

*silk&snow*

*Media Kit – March 2023*



# Our Story

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At Silk & Snow, we believe that your home deserves the best. We create thoughtfully made sleep and home products crafted with quality and attention to detail as top priorities.

When you partner with us, you can rest easy knowing that our curated line of products are not only beautiful, but made well.





*Meet the founders,*  
**Albert Chow & Kenneth Mo**

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In 2017, we had a sweet dream. We dreamt of a company devoted to making your home and the planet a better place to live. With that, Silk & Snow was born.

All of the products we create at Silk & Snow are made with the love and attention to detail your home deserves. Thoughtfulness is at the core of everything we do, and we ensure that all of your Silk & Snow products are made with the health of the planet as a top priority.

So when you're enjoying the comfort of your home, you can rest easy knowing the planet is being taken care of too. That's our promise at Silk & Snow.





# Our Highlights

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In 2020 we made Canadian Business' top 10 Startup List Ranking of Canada's Fastest Growing Companies



In 2021 and 2022 we made Globe and Mail's Top Growing Businesses List





# Press & Awards

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# Our Products

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# 01. Mattresses



# S&S Mattress

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At Silk & Snow, we choose only the best materials to produce a luxury sleep experience. Expertly designed, our S&S mattress combines 3-layers of premium foam to provide superior pressure point and pain relief for side, back, or stomach sleepers.

Our mattress is made by skilled Canadian craftspeople, using the highest-quality foam and textiles sourced from leading Canadian manufacturers.



## *Benefits:*

- Made in Canada
- Consistently cool
- Pressure relief
- Zero motion transfer
- Antimicrobial cover
- Certi-Pur US certified



# Hybrid Mattress

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Featuring a combination of our pressure-relieving high density memory foam and up to 1200 supportive pocketed coils made from Canadian steel, our S&S Hybrid mattress presents a winning combination in sleep.

Our cooling gel-infused memory foam combined with our breathable coil base means you'll be able to stay cool and comfortable, even if you run hot at night.

All of the foam in this mattress is CertiPUR-US certified and free of harmful chemicals.



## *Benefits:*

- Made in Canada
- Anti-sag edge support
- Pressure relief
- Cool sleep surface
- Zoned lumbar support
- Absorbs motion transfer
- Certi-Pur US certified



# Organic Mattress

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Our Organic Mattress makes going green a breeze. This mattress combines GOLS certified organic latex, GOTS certified organic cotton, naturally fire retardant New Zealand wool, and innovative pocketed spring coils for a supportive sleep, completely crafted by nature.

Free from polyurethane foam, polyester, and any toxic fire retardants, our Organic Mattress is crafted by nature, for nature. Unlike other online mattress options, our Organic Mattress is built using ethically sourced organic materials that are built to last.



## *Benefits:*

- Made in Canada
- Non-toxic, chemical free
- Firm edge support
- Zoned Support
- GOTS-certified cotton cover
- GOLS & eco-INSTITUT certified latex layer



## 02. Bedding



# Flax Linen

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Nobody likes to wake up feeling sweaty. With a lightweight and breathable feel, our 100% European flax linen bedding is the epitome of carefree comfort. Toss in fantastic moisture-wicking and anti-static properties, and you have a recipe for a relaxing night's rest, every single night.

Manufactured in the historical textile city of Guimarães in Portugal, our Flax Linen Sheets are fabricated with centuries of heritage and expertise behind every stitch.







# Egyptian Cotton

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Smooth, lustrous, and oh-so-soft, our 100% certified long-staple Egyptian Cotton sateen is the key to luxuriously comfortable sleep.

Egyptian Cotton is the softest and most durable variety of cotton on the planet, due to its extra long staple length. Manufactured in the historical textile city of Guimarães in Portugal, these Egyptian Cotton sateen sheets are woven with centuries of expert craftsmanship behind every stitch.





# Percale Cotton

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Crisp, cool, breathable. Our percale cotton cooling sheets combine organic dyes with a hotel look and feel to provide a 5-star sleep experience.

Percale is the preferred choice of sheet for hot sleepers, as the one-over-one-under weave make it breathable, fresh, and cool.

Percale has the feeling of your favourite cotton shirt - it's the perfect choice for a pristine bed.







# Muslin

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Made from 100% cotton, our gentle, lightweight muslin is satisfyingly textured for a soft, soothing sleep.

Muslin bedding is perfect for sleepers who sleep hot, as the unique weave of the fabric allows for a cool sleep.

Muslin bedding is among the softest available, which is why it's the preferred bedding material for babies. Additionally, muslin gets softer and softer with each wash, making this bedding oh-so-cozy. Get sheets soft enough for a newborn, with a little extra style.





# Silk

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Made from 100% silk, our perfect silk pillowcases ensure you take care of your hair and skin while enjoying a soft, luxurious sleep.

Our silk pillowcases are free of toxic dyes and are manufactured consciously.

Perfect for anyone with sensitive skin!







# Weighted Blanket

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We wanted to reinvent the weighted blanket. That's why Silk & Snow's weighted blanket is made with a beautiful cotton knitted construction and is naturally breathable.

That means you get all of the beneficial stress-free comforts of a traditional weighted blanket without pesky glass pellets and synthetic materials. Plus, we offer multiple weight choices so you can get the perfect sleep.

Our Weighted Blanket ensures you de-stress comfortably by allowing greater breathability when compared to conventional weighted blankets.





# Alpaca Throw

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Made completely from 100% pure alpaca wool sourced from generational breeders in the Peruvian Andes, our Alpaca Throw Blankets are lighter, warmer, and softer than merino wool, and provide the perfect touch of colour to any home.

Unlike other popular throw materials such as merino or cashmere, alpaca fibre grows naturally in 22 beautiful colours, allowing us to completely avoid the use of harsh dyes. Enjoy the simple beauty of mother nature's palette.

All of the alpaca fibre used in our throw blankets come from storied alpaca breeders in the Peruvian Andes.





# What our customers are saying...

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This is a great mattress, it was immediately the best and most comfortable one I've ever owned.



Your weighted blanket is far superior compared to all weighted blankets I have ever seen or felt.



I'm very happy with my purchase. excellent quality and easy to assemble. I would highly recommend this bed.



I love my duvet cover and shams. Material is so light and super soft.



Very nice towels. Lightweight but thick and absorbent. Recommended.



Love this bed! Have recommended to so many!



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# Brand Guidelines

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If you are a member of the press and cannot find something you need or would like to speak with someone from Silk & Snow please contact:

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