

## **The New Hotel Corque**

### **Renovations Transform Wine Country Hotel into a Luxurious Escape**

Recent renovations at the newly-named Hotel Corque bring a luxurious retreat feel to the property in California's Santa Ynez Valley. Previously known as the Royal Scandinavian Inn, the Hotel Corque underwent a massive 2-year renovation with its new owners, the Santa Ynez Band of Chumash Indians. The Hotel Corque maintains its Danish roots while giving a fresh, modern look to its guest rooms, facilities, and restaurant.

The boutique hotel has 106 rooms including 35 suites, along with its fine dining restaurant, Root 246, which features a celebrity chef/consultant and locally-grown, fresh ingredients.

The renovation emphasizes the hotel's role as an escape to relaxation for locals and distant visitors alike in Santa Barbara's premier wine region. Included in the renovation are the addition of Hilden America bed sheets, towels, and bathrobes. The Santa Ynez Band of Chumash Indians also owns and operates the [Four Diamond Rated Chumash Casino Resort](#) which features Hilden America linen as well. [For more information on The Hotel Corque please click here.](#)

## **The Anatomy of a Towel**

### **What makes a good towel for use in a hotel or B&B?**

A terry towel consists of a base and pile. The pile is made of raised, uncut loops. (Cut loops are found in velour towels, but don't absorb water as well.) Popular pile content is 100% cotton which gives the towel its weight, softness, color retention, and absorbency. The base can be a blend of cotton, poly, or other fibers. A high cotton to poly ratio or 100% cotton is common.

In cotton towels shorter, carded fibers are typically used since high thread count is not needed; however, combed cotton is becoming more prevalent for its softness and durability. With the green movement in textiles more manufacturers are also using alternative natural fibers such as modal, bamboo, and blends of these with cotton or poly.

A towel can be woven with 1-ply or 2-ply yarns in the pile. Although 1-ply is softer, it costs more and is not as durable. 2-ply yarns also keep the pile loops upright for a nice feel and absorbency. All sides should be either selvage or hemmed with lock stitching from the top and bottom of the fabric. For more information on our stock or custom-woven towels, please call [or email us.](#)



## **Advantages of Combed Cotton**

*Hilden America now offers stock terry towels and bed linen in 100% combed cotton. So why the switch?*

*Once raw cotton is blended and cleaned, it is carded to remove short fibers and dirt that can cause yarn breakage. While carding will remove some short fibers and impurities, combing is much more thorough.*

*The combing process smoothes and aligns the cotton, removing more short fibers with a tooth-like wire structure.*

*Combing leaves only the longest cotton fibers for weaving. Combed cotton yarn is softer, more compact and durable, and is less likely to fray or unravel.*

*With this switch to combed cotton Hilden America recalls its heritage of European styling, weaving, and finishing.*



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