

## Northern Nights Live Chat March 15, 2008

**QVC:** Want to know how to care for your Northern Nights® featherbed? Interested in finding out what spring colors are on the way for bedding? You've come to the right place. Suzanne, Susan, and Kari of Northern Nights® bedding are here to share their expertise, answer your questions, and provide helpful tips. So start sending your queries now!

**Kari:** We're happy to be here, answering questions that anyone might have regarding Northern Nights. The whole team is here except for Serine who is out sourcing new products.

**Gardenia:** Ladies, what Northern Nights products are on YOUR beds? And how many sets do you have?

**Kari:** I have a featherbed, I have a down mattress pad, I have Northern Nights sheets. I have a down blanket, a down comforter. And then I have four Northern Nights pillows.

**Susan:** I have three beds in my house. All of the beds have featherbeds and mine is a Down on Top featherbed. I have flannel sheets on all three beds right now because it's pretty cold in Pennsylvania, though it's warming up. I have a comforter on my bed. My two children have two blankets each on their beds.

**Suzanne:** I have two beds in my house. My bed has a Northern Nights down mattress pad, the baffle channel. I have multiple sets of Northern Nights sheets, a down blanket on each bed, and Northern Nights throws at the foot of each bed. I also have lots of Northern Nights down blankets I use in my living room.

**Rita:** What type of flannel sheets and thread count would you suggest for those of us living in the Midwestern States for the cold winters we get?

**Suzanne:** For the colder winters, I would recommend our Super Chunky Flannel sheets. They have more cotton per square yard and will add to the warmth. For the thread count, I don't think it necessarily matters if you layer it with a down blanket and down comforter.

**Lafsef:** Can you recommend a good year-round sheet set for a child that will stand up to toys, books, etc. being used frequently on the bed?

**Suzanne:** While it may sound frivolous, a higher thread count, as it has more durability to it. A solid, preferably something without a print or special decorative weave.

**Mary:** How deep are the corners? I need at least to fit an 18" mattress.

**Suzanne:** Ours are 15-1/2" each. But the standard platform so there is extra give.

**Linda:** I have gusseted pillows in king size and they always fit so tight in the Northern Nights pillow cases that it defeats the purpose of the pillow. When is Northern Nights going to make a wider pillow case?

**Kari:** I would say all of Northern Nights products have been created to work together. We haven't heard of anyone having that issue before, but we will definitely bring it up to our buyer and try to develop larger dimensions for the pillowcases.

**Vicki:** Do the TSV sheets wrinkle?

**Suzanne:** They are cotton, so there is always that possibility. But if you take them out of the dryer as soon as it is done or while the sheets are a little bit damp, fold them immediately or put them on the bed, that should help with wrinkles.

**Corrina:** Will Northern Nights ever make sheets that are 50/50? These used to be the standard. Every manufacturer now has gone to 100% cotton and I don't know why because they wrinkle.

**Kari:** Northern Nights is all about natural bedding, so that is why we have 100 percent cotton in all our fabrics. In the future, we could possibly have other natural fibers mixed with cotton, but we will not focus on including polyester into a blend with any fabric used in the Northern Nights brand.

**Cocoh42:** What is your favorite color?

**Kari:** I say red.

**Susan:** I want to say chocolate and gold. The chocolate TSV today is scrumptious. And the gold blanket HO8O85\* is equally as yummy.

**Suzanne:** I don't think I have a favorite color. I like decorating with warm, welcoming tones.

**Carefulshopper:** I am buying bedding today and need your help. I've noticed there is no standard size with comforters/ blankets/duvet covers. How many extra inches should I allow in a duvet cover to accommodate the comforter/blanket?

**Kari:** There are a few different comforter sizes and my best recommendation is to know the size of the comforter that you have and then either through customer service at QVC or online at QVC.com look for duvet covers that measure 2 to 3 extra inches than the comforter.

**Linda:** Which type of Northern Nights sheets will retain their sateen feel?

**Suzanne:** They should all retain their sateen feel, because ours is a sateen weave as opposed to a finishing process. My personal preference is a solid sateen.

**Kari:** That's my personal preference, too.

**Carefulshopper:** I want to buy a Northern Nights down blanket. Do I need a duvet cover over it? I'm worried about being poked with feathers. Should I be? Also, what's difference between natural down and Pyrenees down?

**Susan:** You do not need to buy a duvet cover for your Northern Nights blanket. They're meant to be placed directly on the bed. The wonderful thing about down is that it does not have quills, so you do not need to worry about being poked with feathers because your blanket is filled with down. The difference between natural down and Pyrenees down: Pyrenees down is still natural, but it comes from the Pyrenees mountains which are between France and Spain, in Andorra. Because the climate is colder, the down is thicker, fluffier, and will last longer.

**Suzanne:** You can use a duvet cover to protect a down blanket if your pets have a habit of tearing blankets.

**Kari:** If you do have that problem and do decide to cover it, buy the next size up in covers than blankets. If you have a queen size blanket, buy a king size duvet cover. Blankets are oversized.

**MaryInTheSun:** My next question is, what about twin size? When you offer higher thread count, it's never in twin. I live in FL, have twin beds in our guest bedroom, and would love to be able to treat my guest to high thread count.

**Suzanne:** We do have some twin size high thread count sheet sets.

**Kari:** We're always working on developing product. Suzanne is constantly trying to bring in new ideas to QVC and she will take that request to QVC in hopes of developing higher thread count sheets in twin size.

**Dorothy:** I have a down comforter. Can we wash it in the machine? (My husband took the label off.)

**Kari:** All of our down blankets and all of our down comforters are machine washable. The trick is to make sure you have a large enough machine to accommodate your down comforter. And then when you dry it, make sure you have the whole day and dry it with clean tennis balls to help fluff it up. And one more note: make sure it's dried completely before putting it back on your bed.

**Susan:** Kari has a little trick of spraying her favorite fragrance on the tennis balls. It really is a nice little touch. As the comforters or pillows are drying, it adds a nice little touch.

**Jo:** How do I keep the fitted sheets from shrinking? I dry on medium heat.

**Suzanne:** Make sure you're washing in cold water and I would recommend using a low heat. If worst comes to worst, line dry them.

**Shelby:** Why are Egyptian cotton sheets so expensive? What makes them so much better than others?

**Suzanne:** Because Egyptian cotton is a very specific type of cotton. It is grown and imported from Egypt. The fibers are extremely long and add to the luster and hand of the fabric. It also adds to the durability.

**Betsy:** I have the down blanket (fern design) but have problems with all the down clumping in the corners. Are the baffle boxes not supposed to be stitched to the ends?

**Kari:** This is a rare problem. We would be able to replace it for you if it's unusable. What happens is the way the blanket is scrolled and the stitching is done, we cannot get to the ends.

**Marilou:** I'm looking for pillows that are thin. I don't need support, I just want a soft pillow with very little lift.

**Kari:** Marilou I love you! A girl after my own heart! I want softness, I want luxury, I want fluffiness. I don't want something resisting my head. The answer, my love, is an all down pillow. A traditional down pillow.

**Barbara:** I have used Northern Nights for years, all of their products but I have one question. When you wash and dry the sheets, no matter what you do the top sheet always scrunches at the top and even if you iron it, that won't get the wrinkles out. What do you do?

**Suzanne:** I think you are referring to the hem of the flat sheet. One tip that I can offer is to use a spray bottle of water if you are going to iron. Spray the hem itself so that it's damper and the iron can have a better effect. Please keep in mind, they are 100 percent cotton to give you breathability and softness, but wrinkling is always a possibility. It's the nature of cotton.

**Johnny:** Are any of the sheets in Today's Special sateen?

**Suzanne:** They are all sateen. It's important to remember that that's a sateen weave, not a finishing process.

**Rebecca:** What actually is "supima" cotton? Where does that come from?

**Susan:** Supima cotton is typically grown in the southwestern part of the United States. As with Egyptian cotton and Pima cotton, it, too, has a longer-staple fiber. The longer fiber, when it's woven together, gives a smoother, softer, stronger product. So whether you're using it for sheets, comforters, blankets, or even apparel, it's a higher quality cotton.

**Anon:** Re Susan's answer about the Pyrenees down; she mentioned it is thicker and fluffier. Do you make a comforter with Pyrenees down that will be REAL fluffy? Barbara

**Kari:** Barbara, we have several Pyrenees down comforters. Unfortunately, we won't have any back in stock until August/September. What we have currently are Pyrenees blankets. The fern print down blanket H493O5\* is a good choice.

**Pepper:** Some years ago I had some wonderful polyester cotton blend sheets that were so silky without being satiny. Wrinkle free. Is there anything in the Northern Nights line like that? I don't care for sateen and everything I've tried wrinkles. Please advise.

**Suzanne:** Northern Nights does offer Wrinkle Defense sheets that I highly recommend. I sleep on them every night. Northern Nights focuses on giving you all-natural, quality bedding. We bring in elements such as Wrinkle Defense to help with those problems. Currently, the majority of our sheets are sateen weave. We have in the past offered percale and will look into bringing those back.

**Deb:** I have the "T-shirt" material sheets, and they have ripped in every corner. My girlfriend resewed them for me, and now I'm sort of afraid of getting other sheets in case it will happen to those as well. I have a set of 400TC sheets that have been OK, so far, and just got your Wrinkle Defense sheets. How do the Special Value sheets measure up to those???

**Suzanne:** The TSV are 2 sets of 500 thread count sheets, so they will offer longer-lasting durability than a lower thread count. Because the weaving processes are different between thread counts and jersey knit sheets, the thread count will be more durable.

**Anon:** I have been waiting to see your comforters. Which of your comforters has the highest, "puffiest" loft and remains puffy? I want to put it inside a duvet cover, and would like to buy one ASAP. Thank you. Barbara

**Suzanne:** We're just checking for you, hold on!

**Kari:** Barbara, after a little research a good comforter to go with is H137911 because it is filled with 600 fill power. The higher the fill power, the fluffier, loftier, and more insulating your comforter will be.

**Norma:** Is the slate blue on Today's Special a true slate and not a powder or light blue? I'm trying to match a Ralph Lauren comforter with a yellow/denim pattern. Have the sheets to match already, but they are very small. I have several Northern Nights sheets. They are great.

**Suzanne:** It sounds to me like these will match. They are not a powder blue or a pastel blue. I would say they are as close to a slate blue as we've ever offered. I hope you enjoy them.

**Kim:** My husband and I have a king bed with king pillows, but we also use a set of standard pillows so I always need another set of pillowcases. There have only been a few sets that have offered extra pillowcases. My suggestion would be to have solid sets of pillowcases in different sizes that could coordinate with any of the sets whether they are printed or solid. What do you think?

**Suzanne:** We actually have pillowcases to coordinate with TSV. They are offered in ivory and in a solid sateen, so they could coordinate. The item # is H1086.

**Snoozer:** Will Your 500TC sheets wrinkle? I have the 300TC and love them.

**Suzanne:** Cotton by its nature does wrinkle. I can offer two options to help. They would be to pull the sheets out of the dryer slightly damp and hand press them as you fold them or put them on your bed. The second option would be the Wrinkle Defense sheets from Northern Nights, designed to resist wrinkles.

**Gerneygub:** I am looking for Cal King sheets in wine or burgundy color. I never see these colors. How come?

**Suzanne:** This is a little out of the box for "traditional" Northern Nights thinking. However, we're beginning to push the envelope and start looking at more and more colors for our line. If you can be patient with us just a tiny bit longer, I think you'll be pleasantly surprised.

**Susan:** If you look online, you should be able to find beautiful blankets. I know it's not a sheet but it should be able to add a touch of color to your room.

**Carefulshopper:** I bought the Down on Top king size featherbed today...what should I know?

**Kari:** The most important thing to know about this featherbed is to put the down layer facing up. So in other words, the gusset portion of the featherbed, the thick portion, will rest next to your mattress and the added light fluffy down layer will be what your body rests upon. And remember, the most important thing about a featherbed is that you sleep on top of it, not under.

**Dardar:** How long should you keep old sheets? I have no storage and would love new ones! :)

**Kari:** It's never too soon to replace your sheets; even if they are still in great shape, you can give them away to someone who needs sheets or donate them to the Salvation Army. And then you can buy a new set for yourself whenever you want. That allows you to change your decor whenever you want.

**Suzanne:** Don't limit yourself to donating them to the Salvation Army or other charities like that - there are animal hospitals and shelters where they are always in need.

**Dardar:** Would you ladies continue to frequently demonstrate how to fold a set of sheets? I still have trouble with the bottom sheets! :)

**Kari:** Better than that, you can hire Suzanne and she'll come over to your house! Suzanne has kindly done many demos on how to fold sheets.

**Suzanne:** We might want to rethink that! However, Dardar, thanks for reminding me, because I haven't done that demo in a while. I will be sure to explain it more often. Thank you for reminding me!

**Lynn S:** I ordered the TSV today in Slate Blue. I have about 20 sets of Northern Nights sheets but this is my first 500TC. My question is how do you tell what is the top of the fitted sheet and the bottom having elastic all the way around the sheet?

**Suzanne:** That's a great question, Lynn. The other thing that I forget to mention, the tag to your fitted sheet is inside the corner pocket. Typically, that tag will be bottom left corner or the top right corner if you're sitting on the bed looking toward the foot of the bed. I hope that helps.

**Phyllis:** What will happen with the questions submitted that you don't have time to answer? How about having a link where we could ask and QVC forward the questions?

**Kari:** We would love that!

**Susan:** And look for our blog on QVC.com. Thank you!

**QVC:** Thank you so much for being here today to tell us all about Northern Nights®! Is there anything you'd like to add, before we have to close?

**Suzanne, Susan, and Kari:** Thank you for spending this time with us. We're glad we had this opportunity to speak with you and answer some of your questions. Our last bit of advice is never underestimate the value of a good night's sleep. Sweet dreams!

**QVC:** Thank you for chatting with us. We hope we answered your questions and wish you the best night's sleep possible! Be sure to take a look at the wide selection of Northern Nights® bedding on QVC.com.

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