



structions, including machines in

ally an intimate blend of modal and cotton,” explained Lexi Schladenhauffen, svp, marketing and design. “And we’ve trademarked the Modal body because we use a special spinning process for the yarn in the loop of the towel.”

1888’s Supima cotton “Made Here” program is expanding this season with new color and styling options as well as custom monogramming. “Our Supima cotton is grown and processed here — it never leaves the continental U.S.,” she said. “It’s a dirt-to-towel story.”

The new mantra at bath towel manufacturer Loftex is “Do good without doing anything at all.” The product is Loftex’s new Innovate towel, which is earth friendly, quick dry and highly absorbent. The mill combines recycled PET fiber (made from discarded water bottles and

Micro Cotton Inc. introduced the super-absorbent Amaze towel collection, which provides double the absorbency of similar constructions available in the market, according to the manufacturer. Woven with a cashmere-like texture, it features a unique pile construction for very low lint and pill.

In addition, Micro Cotton is segmenting its product introductions into various lines to address to specific markets, including: Essential, Signature, Spa, Elements and Limited Edition. Each line carries its own signature design elements along with current styles, trends and color palettes.

After flying under the radar for several seasons, bath design house Caro Home has begun raising its profile. The company teams bath industry veterans Carolina Feinstein (title: Mom & Designer) and John Cafaro (title: Master Of All But Design). Caro Home’s products include fancies bath towels, beach towels, bath rugs, shower curtains and accessories.

“We’re fast fashion in bath,” said Cafaro. “Carolina is a genius designer. If you want something a little different, that’s us.”

The company recently secured a warehouse. It’s also teamed with 40-year-old Portuguese towel mill Mundo Textil to provide design and



Caro Home specializes in fancy towels and free-standing bath.

