

LUXURY LINENS IN PALMA

Dear Islander Reader!

Last month I have been writing about Egyptian Cotton, this time I want to tell you about my journey through textiles over the last 25 years and my approach towards customers.

I think I was born with textiles in my DNA. From childhood on I was inspired by beautiful fabrics, colours and designs. I remember when I was only 12 years old, I made a long-pleated skirt out of a white cotton old bedsheet my mother gave me. The whole project took a few hours only and the result was surprising. My aim always has been to have my own 'shop'.

After a sabbatical in the Dutch Caribbean in 1993, I decided to leave the recycled paper industry and establish my own company. Start doing what had been my wish for so many years. Without specific training or experience I entered the world of Interiors in Belgium in 1995. I visited professional international trade fairs and bought home textiles I liked myself. Hand embroidered table linens from Vietnam and Cambodia, organza from Syria, jacquard woven towels from Portugal and white Egyptian Cotton bedlinens from France. My compass was my personal taste, my colour-eye and my gut feeling. Suppliers I met on trade fairs or by visiting them in their ateliers all over Europe. Customers I found by prospection and spontaneous shop visits with in the back of my



car the 'treasures' I bought on the fairs. Soon after manufacturers and brands contacted me for agencies.

Late nineties I noticed that there was quite a demand for made to measure home linens. Hard to find at that time. So, I came up with a concept for a collection home linens that was flexible. A niche market that involved a lot of work and was quite complex, but so much fun! It fitted me like a glove. Personal service, attention to detail, quality always with priority and a passionate commitment to bringing bespoke high-end home linens. I earned the trust and loyalty of many customers worldwide. A lot are living abroad, have villa's in different

countries, have boats, superyachts and holiday houses. I know all my customers quite well. Once one villa is done and the home linens are made to their full satisfaction, they come back with a next project. My business increased by word-of-mouth recommendations.

I am very good in working on distance however I prefer to visit my customers in person. Seeing the project in reality, advising on site and taking correct measurements are important ingredients for a successful end result.

Through the course of life, I moved to Mallorca in 2016 and I had the guts to move my company along. In the Balears I focussed more on the super yacht industry, big residential projects and small boutique hotels. Always working with bespoke collections and unique creations. I intensified my key-values and combined more and more my personal being with my business and customer contact. Always standing for quality, with passion. Quality in service, in product, and last but not least in attitude.

The bitterness of poor quality remains long after the sweetness of low price is forgotten.
-Benjamin Franklin-

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