



Introducing Night Lark



December 2022

nightlark.com



The duvet that
sings to a
different tune...



Coverless duvets, designed to ruffle feathers.



Ditch your duvets, sheets and covers and discover our simple, coverless comfort.

Home washable at 40°C and tumble dry in as little as 90 minutes. Night Lark's thoughtful design lets you reclaim laundry day.



Home washable at
40°C and tumble
dry in as little as
90 minutes.

nightlark.com

**No more wrestling
with the sheets.**

Just one shake,
and the Night Lark
coverless duvet
floats into place.

-
- Conveniently coverless
 - Feathersoft touch
 - Wash quick, dry fast
 - One shake to make
 - Recycled Smartfil® fibres
 - Hypoallergenic
 - Reusable duffle bag
 - Lightweight
-

Shake. Float. Done.

And the best news?

You can let our easily
washable, coverless duvets
roam free - upstairs,
downstairs, inside or out.
It's coverless comfort
you can carry.

Plumped to perfection, wash after wash.

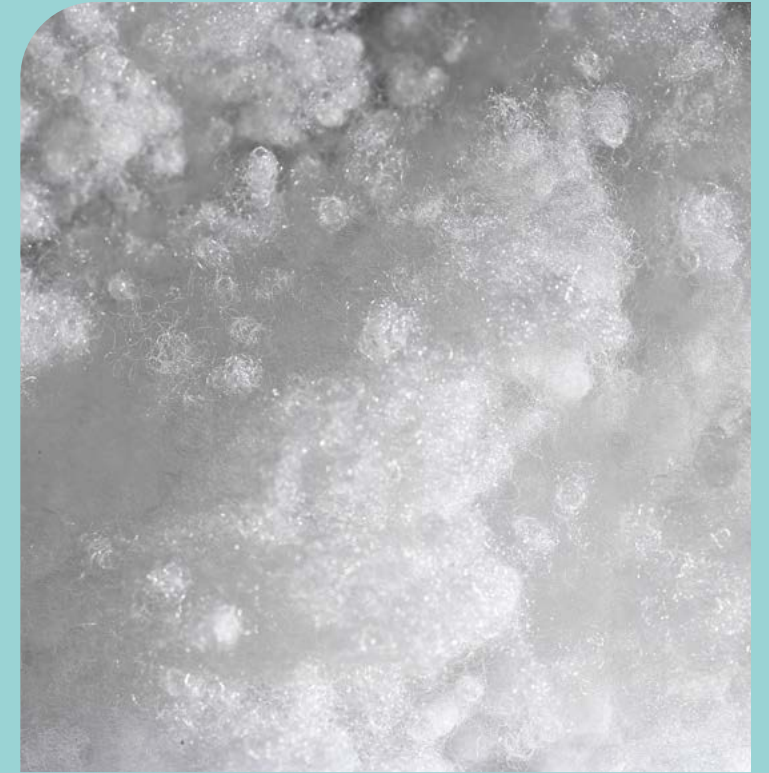
Our shape retaining coverless duvets are stuffed with endless folds of comfort.

That's because our trademarked **Smartfil® fibres**, made from 100% recycled PET plastic bottles, are glazed with a unique silky siliconised coating that's ultra compressible, to easily fit in your washing machine. And creates a lump free softness - that's made to last wash after wash.

So simple, you'll want more than one. From master bedroom, to kid's room, spare room to sofa. It's our kind of magic, and now it's yours too.

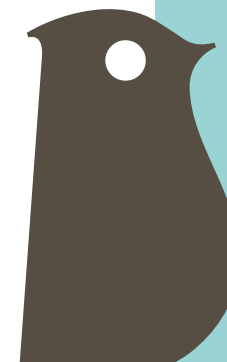


Our Smartfil®
fibres are made
from 100%
recycled PET
plastic bottles



What makes our Smartfil® fibres different?

Our fibres have a silky smooth siliconised coating which allow them to glide smoothly. They are free flowing to mould around head and body while retaining shape time after time.



Our Collection

**Putting the fun back
into functional.**

With truly mood lifting
colours that brighten
any space, Night Lark
will fly you from nought
to zen, wash after wash.

Linen Collection

Herringbone Collection

Waffle Collection



Linen Collection

Our best-selling, sumptuously soft, linen-effect collection - for interiors that sing.

- Home washable
- Quick drying
- Coordinating Pillowcase Pair
- Cover: 100% Peached Polyester
- Filling: 100% Smartfil®

“My filling is Smartfil®, made from 100% recycled plastic PET bottles”



Available in 4 colours		Coordinating Duffle Bag	
Duvet	Sizes: S / D / K / SK	Tog: 4.5 / 10.5	Pack: 4/6
Pillowcase Pair		Size: Standard	Pack: 16



Seagrass Green Duvet



Seagrass Green Pillowcase



Lilac Bloom Duvet



Lilac Bloom Pillowcase



Cloud Grey Duvet



Cloud Grey Pillowcase



Twilight Blue Duvet



Twilight Blue Pillowcase



Herringbone Collection

Our lightweight herringbone collection, with hand sewn binding to upgrade any room.

- Home washable
- Quick drying
- Coordinating Pillowcase Pair
- Cover: Brushed Polyester
- Filling: 100% Smartfil®

“My filling is Smartfil®, made from 100% recycled plastic PET bottles”



Available in 3 colours		Coordinating Duffle Bag	
Duvet	Sizes: S / D / K	Tog: 4.5 / 10.5	Pack: 4/6
Pillowcase Pair		Size: Standard	Pack: 16



Storm Grey Duvet



Storm Grey Pillowcase



Fjord Blue Duvet



Fjord Blue Pillowcase



Mulberry Duvet



Mulberry Pillowcase



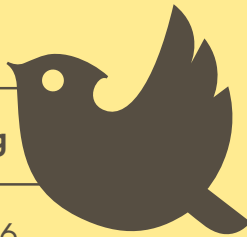
Waffle Collection

With 100% pure BCI approved cotton, check into a premium night’s sleep, night after night.

- Home washable
- Quick drying
- Coordinating Pillowcase Pair
- Sustainably Sourced BCI Cotton
- Premium Waffle texture
- Cover: 100% Natural Cotton
- Filling: 100% Smartfil®

“My filling is Smartfil®, made from 100% recycled plastic PET bottles”

Available in 3 colours		Coordinating Duffle Bag	
Duvet	Sizes: S / D / K	Tog: 4.5 / 10.5	Pack: 4/6
Pillowcase Pair		Size: Standard	Pack: 16



Navy Duvet



Navy Pillowcase



Grey Duvet



Grey Pillowcase



White Duvet



White Pillowcase



Outdoor Collection

Night Lark coverless
duvets are destined for
a leading role in and
out of the bedroom.

It's a comfort you can
carry from bed to
back garden, lounge
to playground, sofa
to sun lounger.

**Outdoor Duvet
Sleeping Bag**



Outdoor Duvet

With our cosy, sherpa fleece collection, experience the warm cocooning comfort of indoors, outdoors.

- Face fabric: Teflon EcoElite™ water repellent Nylon ripstop fabric
- Reverse fabric: Soft Sherpa fleece
- Filling: 100% Smartfil®
- **Single:** 135x200cm

“My filling is Smartfil®, made from 100% recycled plastic PET bottles”



Available in 2 colours		Coordinating Duffle Bag	
Duvet	Size: S	Tog: 9.0	Pack: 9



Cabin Green Duvet



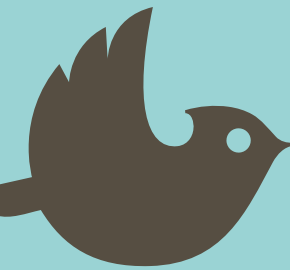
Baltic Blue Duvet

Sleeping Bag

With our ultra-convenient sleeping bag, experience bed-like comfort - wherever you make your nest.

- Face fabric: 100% Polyester
- Filling: 100% Smartfil®
- **Single:** 80x200cm
- **Double:** 160x200cm converts to 2x singles 80x200cm

“My filling is Smartfil®, made from 100% recycled plastic PET bottles”



Available in 1 colour		Coordinating Duffle Bag	
Duvet	Sizes: S / D	Tog: 7.0	Pack: 6



Single



3-in-1 Double



Junior Collection

**Squishable, snuggable,
easily-washable.**

A cocoon of comfort,
Night Lark helps them
to bed down for the
night wherever they
want to make their nest.

Junior Coverless Duvet



Junior Coverless Duvet

Designed to capture their imagination, and add hours to your day, our fun ultra-washable Junior collection makes bedtime easier for the whole family.

- Home washable
- Quick drying
- **Toddler Set:** 4 Tog Duvet with matching Pillowcase. Duvet Size: 120x140cm. Pillowcase Size: 40x60cm
- **Single Set:** 4.5 or 7Tog Duvet with matching Pillowcase. Duvet Size: 135x200cm. Pillowcase Size: 50x75cm
- Cover: 100% Peached Polyester
- Filling: 100% Smartfil®



Available in 4 colours		Coordinating Duffle Bag	
Duvet	Sizes: T / S	Tog 4.0 / 4.5 / 7.0	Pack: 6
Pillowcase	Size: Standard	Set: Duvet + Pillowcase	



Stardust

Junior Coverless Duvet

Designed to capture their imagination, and add hours to your day, our fun ultra-washable Junior collection makes bedtime easier for the whole family.

- Home washable
- Quick drying
- **Toddler Set:** 4 Tog Duvet with matching Pillowcase. Duvet Size: 120x140cm. Pillowcase Size: 40x60cm
- **Single Set:** 4.5 or 7Tog Duvet with matching Pillowcase. Duvet Size: 135x200cm. Pillowcase Size: 50x75cm
- Cover: 100% Peached Polyester
- Filling: 100% Smartfil®



Available in 4 colours		Coordinating Duffle Bag	
Duvet	Sizes: T / S	Tog 4.0 / 4.5 / 7.0	Pack: 6
Pillowcase	Size: Standard	Set: Duvet + Pillowcase	



Dino Safari

Junior Coverless Duvet

Designed to capture their imagination, and add hours to your day, our fun ultra-washable Junior collection makes bedtime easier for the whole family.

- Home washable
- Quick drying
- **Toddler Set:** 4 Tog Duvet with matching Pillowcase. Duvet Size: 120x140cm. Pillowcase Size: 40x60cm
- **Single Set:** 4.5 or 7Tog Duvet with matching Pillowcase. Duvet Size: 135x200cm. Pillowcase Size: 50x75cm
- Cover: 100% Peached Polyester
- Filling: 100% Smartfil®



Available in 4 colours		Coordinating Duffle Bag	
Duvet	Sizes: T / S	Tog 4.0 / 4.5 / 7.0	Pack: 6
Pillowcase	Size: Standard	Set: Duvet + Pillowcase	



In The Garden

Junior Coverless Duvet

Designed to capture their imagination, and add hours to your day, our fun ultra-washable Junior collection makes bedtime easier for the whole family.

- Home washable
- Quick drying
- **Toddler Set:** 4 Tog Duvet with matching Pillowcase. Duvet Size: 120x140cm. Pillowcase Size: 40x60cm
- **Single Set:** 4.5 or 7Tog Duvet with matching Pillowcase. Duvet Size: 135x200cm. Pillowcase Size: 50x75cm
- Cover: 100% Peached Polyester
- Filling: 100% Smartfil®



Available in 4 colours		Coordinating Duffle Bag	
Duvet	Sizes: T / S	Tog 4.0 / 4.5 / 7.0	Pack: 6
Pillowcase	Size: Standard	Set: Duvet + Pillowcase	



Jungle Adventure

Junior 2-in-1 Waterproof Fitted Sheet

Created for comfy sleep and convenient care. The reverse layer of the fitted sheet is 100% waterproof so there is no need for an additional mattress protector. The waterproof fitted sheets are colour co-ordinated to match with the Night Lark Junior Coverless Duvets Sets.

- Home washable
- Quick drying
- **Toddler:** 70x140cm / 20cm Skirt
- **Single:** 90x190cm / 30cm Skirt
- **Double:** 135x190cm / 30cm Skirt
- Front: 100% BCI Cotton Jersey and Skirt
- Reverse: 100% PU



Available in 3 colours	Co-ordinating Coverless Duvet
Sizes: T / S / D	Pack: T 14 / S 12 / D 10



Grey



Lilac



Blue

Market Research

“Love the product and everything about it. Easy cleaning and easy to make bed. Like that it’s light and just a shake fits it. Can be used all over house, outside and in car. Looks so comfy and cosy. The colours would work for all family members. Would make great gifts.”

“I would pay whatever to get this.”

“I love the design - it looks classy and eye catching. It stands out.”

Audience

- **Stylish & trend driven** shoppers seeking convenience & quality
- **Families** (mid to high income) Mums with children aged 5-15
- **Mums** of students leaving home
- **Time short urbanites** Mid-high income earning 25-35 year olds - time poor, style driven.
- **55+** Benefit from the ease of changing the bed



Excellent



Reviews



11/04/2022

“Coverless duvets”

Absolutely brilliant, beautiful pastel colours, so much easier to use than normal duvet covers, great service with prompt delivery. I was so impressed with the first one I bought immediately ordered a second one.

Iliffe Hughes



12/04/2022

“Game changer”

5* Love these so much that I bought 4. Absolute game changer when it comes to changing beds now. Wash and dry lovely.

Kellie Lewi

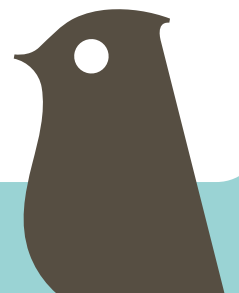


12/04/2022

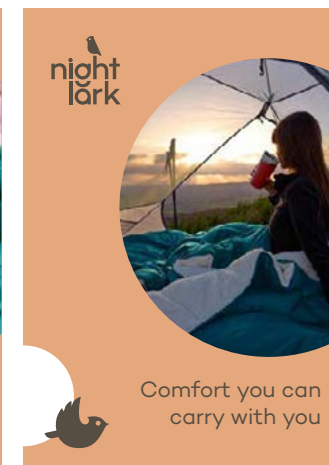
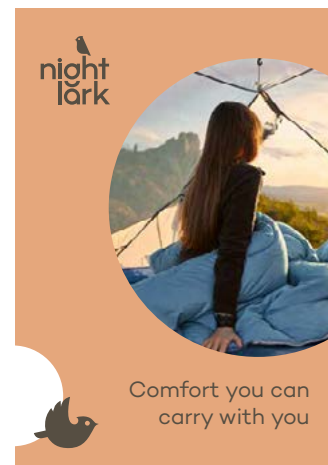
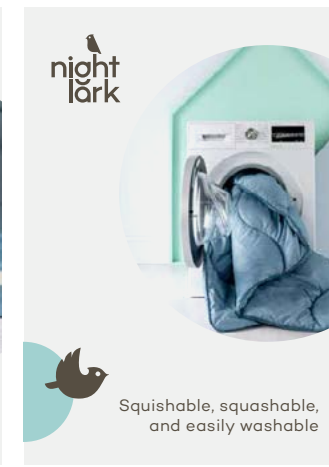
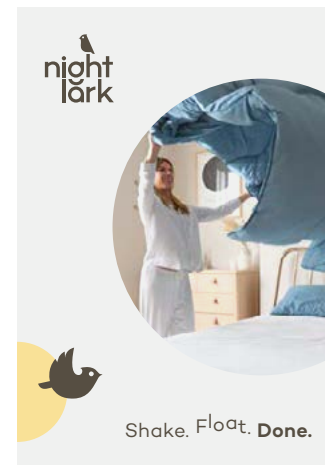
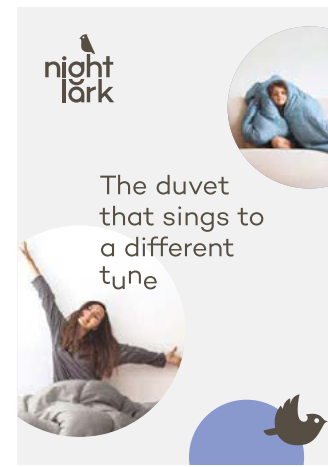
“Fab duvet”

This is the third night owl duvet I’ve bought. My kids love them and I love how easy they are to wash and dry.

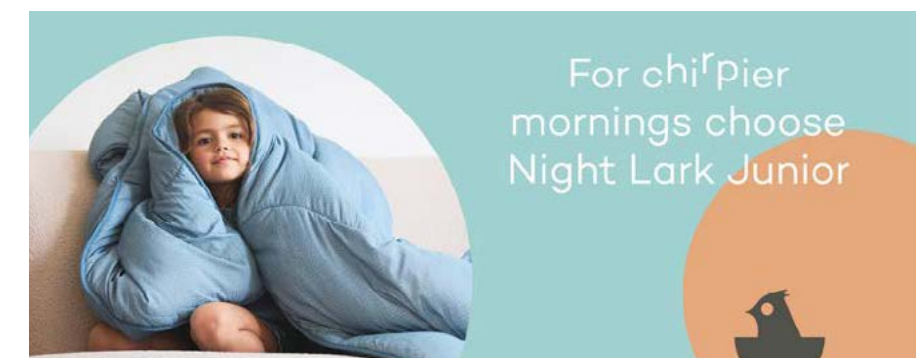
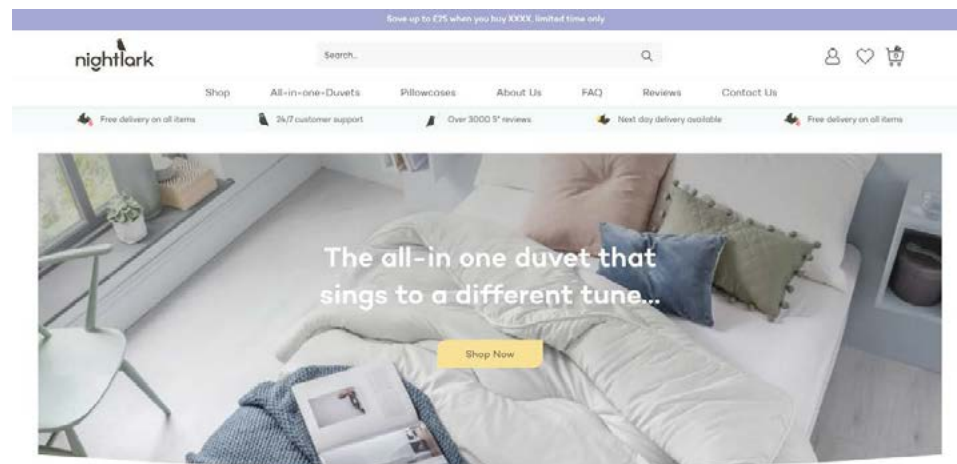
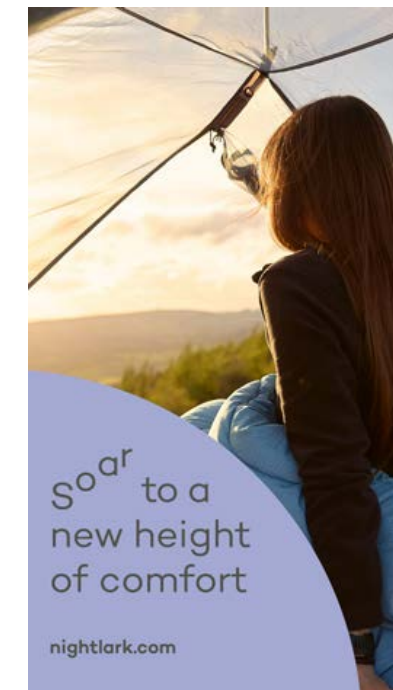
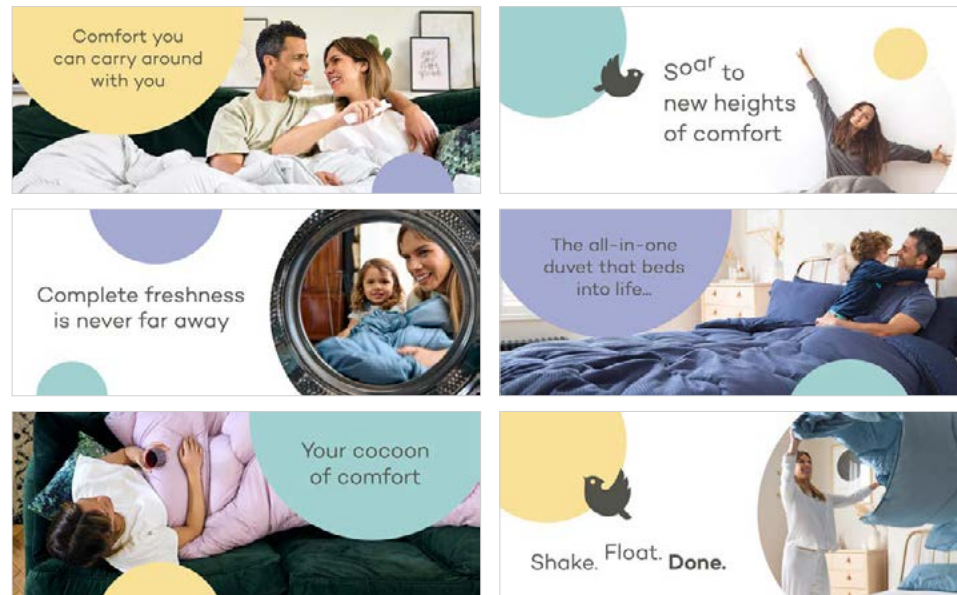
Lorraine Byrne



Point of Sale



Digital Assets and Branding



Intelligent bedding. Thoughtful design.

Night Lark is a part of a longer story, steeped in a rich-history of sleep innovation. For more than 100 years, invention has been woven to the fabric of our parent company – Trendsetter a fiercely independent, British family-run business.

For decades we've been supplying intelligent bedding to leading UK retailers and some of the world's best hotels. Both equal in measure, deserving only the highest quality, long-lasting bedding solutions.

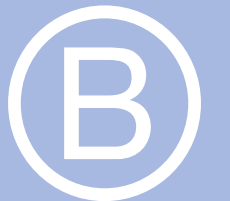
From our award-winning eco-factory to our parent company, Trendsetter gaining Certified B Corporation® status – every thread is woven with a care and commitment to manufacturing Intelligent bedding, that's kinder to our planet.

The end result? Your direct flight to the height of comfort.

4th generation
family business



Certified



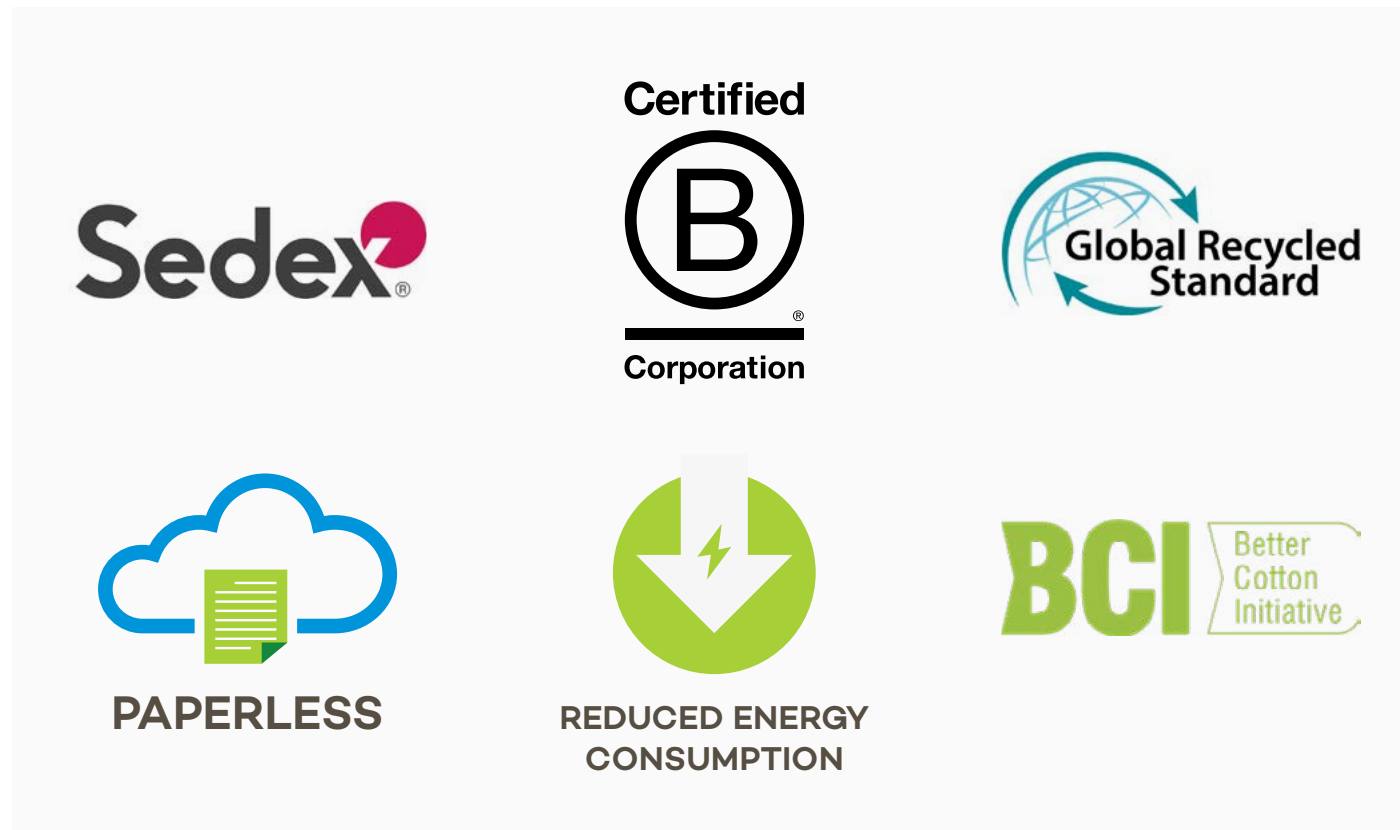
Corporation

Sewn in Europe, threaded to a better world.

To know if your business is truly sustainable, you need a birds' eye view.

That's why at Night Lark, we oversee every swatch and every stitch from our award-winning European eco-factory. Purpose built for our business, the factory gives us full control of our products from conception through to delivery.

And because it's zero waste and powered by **100% certified renewable energy** - our coverless duvets are as kind to the environment as they are to your sleep.



In House Printing

Ability to print on
our own fabric in our
Estonian Eco Factory.

Offering more flexibility
and agility when
producing new Night
Lark designs.

New for 2022





Is the Night Lark calling you to bed?

Then get in touch. See how you can
uncover dreamlike potential, with the
Night Lark coverless duvet.

