

PRESS RELEASE

DOWN Inc. Redefines Organic Luxury with the Evolution of the Down to Earth® Collection

[DOWN Inc.](#) will debut the evolution of its Down to Earth® collection at High Point Spring Market, redefining what 100% certified organic cotton and all-natural bedding can offer to the retail and design market.

Crafted with 100% certified organic cotton and proprietary Nature's Down Blend®, an all-natural blend of responsibly sourced white duck down and eucalyptus-derived TENCEL™ lyocell, the collection advances both sustainability and performance. Developed and formed in-house, the blend enhances loft consistency, breathability, and temperature balance while maintaining a fully natural composition.



The Down to Earth® collection now features four core offerings:

- 10" baffle-box duvet inserts in 230 thread count certified organic cotton, available in lighter weight options.
- 15" baffle-box duvet inserts encased in 360 thread count certified organic cotton with a 1" gusseted edge, offered in midweight through luxury loft options.
- Plush sleeping pillows featuring proprietary Nature's Down Blend® for consistent loft and breathable comfort.
- Dual-chamber compartmented pillows with an inner feather core and outer down layer for structured support.

Together, these offerings provide a versatile all-natural bedding system designed to accommodate varying climates and comfort preferences.

Manufactured entirely in the USA and validated through OEKO-TEX® Standard 100, Responsible Down Standard, International Down Standard, and Organic Content Standard certifications, Down to Earth® aligns certified organic materials, all-natural fill, craftsmanship, and elevated design without compromise.

Photos:

<https://www.downinc.com/wp-content/uploads/2026/02/10-inch-comforter-scaled.png>



<https://www.downinc.com/wp-content/uploads/2026/02/pillows-scaled.png>



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