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| COVERS & CO |
| SPRING/SUMMER 2020 |
| Dreaming of a better world |

COVERS & CO

**SPRING/SUMMER
2020**

Dreaming of a better world

**“YOUR DUVET
COVER SHOULD
COST MORE THAN
YOUR SHIRT”**

COVERS & CO 2020: It's time for a change!

In 2016, we signed the Dutch Agreement on Sustainable Garments and Textile. We are partnering with over 90 brands to practically address the issues in the textile industry. Together we are working hard to create a fair and sustainable future. As we are a company that produces cotton items, we find it high priority to focus on sourcing more sustainable raw materials and reduce the use of water, energy and chemicals.

For our brand COVERS & CO, we are shaking things up from 2020 onwards, making it a completely sustainable brand in the way we produce, as well as fabrics and packaging. This means making conscious decisions throughout the entire process, even if it means we come across some creative hurdles, for example; the possible uses of certified yarns or finding the perfect packaging. So, after searching high and wide, we have managed to come up with the goods. Therefore, it is with great pleasure to present to you our first ever sustainable collection!

We are not however, the only ones that need to change - it's important that there's a shift on the consumer side too, moving from a throwaway culture to well thought through and sustainable purchases. Buy less, but better. This includes raising awareness about the true cost of items. On average, a double duvet cover contains about six times more cotton than a T-shirt. Yet customers can easily spend €100 on a branded T-shirt whilst they would think twice before spending that on a duvet cover. Let's join our efforts to change this!

COVERS & CO is now a brand for all ages! In the past we mainly targeted kids and teenagers, but now the brand is fully relevant for both young and older adults. Simply put, there are no rules! Who decides a 60 year old person can't sleep under a fun and colourful duvet cover? In a society that demands our full attention 24/7, it's important to escape that reality every now and then. The need for fun & jokes is greater than ever before!

A key criteria point for the renewed COVERS & CO was the quality of the fabric itself. We opted for cotton percale because of its lovely crisp, fresh and soft qualities. In addition to the duvet covers there's fitted sheets in matching prints, so you can make the ultimate happy bed. The new COVERS & CO collection simply makes going to bed at night a P-A-R-T-Y!

Would you like to know more about how our bedding is manufactured and what our factory looks like? Take a look on our website, there will soon be a video you can watch! We are going full steam ahead on our mission to look after our planet: happy, sustainable & positive. Enjoy!

Team Covers & Co



*discover more about
COVERS & CO*



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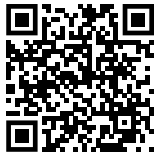
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Dreaming of a better world

Having a positive impact on the planet, while catching your zzzzz's... Does that sound too good to be true? It's easier than you think. At COVERS & CO we want to create a better and more sustainable world by doing what we love most, dreaming! With our silky smooth, 100% GOTS-certified organic cotton bedding, you can make a positive change for the environment, from the comfort of your own bed. All of our products are fairly made, organic and friendly to the skin. Now that's what we call sustainable sleep!

Our creations do not only positively impact the earth - but you as well. Everything we make is designed for your snuggling comfort (think body-hugging fabrics!) and will add a sparkle of joy to your sleeping routine. Our signature prints are fun, playful, and guaranteed to put a smile on your face, whether you are 2 or 102 years old. Fun bedding with a serious cause. Come share this dream with us!

Find out more about the new COVERS & CO on our website:



Sustainable sleep

It's our passion to make incredibly soft and sustainable bedding which gives you the ultimate feel good factor inside and out. Enjoy your dreams care-free!



100% Organic cotton (GOTS)

Our bedding is made from 100% organic GOTS certified cotton. This means the cotton has been grown without the use of pesticides whilst also ensuring that the product has been produced under fair working conditions.



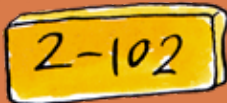
Sparking joy

We add a sparkle of joy to your sleep routine with our crisp, soft bedding and playful prints.



Making you smile

Our cheerful designs bring a smile to your face morning after morning. You'll never get up on the wrong side of the bed anymore!



For 2 to 102 years old

The new COVERS & CO isn't limiting itself to one generation. Whether you are 2 or 102 years old: no matter your age, our happy prints bring a smile to your face!



Dutch design

We design our collections in our very own studio, situated in Amerongen and get them manufactured in one location in Pakistan.

COVERS & CO GOES GREEN!

At Covers & Co we dream about a better and more sustainable world. But dreaming by itself doesn't change much. We therefore decided to totally change our course - from now on our collections will be made using 100% natural and organic cotton. Soft, lovely and sustainable bedding that makes you feel great from the inside out, making your sleep even sweeter.

What's our bedding made from?

Our bedding is made from 100% GOTS certified organic cotton. This means the cotton is grown without the use of pesticides and that manufacturing takes place in an environmentally and socially responsible manner. Our designs are digitally printed on the fabric. Digital printers use less water, energy and chemicals than conventional printers. That's better for your own skin, better for the people working in the factory and better for our environment!

What does the GOTS certificate stand for?

The GOTS certificate requires factories to comply with criteria regarding the use of harmful chemicals and the use of water and energy. GOTS also keeps strict norms regarding the working conditions during production. These are based on the norms of the International Labour Organisation and include freedom of association, fair wages and safe and hygienic work conditions. Factories are audited by independent accredited organisations to check compliance to the GOTS criteria.

Where do we manufacture?

We design the collections in our own studio in Amerongen and the bedding gets manufactured all in one location within Pakistan. This factory is GOTS certified, so we can be sure they meet our own standards and those of GOTS. We visit the factory regularly and are in contact with them on a daily basis. This way we keep the production chain short and as transparent as possible. The GOTS certification also means we can exactly trace where the cotton originates. For every part of the chain (e.g. from the cotton farmer to the spinning mill) there is a transaction certificate needed to show where it comes from and where it's going.

Find out more about our factory in Pakistan on the GOTS website:



How do we package our products?

Our products are packaged in sustainable sleeves made from FSC certified cardboard. This cardboard comes from forests that are kept healthy through sustainable management. By using FSC cardboard, we contribute directly towards the protection of our worldwide forests and towards a healthy living environment for both humans and animals worldwide.

What else do we do?

Yearly, we donate 1% of our COVERS & CO turnover to projects that are close to our heart in terms of both the environment and social working conditions. From 2020 you can read more about current projects on our website.



Want to know more about our efforts regarding sustainability? Have a look at our website.



“THERE IS NO PLANET B”



From 2 to 102 years old

The new COVERS & CO isn't limiting itself to one generation. Whether you are 2 or 102 years old, our joyful designs will bring a smile to your face every morning. You'll see this in our photography too, where we invited models from all ages to join the party. Meet our cast!



Willem (42) & Sem (7)

Seven year old Sem loves playing soccer, jumping on his trampoline and playing outside with his neighbourhood friends. He's just like his dad Willem, who is also constantly on the go. Together they like to play soccer, bike or go for a hike in the forest. Sem doesn't get bored easily; on rainy days he constructs huge Lego creations, enjoys games on his console or plays board games with his dad.



Jolanda (34) & Quinn (2)

Together with the love of her life and her three daughters (including the adorable toddler Quinn), Jolanda travels the world in her Volkswagen van from 1966. She blogs about her adventures at wildandboho.com. Jolanda loves being out in nature and she spends as much time outside as possible. She treats her garden as her second lounge room - it's full of many colourful flowers, plants and veggies.



Helma (52)

This independent woman knows exactly who she is and what she wants in life. Aside from being a wife and mother, Helma is a primary school principal and she is very fond of her job. She has more time to herself since the kids have flown the nest and she definitely makes the most of it! She is busy with learning a new course, meets her best friend at the gym twice a week and also visits food festivals with her friends.



Nick (32) & Melanie (24)

This handsome young couple lives together in Utrecht and they are utterly in love. They might drive each other crazy at times, but when it's time to say goodnight, they want nothing else but to cuddle up together. On work days they get up early and there's little time for breakfast, but during the weekend they take plenty of time to make breakfast a party for two.



Emiel (35)

For Emiel, a 60 hour work week is totally normal. To keep his life in balance, he treats his weekends as sacred and keeps them as free as possible. He loves nature and enjoys riding his mountain bike through the forest. He also loves to wind down at home too. His ultimate way to spend a Sunday is watching Netflix in bed with a pot of freshly brewed coffee next to him.



Lynn & Nine (both 11)

Lynn and Nine are BFFs for life. Every weekend, these 11 year old ladies want nothing more than to stay over at each other's house, although they tend to forget about the sleeping part! Their 'holy mobile' is normally not allowed in their bedroom, but sleep overs are an exception. Results? Creating endless Tiktok's and watching their favourite vloggers for hours on end.



Ties (24)

Let's take a moment to introduce Ties, our graphic designer! This young man is 1,97 meters tall, 24 years old, single and a true sleepy head. He can easily sleep 12 hours straight and still have trouble rolling out of his bed. His favourite breakfast, lunch and/or dinner? A hot dog. With mayonnaise of course. During the weekends he loves touring around on his motorbike or helping at his dad's workshop.



Leonie (29)

Food blogger Leonie is 29 years old and lives together with her boyfriend in Haarlem. She became known through the fun toasty recipes she created during her student life - she can rightfully claim the title Toasty Queen of The Netherlands! As a freelancer, Leonie is free to work when and wherever she wants and because of that, you'll find travel stories on her blog alongside her food recipes. In her free time she loves doing sup yoga and, of course, going out for dinner.



THE COLLECTION

Ooh la la, it's kissing time!

This pink duvet cover is all about love. Because whether you are 2 or 102 years old: all you need is love, right? Red lips are more than ready to be kissed and in the background it is raining hearts. The back of the duvet cover is covered with black dots.

Kiss my sass - rose, duvet cover
100% organic cotton percale (GOTS)





Food blogger Leonie is the founder of Gewoonwateenstudentjesavondseet.nl. Her blog is chock-full with quick and easy recipes, like the delicious banana pancakes you see pictured. Follow Leonie on Instagram for more food, interior and travel inspiration.



@lterveld

WHEN FOOD IS LIFE



"Who is calling?"



Leonie's banana pancakes

Blogger and vlogger Leonie is crazy about food! Her favourite Sunday morning breakfast are these banana pancakes topped with berries. Totally insta worthy!

What you need for 4 small pancakes (one person): 2 bananas - 2 eggs - 1 tablespoon flour - a pinch of cinnamon - frozen berries - a tablespoon Greek yogurt (or quark) - icing sugar

Defrost the berries. Use a stick blender to mix the bananas, eggs, flour and cinnamon to a smooth batter. Add a little (coconut)oil to a frying pan and fry the pancakes until cooked through and golden brown. You'll need about 1 serving spoon of batter for one pancake. Stack the pancakes on a plate and spoon the fruit on top. Add a little Greek yogurt, dust some icing sugar over it and your cool breakfast is served. Enjoy!



We got this

Who run the world? Girls! Certainly on this duvet cover set that is populated by ladies in all shapes and sizes. Blondes, redheads, brunettes, blackheads: they've got each other's back! And we, in turn, take good care of nature by using GOTS-certified organic cotton percale for our duvet covers.

We got this - multi, duvet cover
100% organic cotton percale (GOTS)



**GO TO SLEEP SO
YOU CAN RULE
THE WORLD
TOMORROW**



Wild thing... you make my heart sing!

And not just our heart: such a feisty duvet cover makes you jump for joy spontaneously. A lovely petrol animal print can be seen on a pink background, which creates a nice spark or joy in the bedroom! The back of the duvet cover is pink with a print of fine petrol-colored stripes.

Wild thing - petrol, duvet cover
100% organic cotton percale (GOTS)



**“WOMEN DON’T
SNORE, WE PURR.”**



Flower power!

Whether you have experienced the Flower Power movement in person or can only dream of it: this petrol-colored duvet cover is for everyone, from 2 to 102 year olds! Who doesn't feel a spark or joy when looking at so many gorgeous flowers? The brightly colored flowers bring a festive touch to the bedroom. More cheerful flowers can be seen on the back of the duvet cover.

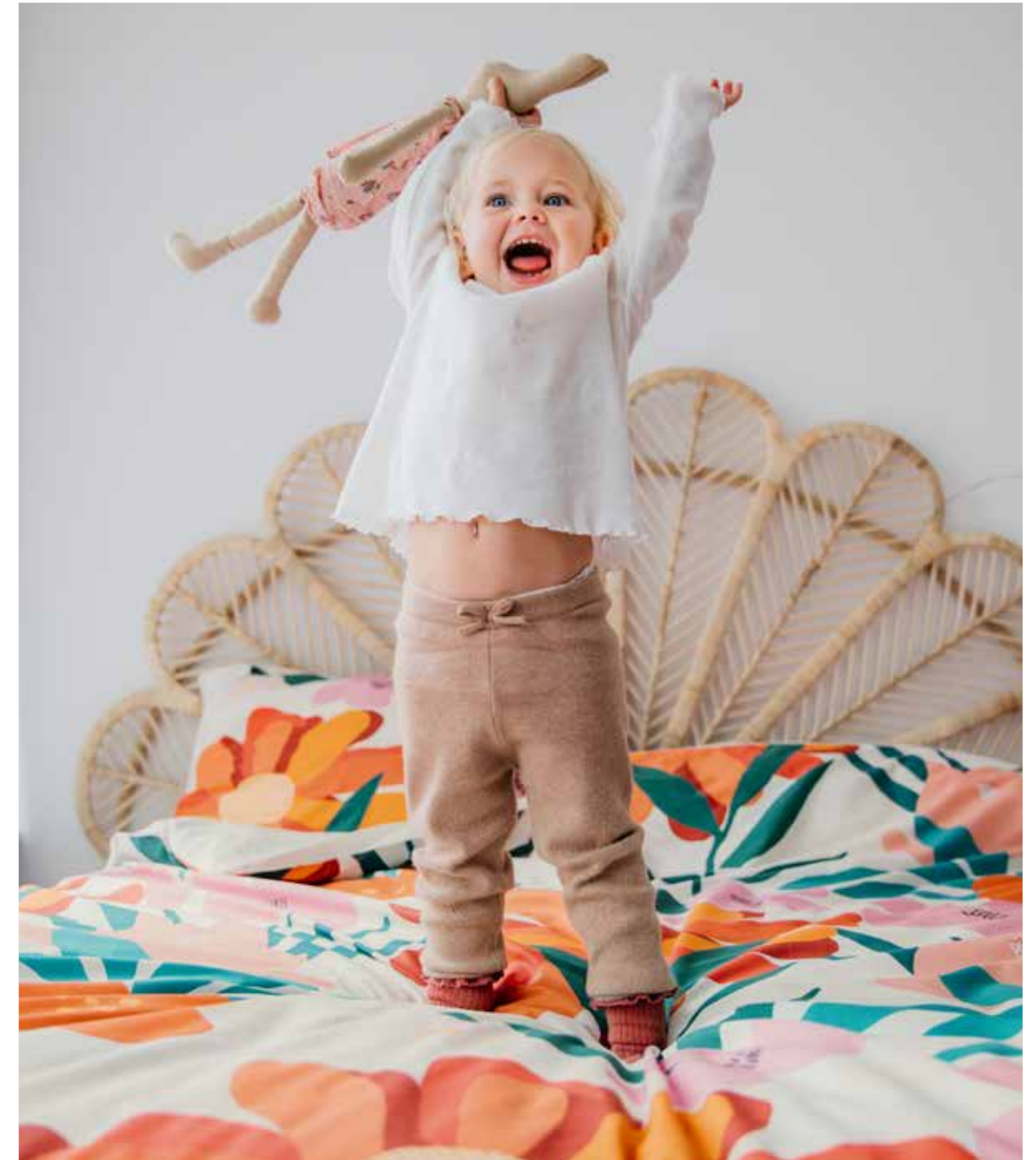
Flower power - petrol, duvet cover
100% organic cotton percale (GOTS)





The Summer of Love

When it comes down to love, there's a lot we can learn from the Flower Power time! In the Summer of Love (1967), the status of love was in sharp contrast to how we view it today: love was the centre of everything and songs like 'Can't buy me love' from The Beatles represent this relaxed, laid back lifestyle. Life and love were abundantly celebrated with bare feet and flowers in their hair. Maybe we need to stop working overtime so much, put our phones down more often and create space for the truly important things in life: love, time with friends and good conversations in our analogue life!



Ain't no wallflower

At COVERS & CO we don't do wallflowers: we simply place the most beautiful flowers on this ecru-colored duvet cover set! Because whether you are 2 or 102 years old: who doesn't get happy from a field full of flowers? With this duvet cover you add a spark of joy to the bedroom and the world around you. The reverse side of the duvet cover is off-white with white twigs.

No wallflower - multi, duvet cover
100% organic cotton percale (GOTS)



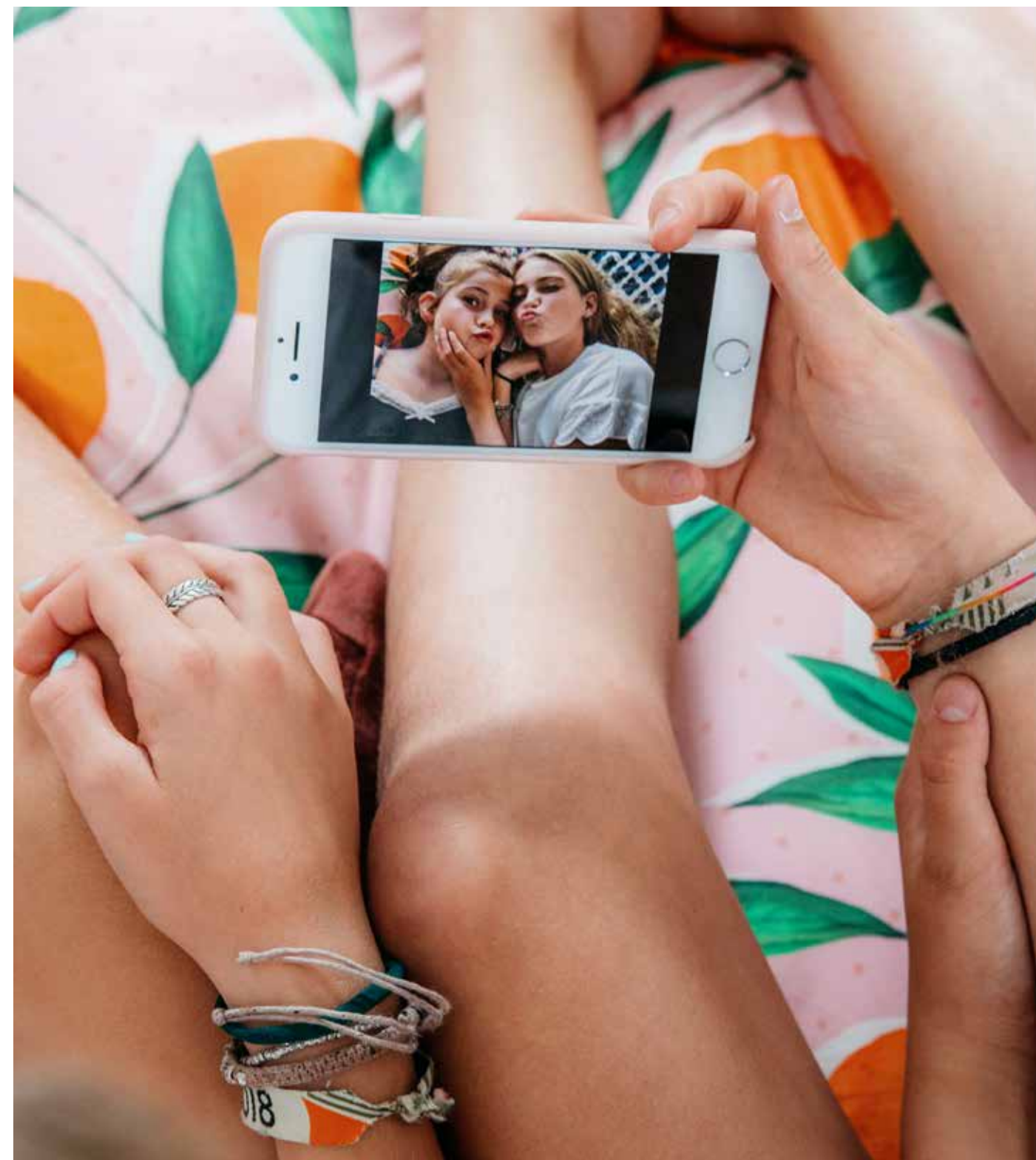
It's all about the journey

Jolanda Marti is a photographer and lifestyle blogger. On her blog wildandboho.com she captures the journey through life that she and her family are on. From road trips through Europe, cuddling on the couch to lots more of these pure moments that she shares together with the love of her life and her three daughters. The cheerful girl on the photo is her youngest daughter Quinn who is 2,5 years old. Isn't she just a picture?

Follow their adventures on Instagram.



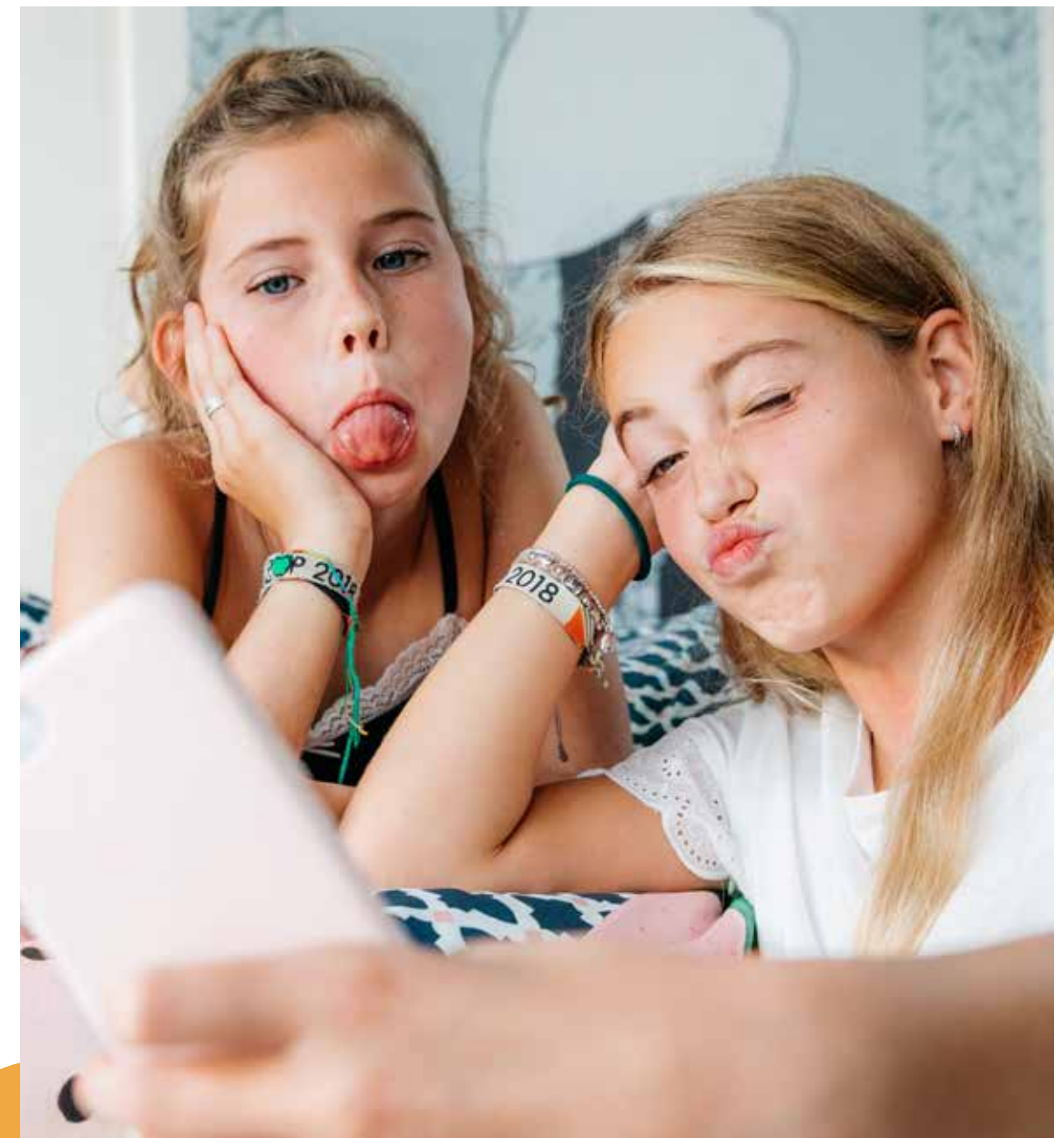
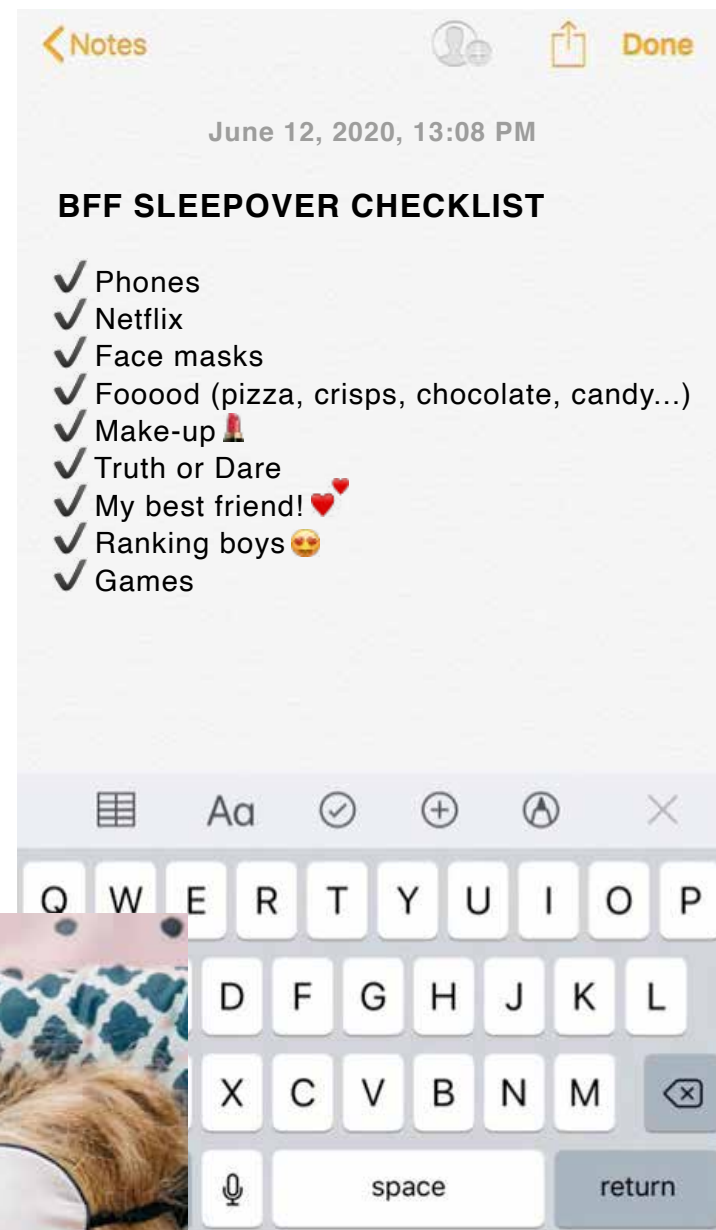
@wildandboho



Squeeze the day

Or a delicious orange like on this duvet cover. No matter how you start the day, it starts well under this pink duvet cover full of oranges waiting to disappear into your drink. If that doesn't make you happy, then the blue-white-pink pattern on the back of this silky soft duvet cover will!

Squeeze the day - rose, duvet cover
100% organic cotton percale (GOTS)



“AIN’T NO PARTY
LIKE A SLUMBER
PARTY”



Chase the sun

COVERS & CO takes you on a journey, following the sun - because there's nothing better than fun in the sun! On this duvet cover in natural tones, all eyes are on the sun that shines bright above a mountain lake. At COVERS & CO we love nature: all duvet covers are made from GOTS-certified organic cotton percale. Nothing but love for this right? The back of the duvet cover is light blue with a cheerful white hail print.

Chase the sun - neutral, duvet cover
100% organic cotton percale (GOTS)

5 TIPS

to be less busy with your phone

Reading the news the moment you wake up, replying to messages while you're on the toilet, updating your social media while you're waiting on the train... If you are - just like your phone - always 'on', you'll never really wind down and you don't get to recharge. Would you like to spend less time on your phone and more time in the here and now? With these 5 easy tips you'll be able to put your phone down more often.

Turn notifications off

An Instagram like, 10 unread messages in the family app group... With every new notification on your phone your brain gets a message: pay attention, new information! This constant distraction drains your energy. By turning off your notifications, you decide yourself when you want to read something and use your time more effectively.

Introduce phone free hours

Put your phone in flight mode every now and then, for example when you take a bath, watch a movie or when you read a book with your kids. And leave your phone at home sometimes too; you really don't always need it all the time.

Watch your screen time

Some smart phones do this automatically, but in other cases you can easily install an app (like Moment) to watch your screen time. You can set a time limit for yourself and when you reach that limit, you'll get a signal from the app.

Use a normal alarm clock

Set your alarm on your phone at night time and there's a big chance you'll get distracted to quickly check your social media. Before long you've spend half an hour scrolling through Facebook. This results in less rest, sleep or cuddling with your love. What's more important to you?

Make your bedroom a phone free zone

Besides the fact that blue light from your phone isn't conducive to a good night's sleep, this prevents you from picking up your phone first thing in the morning. Why not leave your phone in your living room overnight.



“OFFLINE
IS THE NEW
LUXURY”



Walk the line

Walk the line? Draw the line! Quite a few colored stripes have been drawn on this duvet cover. From light blue to pink and from yellow to dark blue; with all these cheerful colors this designs brings a festive touch to the bedroom.

Walk the line - multi, duvet cover
100% organic cotton percale (GOTS)



The best Netflix series for the ultimate

LAZY SUNDAY

1. La Casa de Papel
2. Peaky Blinders
3. Jane the Virgin
4. Stranger Things
5. The Crown





Double trouble?

Double the fun! With this duvet cover, fighting for the duvet is a thing of the past: everyone clearly has their own side. All you have to do is determine who gets the dotted side and who gets the striped side. Fighting about that too? Then just opt for the other yellow back and everybody will be happy.

Double trouble - black, duvet cover
100% organic cotton percale (GOTS)



Top five biggest **IRRITATIONS IN BED**

1. The constant battle for the blanket
2. Snoring (all volume levels)
3. Taking over the entire bed
4. Being touched by cold feet
5. Your love's super early alarm



Absolutely dot

Isn't it cute? This white duvet cover is beautiful to the last detail! Because you can never get enough of dots, the cheerful mint colored circles are full of them again. Would you prefer a bit more peace in the bedroom? Then turn the duvet cover over for a white-mint-green striped pattern.

Absolutely dot - mint, duvet cover
100% organic cotton percale (GOTS)





**“NEVER TURN
DOWN A GOOD
PILLOW FIGHT”**



Wild at heart

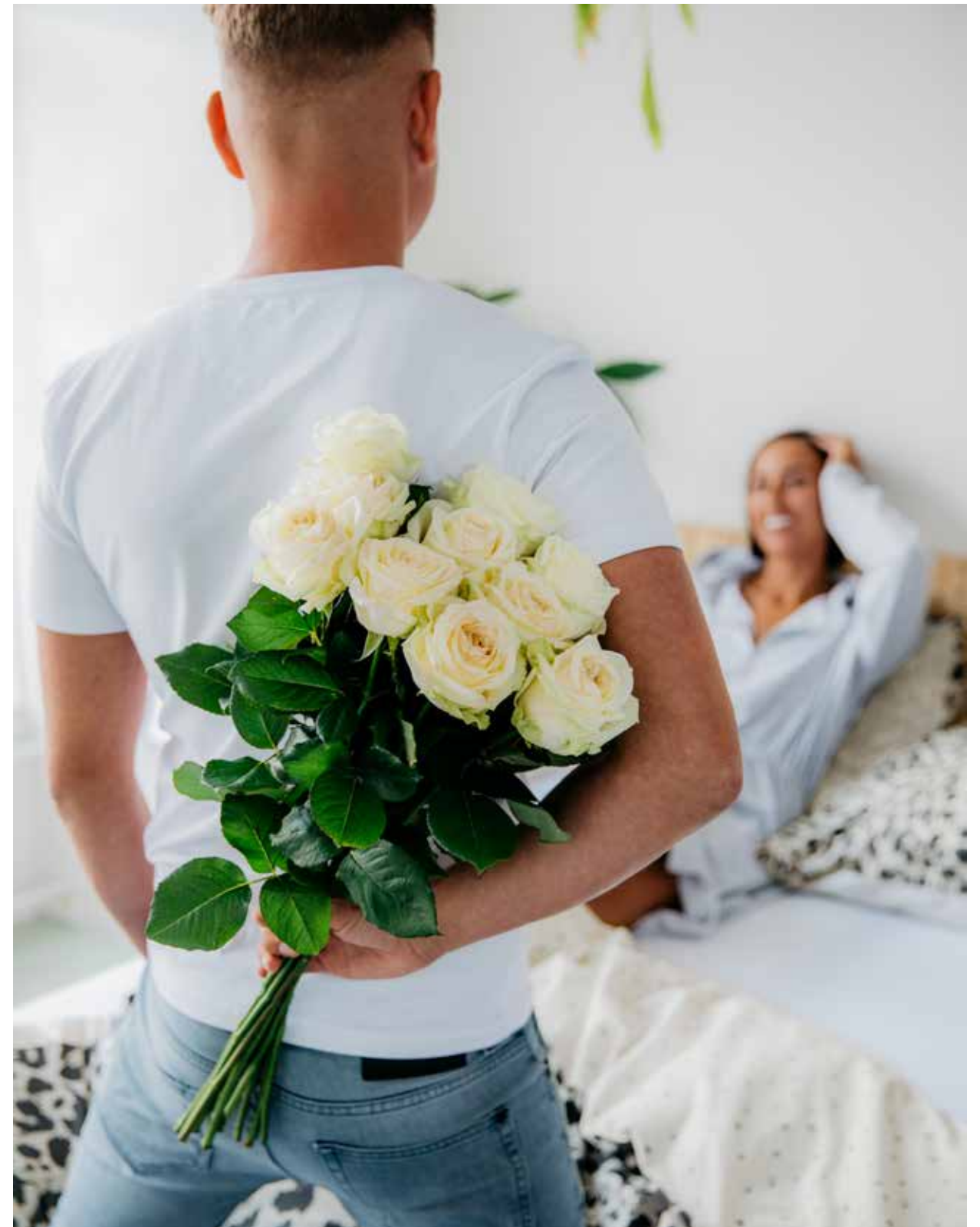
Whether you are 2 or 102 years old: as long as you are wild at heart! This beige duvet cover set with a feisty black leopard print will make you wildly enthusiastic. Just like the story behind our brand by the way: all our duvet covers are made from GOTS-certified organic cotton percale, which means that the cotton is grown organically and produced in an environmentally friendly and socially responsible manner. Wild has never been more sustainable!

Wild thing - sand, duvet cover
100% organic cotton percale (GOTS)



A Couple's **BUCKET LIST**

- Babysit your friends' dog for a day
- Read the same book at the same time
- Do a day of voluntary work together
- Talk to each other with an accent all day
- Book an indulgent duo massage
- Sleep under the starry night sky
- See a movie at a drive in or open air cinema
- Visit houses for sale that are way above your budget
- Rent a tandem bike

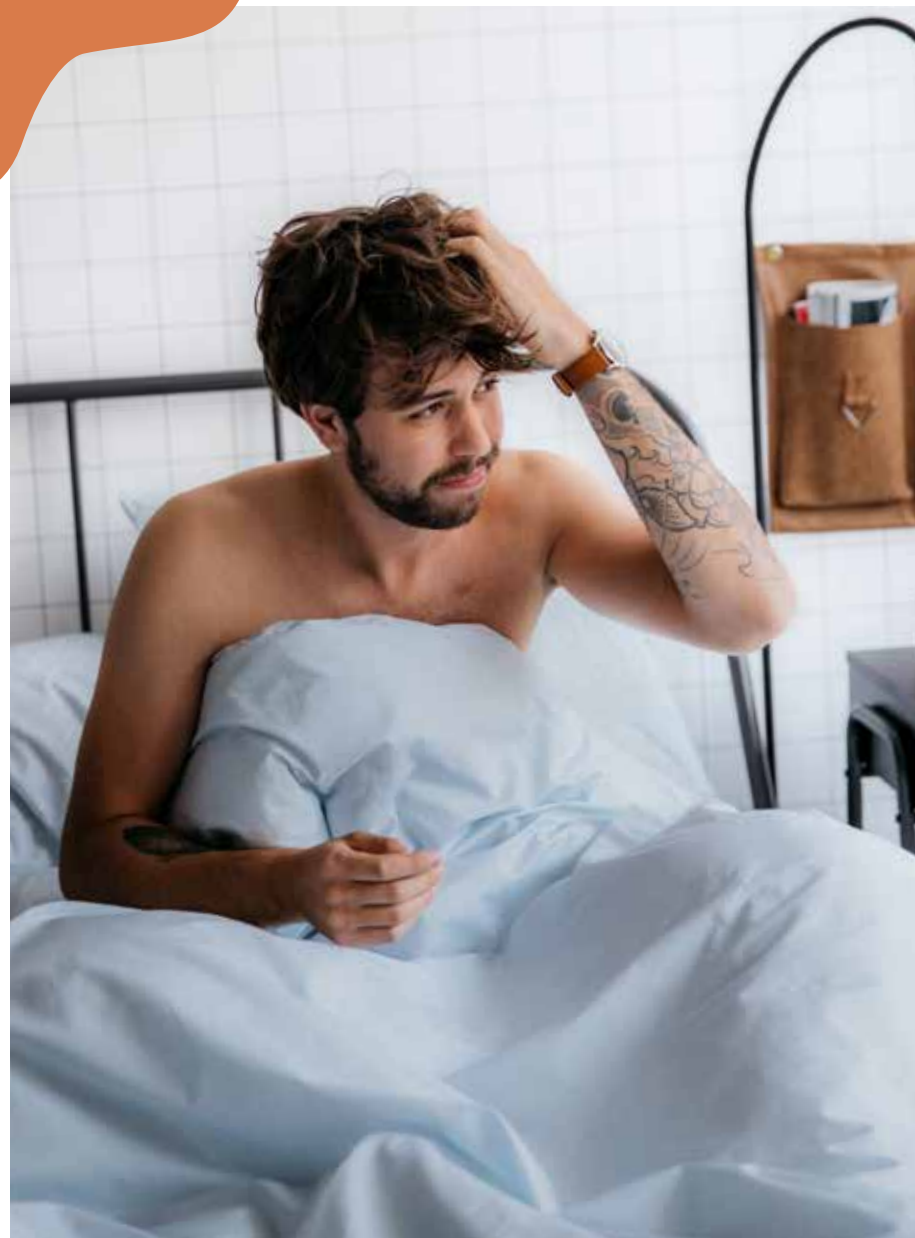




Space invader

The light blue color of this duvet cover set seems out of space, but the design also provides a good dose of fun! When you get very close and read the small print (always read the small print) it says: "If you can read this, you are in my personal space." So pay attention to whom you invite in your bed... In the mood for a party in the bedroom? Then turn the duvet cover over for a confetti pattern!

Space invader - blue, duvet cover
100% organic cotton percale (GOTS)



everybody needs **PERSONAL SPACE**

Although the term 'personal space' might be relatively new, that awkward feeling when someone stands too close to you is probably as old as the human race itself.

Why do we need this personal space? Neuro scientists indicate that our brain creates a buffer zone around our body, an invisible 'second skin' if you like. It's meant for our own protection. For example against predator animals, but also to prevent us from walking into a doorpost.

Sometimes however, there is no physical space to have this personal space, like in an overcrowded train. Unconsciously we try our very best to create an invisible barrier anyways by avoiding eye contact and by staring at our smart phone. We are such social creatures ;)



**“NEVER GROW
UP, IT’S A TRAP”**

THE OVERVIEW



OVERVIEW



KISS MY SASS - ROSE*
100% cotton percale (GOTS)
140x220+60x70 cm € 59,95
200x220+2/60x70 cm € 109,95
240x220+2/60x70 cm € 119,95
60x70 cm € 19,95



WE GOT THIS - MULTI*
100% cotton percale (GOTS)
140x220+60x70 cm € 59,95
200x220+2/60x70 cm € 109,95
240x220+2/60x70 cm € 119,95
60x70 cm € 19,95



WILD THING - PETROL*
100% cotton percale (GOTS)
140x220+60x70 cm € 59,95
200x220+2/60x70 cm € 109,95
240x220+2/60x70 cm € 119,95
60x70 cm € 19,95



FLOWER POWER - PETROL*
100% cotton percale (GOTS)
140x220+60x70 cm € 59,95
200x220+2/60x70 cm € 109,95
240x220+2/60x70 cm € 119,95
60x70 cm € 19,95



NO WALLFLOWER - MULTI*
100% cotton percale (GOTS)
140x220+60x70 cm € 59,95
200x220+2/60x70 cm € 109,95
240x220+2/60x70 cm € 119,95
60x70 cm € 19,95



SQUEEZE THE DAY - ROSE*
100% cotton percale (GOTS)
140x220+60x70 cm € 59,95
200x220+2/60x70 cm € 109,95
240x220+2/60x70 cm € 119,95
60x70 cm € 19,95



CHASE THE SUN - NEUTRAL*
100% cotton percale (GOTS)
140x220+60x70 cm € 59,95
200x220+2/60x70 cm € 109,95
240x220+2/60x70 cm € 119,95
60x70 cm € 19,95



WILD THING - SAND*
100% cotton percale (GOTS)
140x220+60x70 cm € 59,95
200x220+2/60x70 cm € 109,95
240x220+2/60x70 cm € 119,95
60x70 cm € 19,95



SPACE INVADER - BLUE*
100% cotton percale (GOTS)
140x220+60x70 cm € 59,95
200x220+2/60x70 cm € 109,95
240x220+2/60x70 cm € 119,95
60x70 cm 60x70 cm € 19,95

OVERVIEW



WALK THE LINE - MULTI*
100% cotton percale (GOTS)
140x220+60x70 cm € 59,95
200x220+2/60x70 cm € 109,95
240x220+2/60x70 cm € 119,95
60x70 cm € 19,95



DOUBLE TROUBLE - BLACK*
100% cotton percale (GOTS)
140x220+60x70 cm € 59,95
200x220+2/60x70 cm € 109,95
240x220+2/60x70 cm € 119,95
60x70 cm € 19,95



ABSOLUTELY DOT - MINT*
100% cotton percale (GOTS)
140x220+60x70 cm € 59,95
200x220+2/60x70 cm € 109,95
240x220+2/60x70 cm € 119,95
60x70 cm € 19,95



SPRINKLE PARTY - BLUE
100% cotton percale (GOTS)
90x200 cm € 29,95
140x200 cm € 39,95
160x200 cm € 42,95
180x200 cm € 44,95



EARNED MY STRIPES - BLACK
100% cotton percale (GOTS)
90x200 cm € 29,95
140x200 cm € 39,95
160x200 cm € 42,95
180x200 cm € 44,95



WHAT THE DOT - ROSE
100% cotton percale (GOTS)
90x200 cm € 29,95
140x200 cm € 39,95
160x200 cm € 42,95
180x200 cm € 44,95

* with an extra-long tuck-in strip of 40 cm

Behind the scenes

We are very pleased with this first collection of our rebranded COVERS & CO and we hope you are just as excited about it as we are! Curious about what happened behind the scenes at the photoshoot? Take a look below! Thanks to our amazing models, the dreamy locations and the entire team - without them we wouldn't have made it!



Let's get social!

We are thrilled to partner up with you to build and communicate the new COVERS & CO brand, whether that's in stores or online. We are showing of on social media too, with inspiring photo's, videos, collaborations and stories. Again, sustainability is our main focus!

To make things super easy for you, we cropped all atmospheric photos from COVERS & CO into the recommended picture size for both Facebook and Instagram. This means it's really simple for you to post and share them. You can find these social media pictures in the download section of our retail portal.

Don't forget to tag us in the photos - you can do so with **#coversandco** and **@coversandco**. Let's get social!

If you have any questions regarding social media and/or about using our images, get in contact with our marketing department (marketing@essenzahome.nl).

Follow us on Instagram!



@coversandco

COLOPHON

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- Jolanda en Quinn (@wildandboho)
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- Lynn en Nine
- Nick en Melanie
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