

SINCE COYUCHI 1991



DESIGN JOURNAL

SPRING 2021



Back To Our Roots

It's been 30 years since Coyuchi first introduced organic linens into the homes of our friends and neighbors. Today, artistry and creativity continue to run through our veins, along with the drive to make a positive impact on the Earth.

Founded in 1991 by Christine Nielson, a weaver and textile artist who sought to add beauty to the world while keeping it healthy in the process. Inspired by a name for naturally brown cotton: coyuchi was born from our founder's desire to create organic cotton textiles free of the pesticides used on conventional fibers. Join us as we go back to our roots this season, drawing inspiration from the unique beauty of our Point Reyes birthplace and the handwoven craftsmanship that sparked an organic movement.

Each piece is inspired by our origins and crafted with care for the environment, the hands that weave them, and the

homes they inhabit. This season, we're embracing greyed coastal blues mixed with sunset tones of pink—like the ocean views in Inverness, where Nielson's vision for Coyuchi first took form... Both warm and cool neutrals grounded by our undyed yarns ... Carved geometries inspired by the coastal cliffs nearby... Irregular tonal stripes drawn from traditional sarape blankets... Intricate weaves with a range of details influenced by handwoven textiles... Ombre patterns that reflect the transition from earth and sea to sky.

Our first 30 years have challenged the way we think about textile creation—from organic farming

and sustainable processing to GOTS, MadeSafe, and Fair Trade certification. For the next 30 years and beyond, Coyuchi will continue to push the organic textile space forward. We search for the highest standards of sustainability and social responsibility with every step, whether it's our groundbreaking circularity initiatives and recycled products, or by supporting our allies in regenerative agriculture. Coyuchi is moving onward, and staying true to our origins along the way.



Top to Bottom: **Topanga Organic Matelasse Throw** \$128, **Organic Crinkled Percale™ Sheets** \$148-\$248, **Mojave Organic Linen Throw** \$248 **Reyes Organic Waffle Throw** \$148, **Cascade Organic Matelasse Sham** \$58-\$78, **Organic Relaxed Linen Sheets** \$548-\$598, **Lobos Organic Duvet Cover** \$298-\$348



30 Years of Sheeting Expertise

A favorite from the very beginning, our 300 Thread Count Organic Percale Sheets are a true Coyuchi original. When everyone else was focused on high thread count sheets, we knew finer, tightly woven cotton provided better quality and comfort.

All of our sheets are crafted from GOTS-certified organic fibers, because GOTS is the highest standard

in the world for environmental and social welfare. This choice benefits the entire supply chain, while creating the perfect sheets for a smooth and breathable bed. 300 TC Percale creates better air flow to keep you cool on warm nights—and stands up to years of washing.



300 Thread Count Organic Percale Sheets (Steel Blue) \$198–\$258
Reyes Organic Waffle Throw \$148



- Top to Bottom:
- 300 Thread Count Organic Sateen Sheets** (Pale Gray) \$88–\$258
Smooth and soft organic cotton for year-round comfort.
 - Organic Relaxed Linen Sheets** (Natural Chambray) \$548–\$598
Highly breathable and temperature regulating organic linen.
 - Organic Jersey Sheets** (Laurel) \$128–\$228
Easy-care organic cotton, knit for that casual T-shirt softness.

Down to Earth Comfort

“These sheets were exactly what I had been looking for: the perfect blend of soft yet crisp...it looks relaxed and unfussy while feeling luxurious. Will be buying more in the future.” –Erin W.



**Organic Crinkled
Percale™ Sheets**
\$148–\$248

Washed, broken-in comfort with an elegantly rumpled finish, crinkled percale showcases the lasting softness and strength of organic cotton.



New sunset tones introduce warm and cool neutrals into chambray, solids, and our NEW striped pattern—inspired by a vintage nightshirt from the early 1900s.

Duvets Inspired by Cool Coastal Mornings

Layer on the colors and textures of the coastal terrain with new Steel Blue Percale and our Cascade blanket in new Shadow Stripe. Add depth and comfort with the relaxed, rippled finish of our new Relaxed Linen Lumbar

Pillow and the multi-waffle weave of our new Reyes Organic Waffle Sham, which embraces the randomness of rock patterns along the Point Reyes shore.



300 Thread Count Organic Percale Duvet Cover \$198-\$258, 300 Thread Count Organic Percale Sheets \$198-\$258, Cascade Organic Matelasse Blanket \$298-\$348, Reyes Organic Waffle Sham \$58-\$78, Organic Relaxed Linen Pillow Cover \$78



Build warmth from the inside with a textural waffle weave nestled between your sheets and comforter. Our new Diamond-Stitched Organic Cotton Comforter is perfect as a top layer or used as a lightweight duvet insert.



Diamond-Stitch Organic Cotton Comforter \$248-\$298, Organic Crinkled Percale™ Sheets \$148-\$248, Reyes Organic Waffle Blanket & Sham \$58-\$298



Artistry in Weaving

Organic cotton chambray is detailed with textural dobby-woven stripes, drawing from our founder's work as a hand weaver.



Lobos Organic Duvet Cover and Sham \$58–\$348,
Organic Crinkled Percale™ Sheets \$148–\$248,
Cascade Organic Matelasse Blanket \$298–\$348



Carved by time and weather, the coastal cliffs of our Point Reyes home inspired this geometric pattern with a trimmed eyelash texture.



Organic Relaxed Linen Sheets \$548–\$598
Inverness Organic Duvet Cover & Sham \$58–\$328
Organic Relaxed Linen Pillow Cover \$78

The Relaxed Luxury of Organic Linen



Like a constellation of colorful stars, satin-stitched crosshatches dot the front of our natural-linen duvet cover. The washed fabric has a relaxed feel and graceful drape that recalls vintage linen, and the varied colors pair with our entire collection.

Scattered Embroidered Linen Duvet Cover and Sham \$78–\$598, Organic Crinkled Percale™ Sheets \$148–\$248, Reyes Organic Waffle Blanket and Sham \$58–\$298



This richly detailed color block pattern draws from a vintage Oaxacan blanket. Large bands of plain weave canvas blend with twill and dobby woven stripes for intricate detail.

Layers of organic linen make this bed special—not just because it’s organic, but it’s also softer and stronger than your typical linen. From warm to cold, our soft, washed organic linen keeps you comfortable every day of the year.

**Organic Relaxed Linen Sheets \$548–\$598
Organic Relaxed Linen Duvet Cover \$498–\$548
Mojave Organic Linen Blanket \$248–\$498**

Shop 2nd Home Renewed™ by Coyuchi, Now Online

Every year the US generates 21 billion pounds of post consumer textile waste. We are proud to introduce our 2nd Home Take Back™ and 2nd Home Renewed™ programs, which work to disrupt

this cycle and change the way linens are made—and remade. Because Coyuchi linens are designed to last a lifetime, and these first-of-their-kind programs see to it that these cycles aren't cut short.



Because we begin with the highest quality, 100% organic fibers and a traceable supply chain, finding a 2nd Home for your used Coyuchi linens is sustainable and stress-free. 2nd Home Renewed™ products are Coyuchi linens that have been returned to us through our 2nd Home Take Back™ program. In return for 15% off a future purchase, our customers send these used Coyuchi pieces back to us using a prepaid shipping label. Our partners at the Renewal Workshop then take great care to deep clean these items, check them for flaws, and repair them to be as good as new.

So far, Coyuchi has taken back 34,694 lbs of fabric. Over 80% of the product we've received from our customers can be mended, cleaned, and resold to a new home. The small percentage that can't be renewed is recycled into our first ever fully circular product. The Full Circle Recycled Cotton Blanket is crafted from 52% of our very own recycled Coyuchi cotton received through our 2nd Home Take Back™ program, and 48% organically grown material.

2nd Home Renewed™ items have been available to purchase at our Point Reyes Station, CA store since 2017—and now you can buy them online, too! Our new 2nd Home Renewed™ by Coyuchi site makes shopping for our renewed products easy and accessible for everyone. Browse our rotating selection of products at renewed.coyuchi.com to reduce your impact on the environment by buying 2nd Home Renewed™ products.



Full Circle Recycled Cotton Blanket \$148-\$298

THE FUTURE OF SUSTAINABILITY Our Renewed Impact

34,694 lbs
OF COYUCHI FABRIC
HAS TAKEN BACK

80%
OF PRODUCT RECIEVED
CAN BE MENDED
AND RESOLD

19,031 lbs
OF TEXTILE WASTE HAS
BEEN DIVERTED FROM
LANDFILLS

Our Undyed Roots

We love our safe, non-toxic, naturally derived color, but our Undyed collection captures the organic spirit in its own special way. Every Coyuchi product is grown organically, processed mindfully, and designed to last for generations. Our Undyed products are especially gentle, making them a long-time favorite for people with sensitive skin and allergies.

Cotton has a color that’s all its own, and we love the subtle nuances of this tone just the way it is. Our Undyed collection is a celebration of cotton in its most natural form—unbleached, undyed, and untouched from the way it sprouted out of the soil.



300 Thread Count Organic Percale Sham \$38–\$48,
Organic Crinkled Percale™ Sheets \$148–\$248,
Cascade Organic Matelasse Blanket \$298–\$348,
Organic Jersey Sheets \$128–\$228, Diamond-Stitch
Organic Cotton Comforter \$248–\$298

DESIGNED WITH INTENT

Undyed Collection





The Organic Bed™

When you begin your bedding routine with basics like organic cotton, organic latex, responsibly sourced down, and Climate Beneficial Wool, the rest comes easy.

Our organic bed basics are never treated with the harsh chemicals, dyes, and finishes used in conventional manufacturing. Protect your safe space from the start so you can let the stress of those busy days melt away.



Top to Bottom:

Organic Latex Molded Pillow \$98-\$128, **Feather/Down Pillow** \$118-\$158, **Organic Pillow Protector** \$28-\$38, **Three Season Down Duvet Insert** \$478-\$678, **Organic Mattress Pad** \$158-\$298

Turiya™ Organic Latex Pillow \$118



Sleep Support Redefined

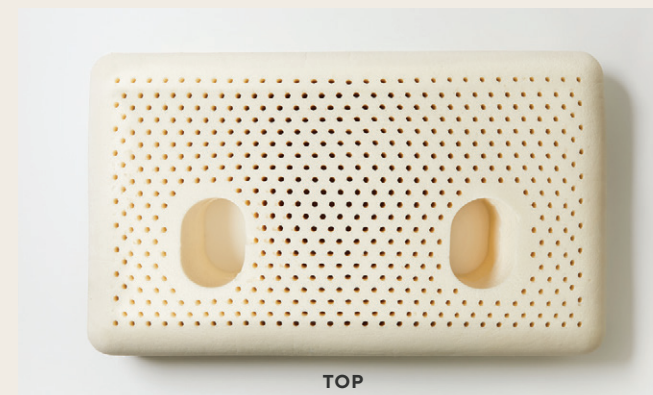
Carry your wellness routine into your sleep with an organic pillow designed for proper spinal alignment, relieving pressure on your head and neck. The Turiya™ Organic Latex Pillow (formerly Serenity Pillow) holds its shape and structure over time, thanks to its pure

GOLS-certified organic Dunlop latex construction. Each pillow is encased in a removable pillow protector crafted of 400-thread-count GOTS-certified organic cotton sateen. In our mission to cut out plastic, our latex pillows come in a reusable, organic cloth bag.



Two indentations for your ears alleviate pressure on your face when sleeping on your side, which helps minimize face wrinkling.

One unique indentation on the bottom side of the pillow cradles your head when sleeping on your back, aligning your spine and opening airways, which may help reduce snoring and relax some of the postural discomfort from smartphone and computer use.



TOP



BOTTOM

Our Favorites for Layering



Hand-woven patterns, textural details, and cool colors inspired by our layered coastal terrain create depth and comfort in organic cotton and linen. A full range of textures and weights invites warmth with new colors and styles.

↑
Mojave Organic Linen Throw \$248, Woven Rope Organic Pillow Cover \$88, Presidio Organic Pillow Cover \$78



→
From Left to Right: **Topanga Organic Matelasse Throw \$128, Pismo Organic Throw \$98, Topanga Organic Matelasse Throw \$128, Reyes Organic Waffle Throw \$148, Mojave Organic Linen Throw \$248**



Water-Conserving Threads

The collection that sells out season after season. Come back for more additions to our Solstice collection, and feel how soft, smooth, and comfortable this peached jersey knit cotton really feels. This is the kind of

clothing you look forward to wearing when you get home. GOTS and MADE SAFE® certified. Crafted in a facility that recycles 98% of its wastewater. Explore our full selection and additional colors online.



Solstice Organic Kimono Robe \$68, Solstice Organic Chemise \$48, Air Weight® Organic Towels \$8-\$178, Mediterranean Organic Towels \$8-\$148, Mosaic Canyon Bath Runner \$198

Solstice Organic Chemise \$48



Solstice Organic Short Romper \$58

Solstice Organic Tank \$28

Solstice Organic Short \$34



Wear What Feels Good

Choose organic comfort...and you'll find yourself wrapped in our soft and cozy organic robes and wraps every time. The variety of weaves, weights, and textures means that there is a just-right option for everyone.



↑
Airweight® Organic Bath Wrap \$58, Temescal Organic Towels \$18–\$198

Unisex Waffle Organic Robe \$98



→
Unisex Mediterranean Organic Modern Robe \$188
Unisex Cloud Loom™ Organic Robe \$148
Unisex Air Weight® Organic Robe \$128



Soak a Little Longer

Give your bathing ritual a little extra love with soothing colors in organic cotton. Pamper yourself with more “me time”—or share the love with those who need it most.



Mediterranean Organic Towels \$8–\$148

Nuanced texture in a lightweight weave that’s perfect for the bath and the beach. New Color: Rosehip.



Cloud Loom™ Organic Towels \$18–\$248

The plush, fluffy towel that turns bathing into rejuvenating. New Color: Steel Blue.



Temescal Organic Towels \$18–\$198

Our softest towel ever uses uniquely ribbed channels to soak up water, then dries swiftly. New Color: Undyed.



Air Weight® Organic Towels \$8–\$178

The perfect twill texture for maximum absorbency, so you can dry off quickly and efficiently—for the long term.



COYUCHI®

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30-DAY TRIAL | 365-DAY GUARANTEE | FREE RETURNS

Responsible Beyond The Thread™



Throw Blankets in Every Tone + Texture

**Pismo Organic Throw \$98, Reyes Organic Waffle Throw \$148,
Topanga Organic Matelasse Throw \$128, Mojave Organic Linen Throw \$248**
**Front Cover: Lobos Organic Duvet Cover and Sham \$58-\$348, Organic Crinkled
Percalé™ Sheets \$148-\$248, Topanga Organic Matelasse Throw \$128**



FREE ORGANIC xxxxxx

with orders over \$xx.

Use code **xxxxxx** at checkout.

Expires xx/xx/2021. Exclusions

apply. While supplies last.

coyuchi.com