

## DKNY Pure Comfort: 100% Organic Cotton Bedding



Just in time for the final days of Bedroom Month, DKNY sent us some bedding from their brand new Pure Comfort collection to sample. It's all 100% organic cotton and comes in nature-inspired colors like Dune and Thunder.

Currently, [the collection](#) -- which includes decorative pillows, comforters, duvets, sheets, and shams -- is only available at Bloomingdale's.

When we received the bedding, we tossed it right into the wash, dried it, outfitted the bed, hopped in, read for 20 minutes, turned out the lights, and caught a few Zs. After four nights sleeping in DKNY's "eco-friendly" offerings, this is our review:

The sheets are very pretty (in the "Thunder" color), in a masculine, mature kind of way. We like the thin stripes -- our bed, dressed up in DKNY, looks suddenly grown up. The bedding is also very comfortable (proof: we hit the snooze button about five too many times this morning). Are the sheets more comfortable or softer than our [organic cotton sheets from Target](#)? We're not ready to go that far. However, we will say that the DKNY sheets feel more substantial (thicker?) and we expect them to hold up much better after multiple washes ... our Target sheets, after about a year, have begun to snag and pill.

Now, the price ... This is not what we'd call affordable bedding. Remember that discussion we had a few weeks ago about "[green luxury](#)"? These sheets fall into that category. However, the fact that they're expensive ([\\$90 for a flat sheet](#)) does not diminish the fact that they're still made from 100% organically grown cotton. Does it? So, for those who want a more refined look and who can afford DKNY, we give the [Pure Comfort collection](#) a hearty thumbs up. These are great eco-friendly sheets.

For those of us who cannot, we still adore our beat-up, worn out organic sheets from Target ([\\$34.99 for a Queen set](#)).

Stephanie Kinnear January 30, 2009 12:00PM

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