

# SELFRIDGES & CO

AT HOME WITH SELFRIDGES... WHAT'S NEW  
- introducing the ultimate in bath time luxury, cashmere towels -



There are few universal truths in life, but one is that everyone, yes everyone, loves cashmere. The touch of cashmere against the skin is one of the real luxuries of life.

This spring Selfridges is delighted to introduce the most luxurious addition to bath time indulgence since the invention of Jo Malone bath oil. Selfridges cashmere towels are 10 per cent cashmere and this addition makes them incredibly soft and wonderfully absorbent.

The soft touch and the beautiful colour range may make you think these towels have a cashmere price tag... well you'll be pleasantly surprised, cashmere towels at cotton prices. Face cloth £4, hand towel £12, bath towel £24, bath sheet £36, bath mat £20

Cashmere towels  
Selfridges, Fourth Floor  
400 Oxford Street, London W1

- ends -

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**Notes to editor:**

- Selfridges stores enquiry line 08708 377 377, customer relations 08708 370 470