

# MEDIA KIT

2020



***RKF Luxury Linen** is a French company specialising in the design and manufacture of textiles for international luxury hospitality and wellness industries.*





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# | PORTRAIT

*OF A VISIONARY*



The fabulous story of **the House of RKF** began 20 years ago when Riadh Bouaziz started making a name for himself in the design and manufacture of household linen for luxury spas and hotels. Originally from Sfax in Tunisia, his passion for the magical worlds of fashion and hospitality was sparked at an early age. He decided to transform the traditional textile industry by designing bespoke creations of the highest quality that would be unique to each brand for both hotels and spas. His vision was to bring the experience of “luxury” to linen, something that was, until then, non-existent within major hotels. From Belfort in Eastern France, not far from the Vosges textile factories that were suffering from the effects of the early 2000s recession, he took an audacious step and acquired an industrial group based in Luxeuil-les-Bains for the production of his linen ranges. The group is now a full-blown entity called **“Les Manufactures by RKF”** that is open to the public, thus providing the unique opportunity of visiting the production facilities and ordering from a large range of articles produced there: bath linen, bed linen, children’s linen and table linen.

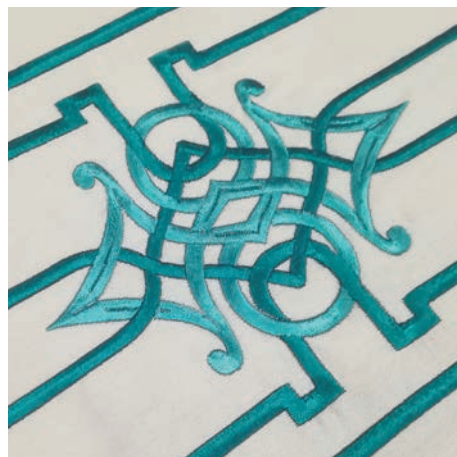
**Riadh Bouaziz** has been constantly developing his activity for 20 years now, adopting **sustainable practices**, investing in **Research and Development**, patenting new fabrics and creating fashion shows, among many other projects. This French House of Linen has been a force of change for the industry and, driven by a man’s dynamic leadership, elegantly stands out from the crowd.



***RKF Luxury Linen** is also recognised for the creation of bespoke linen dedicated to the spa industry. Carita, Bulgari and Shiseido figure among its clients.*

**RKF Luxury Linen** has become a well-known name in the international luxury household sector. To set itself apart in the global landscape, the company focuses on **authenticity and innovation**. As CEO **Riadh Bouaziz** explains, **RKF** also willingly displays a touch of extravagant creativity.

“Our ambition is to continue our development by going where we aren’t necessarily expected, even if it means disrupting established codes”, says **Riadh Bouaziz**, CEO of **RKF Luxury Linen**, the company specialised in bespoke design and manufacture of luxury household linen; a mindset that has proven to be successful so far. Created 20 years ago and based in Belfort, **RKF** provides French household linen to numerous Michelin-starred restaurants and Palace hotels both in France and around the world. The company is also recognised for the creation of bespoke linen dedicated to the spa industry. **Carita**, **Bulgari** and **Shiseido** figure among its clients.







To ensure growth, **RKF** relies on the know-how of its workforce. Although the company is relatively young, it readily reminds us that it has inherited **craftsmanship** whose roots date back to 1834. The client relationship is also carefully nurtured. The company doesn't limit itself to providing prestigious clients with impeccable quality bathrobes, bedding, tablecloths and other dressings for massage tables. It builds a longstanding relationship by advising and accompanying clients so their projects generate added value.

To expand into new markets and strengthen customer intimacy with its **international clientele**, **RKF** also opened the "**RKF Middle East**" subsidiary in Dubai. "These are high-growth markets where we have already established some great references", says **Riadh Bouaziz**.









Suite Dior, Le Majestic, Cannes

# FRENCH MANUFACTURE

COVETED WORLDWIDE

**RKF**'s international renown and presence in the most beautiful Palace hotels is in part due to its **French signature**. Unlike other players in the global textile market, the House of **RKF** focused, right from the very beginning, on the quality of its offering and 'Made in France' products that adhere to a sense of ethics. This strong added value combines the wealth of **craft production techniques** with technologies at the service of ever more innovative and respectful, lighter weight and softer textiles. The creation of haute couture linen items draws inspiration from the History of France, **the cradle of fashion**, and from the History of Art. The elegance, originality and comfort of **RKF**'s products embody the true "French Art of Living" that is highly coveted by the international clientele.

Today, major luxury cosmetic brands swear only by **RKF** and entrust the company with the furnishing of all their treatment rooms in linen, towels, sheets, bathrobes and full equipment for massage tables and other bespoke textile accessories. Such is the case of luxury brands such as **Dior**, **Givenchy**, **Valmont** and **Guerlain**.

*The creation of haute couture linen items draws inspiration from the History of France, the cradle of fashion, and from the History of Art.*



RKF has carved out a **leading** position in the design and manufacture of household linen for luxury hotels and the beauty & wellness industry.

Innovation and Haute Couture are the two fundamentals defining the company's DNA.







# INTERNATIONAL

RENOWN

Since its creation in 2000, **RKF** has equipped over 26,000 clients in 77 countries including :

14,000 hotels (most of which are 4- and 5-star hotels and Palace hotels)

9,000 spas directly, as well as 2,000 additional spas via cosmetic brands

3,000 exclusive creations for celebrities, public figures, private projects

Presidential palaces, royal palaces, princes and princesses, sheikhs, sultans, kings, and private yachts and jets, embassies...

## Some references among spa brands:

VERSACE

BVLGARI

GUERLAIN

DIOR

CINQ MONDES

CLARINS

VALMONT

PHYTOMER

BIOLOGIQUE RECHERCHE

FILORGA

IYASHI DÔME

LANCÔME

L'OCCITANE

NIANCE SWITZERLAND

### Some references among hotels:

HÔTEL MAJESTIC BARRIÈRE, CANNES  
 LE CHEVAL BLANC, COURCHEVEL  
 LE RITZ, PARIS  
 PENINSULA, PARIS  
 BUDDHA BAR HOTEL, PRAGUE  
 LE ROYAL MANSOUR, MARRAKESH  
 CHÂTEAU DE FEUILLES, SEYCHELLES  
 EMIRATES PALACE, ABU DHABI  
 VELAA ISLANDS, MALDIVES  
 FOUR SEASONS, SAINT PETERSBURG  
 HYATT, SOCHI  
 JW MARRIOTT MARQUIS, DUBAI  
 W VERBIER, SWITZERLAND  
 HOTEL & SPA CARL GUSTAF, SAINT BARTHÉLEMY  
 RAFFLES, SINGAPORE  
 ANANTARA TOZEUR, TUNISIA  
 ...  
 LEADING HOTELS OF THE WORLD  
 RELAIS & CHÂTEAUX

### Exclusive or Preferred partnerships with hotel groups:

ACCOR  
 Sofitel, MGallery, Raffles,  
 Fairmont, Mövenpick...  
 MANDARIN ORIENTAL  
 ROSEWOOD  
 FOUR SEASONS  
 MARRIOTT INTERNATIONAL  
 Ritz Carlton, Autograph Collection,  
 Saint Regis, W Hotels, Westin...  
 HYATT HOTELS  
 JUMEIRAH GROUP  
 SIX SENSES  
 ANANTARA





# THE RANGE



## 4.1 BED LINEN AND DECORATION

**RKF** creates bespoke bedding sets according to the needs of hotel operators and private clients. Elegance, **softness and sublime comfort** are the guiding principles of luxurious bedding with exquisite details. The offering comprises a large choice of fabrics that are both lightweight and strong enough to withstand intensive, industrial laundering:

**Cotton sateen with a thread count of 300 to 1,000**

**Percalé with a thread count of 200 to 600**

**Linen, linen sateen, blend fabrics, cashmere & silk**



Once the raw material has been selected, **RKF** accompanies its clients in the curation of their bedding sets, with various choices of details, including envelope style, valence sheet, tuck-in flaps, bag style and the selection of bedding items in synthetic, microfibre, hollowfibre, or natural materials such as down or feathers: a multitude of options to **meet the client's requirements**.



**RKF** makes sure each client finds their heart's desire in its varied offering, whether neutral white, soft or brighter colours, whether the design is pure and elegant or more sophisticated with technical finishing touches such as bourdon and double bourdon stitching, openwork embroidery, piped edging... Creating the perfect bedding set for each and every client is **RKF's** ambition.

When the bedding set is created and **tailor-made**, a **final touch** is added such as a beautiful coverlet or decorative pillow centred at the head of the bed to enliven the bedroom décor. A large choice of throw blankets, covers and decorative accessories are also offered.

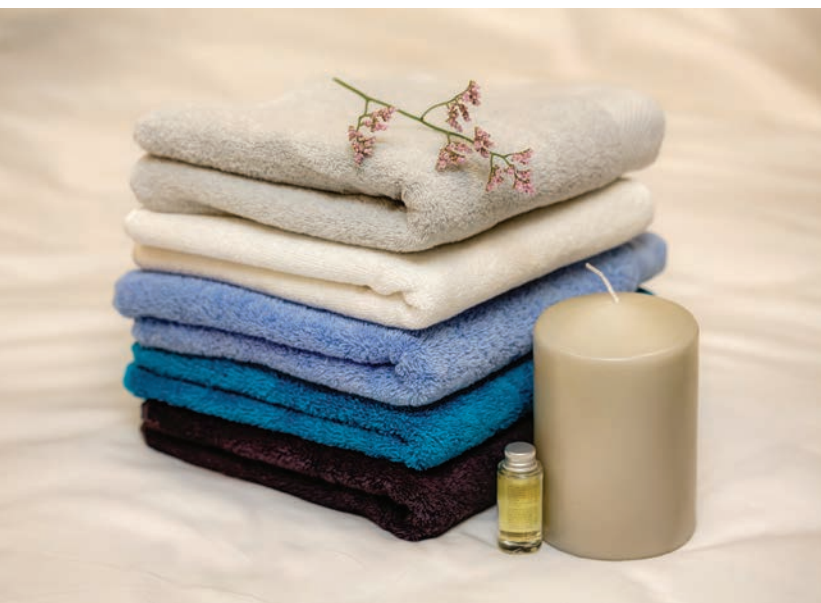
Noble materials, modern designs & sublime comfort...



## 4.2 BATH & POOL LINEN

RKF's expertise in linen has given rise to a whole range of terry products that are **super soft, strong and absorbent**.

Ranging from 400 to 800 grams per square meter, 700 to 1,200 grams per square meter for bath mats, single or double loop, cotton, combed cotton, non-snag terry loops, it is possible to choose the quality, weight and finishings that each hotel or spa needs for the comfort of its clients.



To present a comprehensive bath linen set, the offering includes all the complementary products: slippers, lounge towels, bathrobes, foutas... and, of course, a range for children.

Bathrobes are designed to indulge hotel and spa guests with soft, fluffy and durable materials throughout their wellbeing experience. Shawl, kimono, tailored fit or adjusted sleeves... we curate the ideal bathrobe for our client's image.





## 4.3 SPA & WELLBEING

To guarantee an experience of absolute comfort for each of its clients, **RKF Luxury Linen** offers a **comprehensive range** for spas and beauty salons to elegantly dress the massage table. Bespoke waterproof protections to suit the massage table, table skirt, gel face rest and face rest cover... the possibilities are endless.



Committed to providing products that are always adapted to its clients' wellbeing, **RKF** has developed various innovative materials that are increasingly high-performing and sophisticated, such as Dreamsoft®, Timeless® and Microfeel®. Among these beautiful materials, the best-selling Dreamsoft® has one side that is as absorbent as classic terry cloth and another side that is silky soft. This lightweight material is exceptionally long-lasting and offers incredible energy savings when it comes to laundering – ideal for beauty salons and spas.



**RKF's** extensive spa offering is designed to indulge clients with the ultimate experience of softness and absolute comfort for a memorable **journey of the senses**:

**Massage table sheets with  
or without face hole**

Massage sheets

Bath rugs

Bathrobes and pareos

Head bands and relaxing eye masks

Linen: waterproof pillows,  
table toppers and table blankets

Pillow cases and duvet covers

Wash cloths

Bath towels and oshiboris

Slippers



#### 4.4 RESTAURANT & LOUNGE

**RKF** offers a full range for hotels and restaurants through its collections of table linen combining high quality materials with exquisite details. The offering includes:

**Tablecloths and place mats**

**Table sets and runners**

**Serviettes and coasters**

**Protective table covers**

Cotton, poly-cotton, linen, blend fabrics or poly-linen: our different fabrics not only meet the highest requirements of the hospitality business (wash-resistant, lasting colour fastness), they also match **the luxurious image of the finest restaurants**. Our table linen lives up to the expectations of both gastronomic restaurants and 4-star or 5-star hotels.



Some establishments decide to add a finishing touch that will convey their particular realm while providing additional comfort and a warming atmosphere for their guests, such as throw blankets for outdoor terraces or cosy rugs placed on chairs. This type of detail is highly appreciated in mountain hotels and restaurants.



# INNOVATIONS

## AND PATENTS



### 5.1 INNOVATIVES FABRICS

In order to “break the mould” while at the same time fostering excellence, **RKF** especially relies on **innovation, audacity and creativity** that form an integral part of its DNA; this is expressed in many different ways. The company consecrates a significant part of its revenue to innovation and also Research & Development through its specific in-house department. In 2017, **RKF** won the Golden A’ Design Award for “Timeless®”. Riadh Bouaziz explains, “We needed two years to develop this new fabric that is both more resistant and lighter while delivering absorption capacities that are 5 times greater than a classic terry cloth.”

These intrinsic qualities not only provide more comfort and generate 80% savings in laundry costs because bathrobes are not as voluminous (which, by the way, is also a positive aspect in terms of sustainable development as more bathrobes can be machine-washed at the same time), they also encourage the creation of new bathrobe designs.

So **RKF** designers created an elegant bathrobe that resembles a trench coat, a **fashion item** in its own right. It was, for that matter, under the title “Innovative fabric for elegant bathrobes” that **RKF** won its award.

*In 2017, **RKF** won the Golden A’ Design Award for “Timeless®”.*





Dreamsoft® is another fabric developed by **RKF**, already mentioned in the Spa & Wellness section. Indeed, it is truly **a best seller!** Its characteristics earn unanimous support for the following reasons:

**Lighter than terry towelling but with the same qualities of absorption.**

**Up to 40% savings on laundry costs, compared to classic towelling fabric.**

**Over 60% higher quality than classic towelling fabric.**

**Silky to the touch, incomparably ultra soft.**



**RKF** also works with other noble materials such as velvet (100% cotton), Wellsoft® (polyester) and 'honeycomb' or 'waffle' fabric that offers a different aspect to terry towelling design as well as remarkable lightness that is greatly sought after by hotels and spas in countries with hot climates or where the client prefers lightweight fabrics (bathrobes and towels).

When it comes to what it is known as "flat linen" (bed linen: sheets, pillowcases, etc.), **RKF** uses cotton sateen, percale and cotton canvas, cotton/linen and 100% linen with fabric weight varying between 100g/m<sup>2</sup> and 140g/m<sup>2</sup>. The textile industry also refers to the Thread Count (TC) which enables the density of the fabric to be assessed: the higher the TC, the higher the fabric's quality.

The materials most often used for table coverings are cotton and linen, generally with a fabric that is thicker than for bed linen.





## 5.2 RKF PATENTS

The company's values are proximity, responsiveness and flexibility. **RKF** can answer each client's request thanks to its unique expertise in textiles, an in-house design team and a large range of fabrics. Among this range, the three key fabrics developed and patented by **RKF** are:

**DreamSoft®**: a double-sided fabric, one side for softness and the other for absorption. A product that cuts maintenance costs by 50% thanks to its lightness. This is the fabric that earmarked **RKF**'s success; a reference setting the standards in terms of elegance and comfort.

**Timeless®**: a new material launched in 2018, this fabric is 5 times more absorbent than classic terry and its lifespan is 17 times higher. This fabric was recognized at the ESPA Awards as an innovative spa concept.

**MicroFeel®**: another new material with a peach-skin feel producing soft, light and easy-care fabric. This is a reliable alternative thanks its rapid drying and attractive price.

In June 2017, **RKF Luxury Linen** received international honours for its creativity. For its "Bathrobe as a fashion item" pitch, the French brand won 3 International Design Awards in the Fashion Design category.

The award ceremony took place on 10th June 2017 at the A+D Architecture and Design Museum in Los Angeles, the philosophy presented was "Transposing linen into a form of art".

Several other awards have since been obtained for "The bathrobe as a fashion item":

**Golden A'Design Award, in Italy**

**Special Jury Prize, ESPA Innovation Awards, in Belgium**

**Special Jury Prize, Trophées Tech'n S.P.A.S, in France**

**Silver European Product Design Award, at the European Parliament in Brussels, Belgium**

*Today, the French company **RKF Luxury Linen** has received 17 international awards as well as 3 prizes in the Asia-Pacific region at the beginning of 2019.*

*RKF Luxury Linen valorise davantage son engagement en termes d'accessibilité et de design, avec la création d'une nouvelle marque dans le groupe RKF : RKF Inside.*

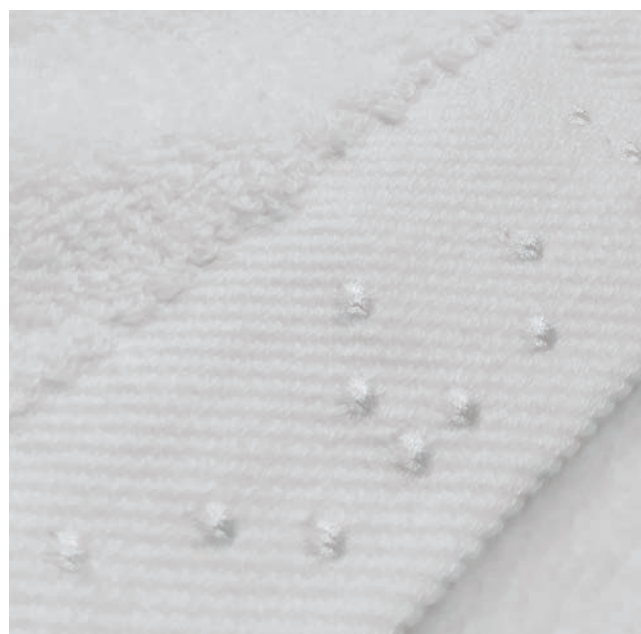
### 5.3 BRAILLE LINEN

**RKF Luxury Linen has developed Braille linen.**

For several years now, **RKF** has been creating, developing and marketing products for **people with reduced mobility**. These creations have particularly caught attention and won several international prizes, especially Best Hospitality Bedroom Linen at the APDC International Design Awards, in October 2018.

Today, **RKF** has taken this aspect even further with the development of Braille Textile. For several months, **RKF Luxury Linen** has been accentuating its commitment to **accessibility and design** with the creation of a new brand within **the RKF Group: RKF Inside**. The brand's mission is to promote the social values that are of utmost importance to this company, which is always on the lookout for new solutions to develop and provide access to the absolute best that luxury textiles have to offer.

So the new patent, **Braille Textile**, will be rolled out across all brand's products, with braille embroidery in the seams.



The company is simultaneously developing the same type of finishing, with braille included, in weaving of the seams or in the very body of the product and...in all the French company's collections. "This will enable the braille message to be integrated in full product development, and not just as a simple addition to the finishings, in order to champion maximum accessibility and contribute to the inclusion of visually-impaired people," explains **Riadh Bouaziz**.

The embroidered or woven message will be expressed in all languages (English, French, Arabic, Japanese, Mandarin, etc.) and in a mirror effect on the underside of the edging so that it can be read by everyone and at any time. The text in braille can express all types of message. So it can be fully adapted to the communication needs of **RKF Luxury Linen's** partners: hotel groups, cosmetic brands and also prospective clients seeking to include any type of braille message on any textile support. This option for the visually impaired is made available and offered to all our partners.





# THE BATHROBE

## AS A FASHION ITEM

The French company's communication strategy focuses on the fashion aspect.

Every year, **RKF Luxury Linen** communicates through an Haute Couture collection in order to showcase its expertise in textiles. Yet again, the company has shaken up traditional textile industry codes and set itself apart.

It all began in 2016 with the "Honeymoon in Paris" theme. One of the objectives was to present Paris in a positive and sensitive light as one of the major capitals of love, fashion and luxury. To do so, **RKF** called upon French singer Aelle as its muse. The artist lent her image to the company through the lens of fashion photographer Vanessa Moselle. **RKF's** workshops crafted bespoke **haute couture bathrobes** for Aelle that resemble coats (with carefully worked collars, fitted waist, hand embroidery, and more besides).

In this way, the company focuses on the end-customer and visually represents the sensory experience of a person enjoying a night in a luxury hotel or a treatment in an exceptional spa.

Filmed in one of the suites at the Fouquet's Barrière Hotel on the Champs-Élysées and directed by David Dang, this short film was shot in black and white.

**RKF** also joined forces with Chantal Thomass and luxury shoe brand Aperlaï to dress Aelle in this promotional film.

The idea was to convey this "Honeymoon in Paris" in image and music. The clip is sensual and highlights the sensory appeal procured by upmarket linen in an exceptional setting of a **luxury French hotel**.

### HONEYMOON IN PARIS

Music and actress: **Aelle**

Director: **David Dang** | Production: **Studio Heko**

Artistic Director: **Christophe Dijoux**

With the precious support of our partners:

**The 5-star Hôtel Fouquet's Barrière,**  
**Fashion lingerie designer, Chantal Thomass,**  
**Luxury footwear, Aperlaï,**  
**Press relations office, Giorgia Viola,**  
**Textile jewellery designed by Claire Kientzi,**  
**Fashion photographer, Vanessa Moselle,**

Short-cut available in french [on the You Tube channel of RKF Luxury Linen](#)



# HAUTE COUTURE

## FASHION SHOWS

In March 2018 at Place Vendôme in Paris, **RKF** staged a spectacular fashion show called **UTOPIA** as part of the Paris Fashion Week. This project, the only one of its kind worldwide, combined fashion, the luxury hotel industry and cosmetic brands.

The 300 VIP guests were able to discover the latest haute couture creations by **RKF**, like the revisited trench coat, bathrobes bedecked with feathers (in a nod to hotel pillows) and, as in every major fashion show, the grand finale presented a sumptuous bridal gown combining different materials like a patchwork.



This fashion show was filmed by Luxe TV and is available in French [on the You Tube channel of RKF Luxury Linen](#)

*Riadh Bouaziz, chairman of **RKF Luxury Linen** :  
"Being there, where we are not expected"*

**RKF** also presents a wonderful fashion show during the EquipHotel trade fair, where the brand is a long-standing participant. This visibility is an opportunity to demonstrate the possibility of creating original, unique bathrobes for hotels and spas, inspired by its Haute Couture line.



# CORPORATE SPONSORSHIP

AND GROUP DEVELOPMENT

By way of example for the Bourgogne-Franche-Comté region, **RKF** invests in its region by supporting local stakeholders through corporate sponsorship. As a partner of the famous rock festival, Les Eurockéennes de Belfort, the company created a pop-up spa for the artists and, every year, supplies especially designed bathrobes for the event.

**RKF** is also a partner of the town of Belfort and the Chamber of Commerce and Industry.

Today, **RKF** has developed into an international group with:  
**RKF Luxury Linen - RKF BDC - RKF Innovation & Design - Gharieni France**  
**RKF SLR - RKF Middle East**  
**Les Manufactures by RKF - RKF Moroccan Division**



After a meteoric rise and resounding success over nearly 20 years, many other projects are in the pipeline and the French House of Linen continues its development.

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