

Organic bed sheet and bath towel brand Amouve launches on Myntra

Amouve has introduced its range of bed sheets, towels and pillows on fashion marketplace Myntra



Maharashtra, Mumbai, Feb 3, 2021 (Issuewire.com) - The first of its kind organic bedding and bath brand in India, Amouve, has launched its collection of bed sheets and towels online on Myntra.

“Myntra’s visibility is unparalleled. We wish to leverage this and bring our organic bed sheets and [Bath Towels](#) to a wider range of consumers. Our value prop has always been health and wellness combined with a luxury product and we shall continue to expand our product portfolio on similar lines” says Ami, founder of Amouve. Amouve has been at the forefront of spreading awareness on eco-friendly bed & bath and adopting sustainable practices through home textiles.

Amouve shall be retailing its entire range on Myntra, including [Bedsheets](#), fitted sheets, bath towels, hand towels, face towels, blankets, comforters, duvets, dohars, and pillows. Catering to the affordable luxury segment, Amouve plans to get into modern retail whilst also increasing its online presence. With subtle prints emanating richness in aesthetics and feel, Amouve has been instrumental in creating a holistic focus on health and wellness.

The idea for Amouve came into existence after the founder experienced some really soft bed sheets at a hotel in Sweden. While trying to find the same quality in India, she was left with a dearth of options. She considered it worthwhile to introduce an organic range of bedding and bath products.

The Neembus pillow with proprietary Neem infused fabric, a new launch during Covid, is also being showcased on Myntra. Amouve is also looking to introduce a range of bed sheets exclusively on Myntra starting at Rs. 1799.

Amouve currently retails through its website www.amouve.com, through Amazon as well as in-store in Hyderabad at Danube Home.

Since the time it started, Amouve has created a significant social impact by helping farmers escape the vicious debt cycle posed by GMO seeds. It has kept 860 farmers out of debt and saved 9952417 gallons of water.

Amouve is the first of its kind organic bedding and bath brand in India, weaving sumptuous bed sheets and towels from GOTS certified organic cotton.



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