

## SHUJ SILK EMBRACE: THE NEW SLEEPING SYSTEM THAT RENEWS BODY AND MIND

There's a social life and a private life, few hours in which the opposite reconcile. Shuj lives this life zone with a timeless home textile collection made by gentle and pure materials, recovering ancient craftsmanship tradition for one's own daily rebirth.

On the occasion of the Salone Internazionale del Mobile 2015, Shuj launches a new way of resting, a real system of sleeping embraced entirely by silk: SILK EMBRACE.



As Nature creates cocoons sheltering the silk worms, Shuj creates a world of comfort and protection.

The bed turns into a soft cocoon, made up of three unique products: mattress top, pillow cover and duvet, all filled with handmade pure silk. An exclusivity preserved through thousand of years offering the charm and the privilege of sleeping embraced by this precious material.

Silk Embrace protects and gives comfort. It retains the body's heat, wrapping you up in a unique and tender hug.

Its lightness and softness offer a pleasant sensation to your body and mind which relax gaining calm and balance.

Silk Embrace is made of natural elements, pure and unique materials, combining tradition and modernity, certified Oeko-tex.

Its impalpability is the result of countless overlapping layers of pure handmade silk, following a complex and very ancient process based on the sole use of groundwater, silk cocoons and the age-old craftsmanship of skilled hands enhancing the peculiar virtues of this valuable material: thermoregulation, transpiration, lightness, and hypoallergenicity.



Shuj Silk Embrace is made up of:

Shuj Silk duvet: handmade silk filled duvet in 4 different weights. 1 petal for spring/summer, 2 petals for autumn, 3 petals for winter, 4 petals for harsh climate winter.

Shuj mattress top: mattress topper made of soft and light 310 TC Cotton, filled with 100gr/m2 of pure silk. Soft, thin and warm, it enhances the wonder of sleeping wrapped up in silk.

Shuj pillow cover: pillow cover made of soft and light 310 TC cotton, filled with 100gr/m2 of pure silk. It covers and protects the pillow, giving comfort and warmth to your face.

Contatti stampa:

Roberta Galfione Lomo  
Public and Media Relations  
[roberta@galfionelomo.com](mailto:roberta@galfionelomo.com)  
+39 335 8398954