATH SHEET: 100X150cm





## JACQUARD TOWELS

Get mesmerized with our  
exclusive jacquard towel  
collection.

Available in:

HAND TOWEL: 50X100 cm

BATH TOWEL: 70X140 cm

BATH SHEET: 100X150cm.





## BEDDING BASICS

Our finest range of Bedding Basics combines innovation and luxury to give you the ultimate comfort. For a truly luxurious night's sleep, choose only the best.

wool quilt.  
the quilt



Instructions:









