

# Husband and wife expand scooms by launching the ‘perfect bed linen’

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The concept of replacing mind-boggling duvet choices with just one perfect product has proved a big hit with customers and scooms has now added ‘perfect bed linen’ to its bedding range of duvets and pillows.

Their luxurious 600 thread count Egyptian cotton bed linen features a duvet cover, fitted sheet and pillowcase pair in elegant classic white Oxford design edged with single silky marrow stitch piping. Like sleeping in a luxury boutique hotel every night, they say!

The scooms story –

In search of a better night’s sleep, busy mum of two Emily tried to buy the perfect duvet. With mind-boggling descriptions, claims and options, shopping for the right duvet began giving her nightmares rather than a better night’s sleep!

Faced with this frustration, Emily and husband Jonathan decided to launch a different type of bedding brand, scooms.com, replacing the burden of unnecessary choice with ONE perfect duvet and ONE perfect pillow. Combining this with a simple, stress-free shopping experience and responsible plastic-free packaging.

Emily explains: “Buying bedding is just too confusing, with unnecessary choice and bewildering claims. We provide the perfect bedding to save people struggling with mind-boggling choice. You spend a third of your life in bed. It shouldn’t be difficult to decide what to buy!”

Jonathan added: “You get luxury bedding at a fair price. We don’t skimp on ingredients but do cut unnecessary costs that have no bearing on quality; like middlemen, shops, fancy marketing campaigns and designer licensing fees; passing the savings on to our customers.”

Shopping with scooms is simple and stress-free with free next day delivery, 60 nights duvet trial and free returns. Products arrive in lovely reusable material bags and are shipped in a scooms cardboard box without any unnecessary plastic wrapping or paper inserts.

Images available on request

Samples available on request

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