

Bibb is back

Legacy home textiles brand returns with bedding, bath and rugs

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New York – Distributor Trade Linker Int'l Inc. is reviving the legacy Bibb brand, leveraging the heritage appeal of a former American mill founded in 1876.

“Heritage brands have one thing in common. They all come with an American story built right in to them,” said Arslan Ashraf, vp, Trade Linker Int'l Inc.

He pointed to the reincarnation of Royal Velvet, Cannon, Bell & Howell, Polaroid, Sharper Image, London Fog, Dan River and Waverly – all once manufacturers, now licensed brands.

“Their revival has evoked a sense of nostalgia and a return to the comfort and safety of a known and trusted trademark,” he said.

Established 140 years ago, **The Bibb Company** in the mid 20 th Century specialized in the manufacturing of blankets. It was sold in 1998 to home textiles manufacturer Dan River, which was acquired by Indian conglomerate GHCL in 2006 and **ceased U.S. operations** in 2008.

Trade Linker will re-introduce Bibb during the New York Home Fashions Market with sheet sets, comforters, quilt sets, blankets, throws, bath towel ensembles, area rugs, and bath rugs sets.

Sheet constructions will include 90GSM microfiber and up, all-cotton sheets from 400-count to 800-count, and 100% Egyptian cotton in 800-count and 1,000-count. The company will add a cotton-rich construction in 1,000-count and 1,500-count later this year.

The blanket line will feature plush velvets as well as Egyptian cotton suitable for all-seasons.

Bibb products are already being sold online at Amazon, Overstock, and Zulily. The collection being shown at market targets mid-tier retailers, including off-pricers and regional department stores.

“Combine our targeted consumer base, our brand history and distinctive logo, and Bibb can provide the edge for a consumer statistic, namely the 50+ year old woman. An important and most overlooked targeted consumer, they are the **'biggest spenders'** among the American population,” said Ashraf.

Trade Linker will be showing at 230 5th Ave, Suite 1711.