

New start-up Kapas Living is redefining bed sheets, duvet covers and bedding sets for Malaysia and Singapore



Kuala Lumpur, Oct 21, 2020 ([Issuewire.com](https://www.issuewire.com)) - Kapas Living, a spinoff of Plush Services, has recently launched their luxury [bed linen](#) and [bedding](#) line and is seeing outpouring demand for its new [bed sheet sets](#), [duvet cover sets](#) and [pillowcases](#). The linen company prides itself on its flagship 400 thread count 100% extra-long staple [cotton bed sheets](#) that is not only luxuriously soft but is also Oeko-Tex® certified to be safe and free from harmful chemicals.

In search of good value and high quality bed linen, it took siblings and co-founders, Yap Vin Li and Yap Zer Ken several years of thorough research to curate the Kapas bedding range. More than just using a high thread count number, the development process involved selecting the highest quality cotton fibres and the right weave for the product. Not all cotton is created equal and the extra-long staple cotton used in Kapas bed sheets ensures that the fabric will remain luxuriously smooth and soft yet strong and durable for many years to come. Kapas bed sheets will fray less, pill less, wrinkle less and even fade less than fabrics made of cheaper short-staple fibres.

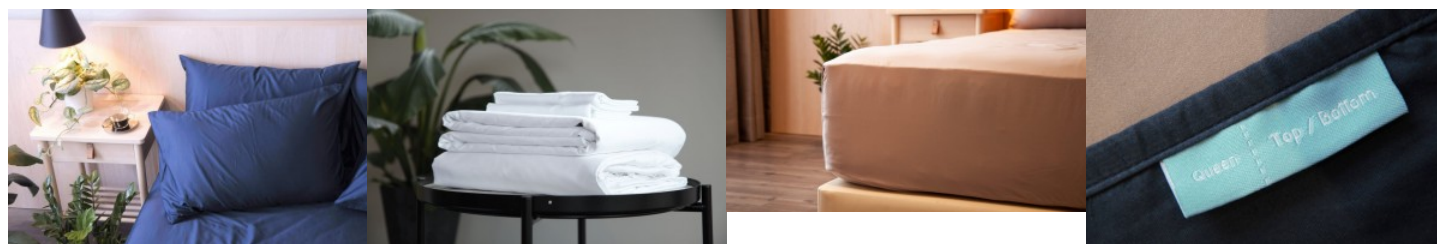
“Our current bed linen market in Malaysia is flooded with all types of bed sheets that overemphasize the thread count number. A higher thread count is better but only up to approximately 400, beyond which it then becomes a marketing gimmick by manufacturers. A higher thread count could suggest the use of

artificial polyester fibres or cramming of more, poorer grade and thinner cotton fibres into the yarn to boost the count figure” explains Zer Ken, the CEO of Kapas Living and Plush Services.

Kapas bed sheets are also designed with practicality and user-friendliness in mind. Bed sheets come with cleverly woven tags to help users identify the correct corners when putting on the bed sheets and are made to fit even the thickest mattresses of up to 40cm. Buttons and cotton ties on the duvet covers also help keep the duvet comfortably in place for a more enjoyable slumber.

“We started Kapas Living to deliver to our customers high quality yet honestly priced bed sheets and most importantly, a good night’s sleep. There is no need to pay hefty price tags for bed sheets with misleading, over-the-top thread count,” said Vin Li, the Co-Founder and COO of Kapas Living and Plush Services. “We want to share with our customers what we have learnt about bed sheets – the details of the different components that make up the bed linen – so that they may also appreciate and enjoy our Kapas bed sheets”.

Home owners, interiors designers and sleep lovers can find out more about these bed sheets. Additionally, if you are looking to collaborate, Kapas Living can be contacted at hello@kapoliving.com or via the following phone number +6017-889 4778.



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Source : Plush Services Sdn Bhd / Kapas Living

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