



Towels.



Pure elegance and Swiss quality at home

The Swiss linen label, secrets of living, knows how important comfort is, especially when we want to rest. Fine linen and simple yet timeless designs provide everything you need for a good night's sleep.

TEXT: MARILENA STRACKE | PHOTOS: SECRETS OF LIVING

There is nothing better in the world than nestling into a freshly made bed with duvet covers straight out of the tumble dryer. We all know that feeling of warmth and comfort when we can pull crisp fresh duvets over our heads and forget our daily stress for a little while. It makes going to bed just that extra bit satisfying.

Jasmin Wullschleger, founder and mastermind of secrets of living, knows exactly how to provide this comfort and goes far beyond providing regular duvet covers. She explains how she founded her own label for linen: "There was already a wide range of bedding available, but I did not like any of it. So it has been my dream for many years to found a small yet fine label for linen. I wanted something with a casual touch that emphasises simplicity.

Duvet covers that are timeless in regards to colour schemes and which are made of materials of the highest quality."

Wullschleger followed her calling and opened secrets of living, a label that offers duvet and pillow covers as well as a variety of towels and table textiles in tasteful colours.

The quality of Wullschleger's products is what lets them stand out amongst their competitors. The wonderful linen is produced in Germany and further processed in Italy. It is dyed in a sustainable and environmentally friendly manner.

As opposed to many other manufacturers, secrets of living generally does not use stone washing as it weakens the material

unnecessarily and is also tremendously detrimental to the environment.

Therefore, it should come as no surprise that it bears the prestigious seal of quality 'Master of Linen', which is only awarded to the finest linen in Europe. The seal proves that the label follows strict rules regarding production and sourcing. A low carbon footprint is as much a measure for receiving the seal as service, excellence and innovation.

Wullschleger just added a new collection made of Egyptian cotton, which has a softness that is truly outstanding. Egyptian cotton is handpicked and hence very pure and unaltered, which fits perfectly into the label's concept.

"The secret of both quality materials lies in the special treatment. It makes them incredibly smooth and soft," adds Wullschleger. "All it needs during use at home is washing and tumble drying. No more ironing is required."

The fluffy terry textiles are true Swiss products, which are entirely produced in Switzerland and later finished with fine linen borders and beautiful embroideries by secrets of living.

Wullschleger says: "The majority of our collection is made in Switzerland, right by the scenic Lake Zurich. I wanted to support Switzerland as a manufacturing country and also create jobs in my own country. Our warehouse is fully stocked so we can ensure short and environmentally friendly transport routes."

Wullschleger's admirable efficiency allows for quite short periods of delivery between two and three weeks, even for custom-made bed and table linen.

'Anything is possible' is Wullschleger's personal credo and she has turned it into the corporate philosophy of her company. Customers are encouraged to voice their

specific requirements and can be rest assured that the team behind secrets of living will go the extra mile to meet them.

They recently launched a brand new website with an integrated online shop and are aiming to extend their Swiss and European market further. The quality speaks for itself and word about it will certainly spread across borders.

When asked what her own personal favourite piece is, Wullschleger smiles: "That is a difficult question. I designed a collection where I genuinely love every item. We named all our linen and terry cloth after different spices to arouse certain emotions and associations. One of my favourites is the fine linen bedding SALT and CORIANDER."

She hesitates for a moment before adding: "And of course our new embroidery ORNAMENTS, which we can apply to

terry, table and bed linen. Also generally the miraculously soft terry cloth with its good grip." Wullschleger laughs: "As you can see it is quite difficult for me to pick a favourite."

It is truly inspiring to see a designer in love with her creations. A great deal of passion and thought has gone into all the products, something you can see and feel. Maybe it is this ingredient that makes her pieces so comfortable and comforting.

www.secretsofliving.ch



Founder Jasmin Wullschleger.



Table linen.



Embroidery.