



(GUS A/W 97 CATALOGUE – BEDDING HEADLINE IDEAS)

(Spread 1)

(Copy for 'Satin Rose')

Pure allure...

The invitation of
SATIN ROSE

- Our new collection of bedding and curtains
in soft-sheen white or ivory

The pure allure of
SATIN ROSE

- Finely feminine and richly rewarding
in soft-sheen white or ivory

(Flash:)

All new! A co-ordinated collection of bedding and curtains for the look that's
designed to please

The pure allure of
SATIN ROSE

Fine and feminine, rich and rewarding
- co-ordinated bedding and curtains
in soft-sheen white or ivory

Pure allure...

The inviting luxury of
SATIN ROSE

in totally feminine and finely
embroidered white or ivory

The soft-drape luxury of
SATIN ROSE

- A delicate and inviting collection of bedding
and curtains in a choice of white or ivory
-

The
SATIN ROSE COLLECTION

- Co-ordinated bedding and accessories
in a delicate embroidered finish
-

The inviting luxury of
SATIN ROSE

- A finely embroidered collection of matching
bedding and curtains in exquisite white or ivory
-

(Spread 2)

(Left page - headline alternatives relating to both ARABIAN CHIC and PORTS
OF CALL...possibly to go between the two M/Ss)

Dream traveller...

Real-world ideas in co-ordinated bedroom design

Bedrooms of the world

- a new dawn in bold design

A new dawn in bold design

- a world of ideas in co-ordinated bedrooms

(or: tomorrow's ideas today in beautifully
co-ordinated bedrooms)

A new dawn in bold design

- The theme is international
...the ideas are all yours!

International times

- a new dawn in bold design

Bold ways with new designs

- worlds of difference in co-ordinated bedrooms

Wide-eyed

DAWN DESIGN

A world of ideas in co-ordinated bedrooms

(Spread 2 - right page)

Enjoy the year-round smile of

SOPHIA

- A bright, floral design in a complete and
co-ordinated range of bedroom essentials

Bedrooms are sunnier with

SOPHIA

A complete range of bedroom essentials

in a co-ordinating floral design

(Left page)

You'll pick

TRAILING ROSE

for its timeless simplicity

Quality cotton fabrics beautifully adorned
with embroidered rose designs

TRAILING ROSE

Its appeal is simple...

All the elegance of classic cotton in a quality range
of bedroom fabrics, beautifully trimmed with embroidered rose borders

Heaven-sent

TRAILING ROSE

All the elegance of classic cotton in a magnificent range of co-ordinated bedroom fabrics with embroidered rose trimmings

(Spread 3 - right page)

Country-loving
TITANIA

Exuberant florals and braids combine with tartans and frills to make up this distinctive range of co-ordinated bedroom fabrics

The exciting femininity of
TITANIA

A country celebration in an exuberant colourful design combines florals and tartans in a distinctive range of co-ordinated bedroom fabrics

TITANIA

A country celebration in exuberant flowers and braids, perfectly partnered with tartan and frills in a co-ordinated range of bedding and curtains

Full of life, full of colour!
That's TITANIA

An eye-catching mix of flowers and braids,
tartan and frills

The personality (or: vivacity?) of
TITANIA

An exciting mix of colour and charm
in flowers and braids, tartan and frills

The natural charm of
TRAILING ROSE

A relaxing design in two delightful colourways

The natural charm of

TRAILING ROSE

Co-ordinated bedroom fabrics
in relaxing pink or peach

TRAILING ROSE

Natural simplicity in a co-ordinated collection
of bedroom fabrics

TRAILING ROSE

Relaxing simplicity in a natural design
Co-ordinated bedroom fabrics
in two delightful colourways

TRAILING ROSE

A natural choice at the end of the day
Fully co-ordinated bedroom fabrics
in two delightful colourways

TRAILING ROSE

Bold and bright
in pink or peach
"A natural choice for co-ordinated
bedding and curtains!"

Pretty as a picture with

TRAILING ROSE

Co-ordinated bedroom fabrics
in two delightful colourways

The 'town & country' look of

OBERON

A fresh combination of florals and stripes
creates that magical blend of 'then and now'.

The easy-going style of

OBERON

Florals and stripes in a co-ordinated range
with more than a hint of the country

Wake up to country style!
OBERON

A fresh combination of florals, checks
and stripes - beautifully co-ordinated in
our new-season bedroom fabrics

OBERON - above all!

A fresh combination of florals and stripes
- the complete collection in bedroom fabrics
for the home with 'country style'!

Freshly-picked
OBERON

Our new-season collection of floral-style
fabrics - beautifully co-ordinated for that
traditional country look

(Spread 5 - right page/BOTANICA)

Delicate beauty in pure cotton...
BOTANICA

Finely embroidered wild flowers and lace-effect
detail create the prettiest of bedding sets

Harmony from the hedgerows...
BOTANICA

Delicately embroidered wild flowers with lace-effect
detail create the prettiest of cotton bedding sets

(Spread 5 - right page/DAMASK)

The special opulence of
DAMASK

Classic bedding design in richly woven jacquard

The gentle contours of
DAMASK

Understated elegance in richly woven jacquard

The natural comfort of textured
DAMASK

Elegant bedding fabrics in richly woven jacquard

**(Spread 6 - right page
between ANNABELLE & ROCOCO)**

NEW ROMANTICS

Sweeping statements in two swirling designs
- co-ordinating bedroom fabrics, each available
in four versatile colourways

POPULAR CLASSICS

Two top-selling frilled designs
- yours in a choice of four winning colourways

STYLE FAVOURITES

Frilled curtains and bedding sets in two popular designs - each available in four
winning colourways

SHADES OF PASTEL/POPULAR PASTEL MIX

Two favourite frilled designs in co-ordinated curtains and bedding - each in four
winning shades

(Spread 7 - left page h'line between SALISBURY & HARTFORD)

Classic, rich florals
- a new look for traditional beauty

Classic, rich florals
- a new age of traditional beauty

Bright, modern ways with classic floral designs

Bright, modern ways with classic, rich florals

(Spread 7 - right page h'line between OLIVIA & PEMBROKE)

The LIGHTEST of
pretty petals

- thoughts of summer, always near

Beyond your dreams,
a secret garden...

Flowers so delicate,
colours so fair

Perfect summer days
- peaceful bedroom nights

Never a summer with flowers so fair...

Fine artistry makes beautiful bedrooms

- the daintiest flora in an exquisite design

(Spread 8 - left page: SOPHIE)

Patterns and colours...
questions and answers -

"It's clear the design is
SOPHIE!"

From the glow, you know it's
SOPHIE

Premier style for bedroom design
that costs a lot less than you think!

It's love at first sight with SOPHIE

- A design that's bold and exciting
with colours you can barely resist

SOPHIE

A more modern way to dream

The winning combination of SOPHIE

- A sun-burst of colours
and unbeatable up-front design

The up-front appeal of SOPHIE

So many colours -
so many ideas for a great-looking bedroom!

**(Spread 8 - left page:
FRANCESCA)**

Outstanding value!

FRANCESCA

Combines quality and affordability
with great looks and flair!

(Spread 8 - left page: use headline between both pics:)

Warm and inviting bedroom fabrics
with two 'top value price points'

OR:

Strokes of genius!

The broad brush of colour

- a design you want to touch!

(Spread 8 - right page: ROSE GARLAND)

ROSE GARLAND

"Takes you back to a gentler time"

ROSE GARLAND

Gentle elegance is always in vogue

ROSE GARLAND

Simply sweet!

A nostalgic design that's always a classic

ROSE GARLAND

Takes you forward as well as back

"The classic centre-piece for your new-look bedroom"

(Spread 8 - right page: MOIRE)

MOIRE

Top value

bedding accessories...

Make up your own colour combinations
from six versatile shades

MOIRE

Bedding accessories...

Mix & match in six great-looking colours!

The modern look of

MOIRE

Six versatile colours

to co-ordinate or mix & match

The versatile value of

MOIRE

Sleek good looks in six mix & match colours

**(Spread 9 - Main general headline to replace
'OUR LOWEST PRICED
best selling bedding essentials':)**

Bedding value SALE!

Best sellers at

LOW, LOW PRICES!!!

Win on price!
Best-selling bedding
at best-value prices!!!

Just look at our prices!
BEST-EVER VALUE
IN BEST-SELLING BEDDING!

Our best-ever value
in best-selling bedding

'The GUS Price Promise'
"Find lower prices elsewhere,
and we'll gladly refund the difference!"
(or similar wording)

OUR LOWEST PRICED
best-selling bedding

The GUS Price Promise & Value Guaranteed!

(Panel:)

Our best-selling bedding essentials come with the special 'GUS Price Promise'...
PLUS - The GUS Guarantee of Value
(In the unlikely event that you're not totally satisfied with your purchase
- etc)

**(Spread 9 -
Secondary headline for pile of sheets/bedding pic:)**

"Set your sights on colour!"
GREAT VALUE BED-SETS
They're best-sellers
- and it's easy to see why...

(list products & prices below)

Flat sheets
FROM £X EACH
etc
etc

(Spread 9 - secondary sub-head for curtains pic:)

CO-ORDINATING CURTAINS!

Match your bedding with our
'same-colour' curtains and tie-backs...
FROM £X PER PAIR

COLOUR CO-ORDINATE

with our 'same-style' curtains
and tie-backs...
FROM £X PER PAIR

CURTAINS TO MATCH!

Co-ordinate your bedding with
'matching-colour' curtains
and tie-backs
FROM £X PER PAIR

Matching curtains and fashionable tie-backs
FROM £X PER PAIR

(Spread 10 - left page: a single headline for all three items:)

NEW WAYS WITH CLASSICAL THEMES

Three stylish designs use Mediterranean ideas
for the perfect modern bedroom

MEDITERRANEAN MARBLES

Subtle shades in classic designs create
the perfect look for your modern bedroom

SHADES OF MARBLE

Three design classics with hints of the Mediterranean
- continental ideas for today's stylish bedrooms

DO THE CONTINENTAL!

Stylish bedding designs with
a hint of Mediterranean marble

(Spread 10 - right page: single headline between CAMBRIDGE & CHAMBRAY)

BRIGHT & BREEZY

checks and stripes!

- Clean-cut quality in a fresh co-ordinated look

STRAIGHT TO THE POINT

with stripes and checks

- two refreshing designs,
each in three pastel shades

(Spread 11- left page: single headline for all three items)

THREE DESIGNS - ONE EFFECT!

Beautiful bedrooms in so many different ways

Each design creates a different mood!

Add your colour,
and take your pick

A great choice in good taste!

Three impressive designs in a range of subtle tones

A COMFORTABLE CHOICE!

Three attractive designs in a choice of great colours

(Spread 11 - right page: DAISY TRAIL)

Summers never end with

DAISY TRAIL

Delicate new-season flowers in
gentle folds of blue, pink and green

Shades of summer

on the

DAISY TRAIL

Three brilliant colours
bring out the charm of

this timeless design

It's dream time on the
DAISY TRAIL

DAISY TRAIL

Wake up to summer meadows
- a sight for bright eyes in three gorgeous colours!

Sweet dreams on the
DAISY TRAIL

Delicate new-season flowers in
gentle fields of blue, pink and green

DAISY TRAIL

Memories of perfect summer days -
beautiful floral bedding in blue, pink and green

(Spread 12 - left page: single h'line for both items)

Patchworks of flowers in a rich riot of colour!

Warm and welcoming patchwork designs in a rich tradition of floral beauty

The timeless charm of patchwork designs -
Rich and inviting
...the buy of your life!

The rich variety of patchwork designs
- they fit so well with ALL your ideas!

The rich variety in patchwork designs
sets the theme for your bedroom style

(Spread 12 - right page: single h'line for both items)

Fresh thinking with the lightest touch
- new ideas on simple themes

Two new designs for the light-hearted look!

Neat ideas in new designs

- co-ordinated colour to say what you mean!

That's neat!

Simple statements on colour street...

**(Spread 13 - EITHER a single headline for all three items;
OR individual h'lines for each)**

SINGLE H'LINE OPTIONS:

DESIGNS ANCIENT & MODERN

- Geometric classics with modern treats
in colour, fabric and price!

The colourful characters of design
CELTIC, ARENA & SUMATRA...
Geometric lines you can link
with today's bedroom styles

CELTIC, ARENA & SUMATRA...
Three colourful characters
with bed-time stories to tell!

CELTIC, ARENA & SUMATRA...
Three bold designs
- all colourful characters!

Myths of the world made real...
Three bold designs,
with bed-time stories to tell!

INDIVIDUAL H'LINE OPTIONS

(Celtic)

The geometric magic of

CELTIC...

Warding off the windswept night
- inviting dreams of endless delight!

(Sumatra)

Spice of the South Seas
SUMATRA

Deep, full colours
in a rich, sultry design

(Arena)

The scene is set
with lavish splendour
ARENA

A bold design in three confident colours

(Spread 13 - right page: ROYALE)

Your bed's crowning glory!
ROYALE

An elegant tartan theme
complete with regal crest

ROYALE

Sure to succeed...
Understated elegance in a subtle
tartan design, complete with regal crest

One's favourite

ROYALE

An elegant tartan theme
complete with regal crest

(Spread 14 - left page: single headline for both items)

Flying the flag for
symbols and stars
- dramatic designs with brilliant effects!

Symbols and stars
- the badge of good taste!

Dreamers adore

SYMBOLS AND STARS

- dramatic designs in tasteful tones

Dreamers worship symbols and stars

Symbols and stars

- for those gazing, lazing days and nights!

Picture your bedroom
with symbols and stars

- brilliant effects with colours to match!

Symbols and stars move heaven and earth

- striking designs for the bedroom with style

(Spread 14 - right page: TARTAN)

Treat yourself to
TARTAN

- Four classic colourways in this ever-popular design

A celebration in
TARTAN

- The ever-popular design in four classic colours

The glorious tradition of
TARTAN

- Today's popular choice in
distinctive bedding fabrics

TARTAN

Tradition meets fashion
in four glorious designs

(Spread 15 - left page: single h'line for all three items)

Colour is
HOT!

Three exciting designs with
the power to turn your head

Turn the spotlight on
CULTURE & COLOUR

Three ports of call for
your brightest ideas yet!

Feel the rush...
IT'S CULTURE & COLOUR!

Three ports of call for
the HOTTEST ideas in bedroom design

ROLL UP!

- for the -

CARNIVAL OF COLOUR

Three exciting adventures into a
bright new world of bedroom fabric designs

(Spread 15 - right page: single headline for both items)

The pleasures of check are plain to see!
Smart, simple and stylish - and so very much AT HOME!

The all-round appeal of checks
Everyone's favourite in bedding design
- so simple, yet full of charm!

The all-round appeal of checks
Stylish and so versatile
- and always a good idea!

When the chips are down
- it has to be check!
Stylish and versatile
with all-round appeal

Three cheers for checks!
1. Stylish (hooray!)
2. Versatile (hooray!)
3. All-round appeal (hooray!)

(Spread 16 - headlines for dps)

Hey! Look at this!
Ideas galore for kids' bedrooms
in hard-wearing co-ordinated fabrics!

Kids sleep better with
all these bed-time favourites!
Hard-wearing, easy-care co-ordinates
in the latest lively designs

From bed-room to play-room...
Kids' eyes light up with these
all-time bed-time favourites!

Bed-time treats for kids of all ages!
- the latest lively designs in
hard-wearing co-ordinated fabrics

Cool for kids!
The latest designs in fun bedding
- co-ordinated collections in hard-wearing
easy-care fabrics

Our best-ever bedding for kids!
Great value co-ordinates in
hard-wearing easy-care fabrics

(Spread 17 - left page:
EITHER joint-h'line for both items
OR single h'lines for Victoria and Tudor)

JOINT HEADLINE OPTIONS

Period-style luxury
with intricate braid details
- Making an elegant statement
in warm, welcoming tones

Two elegant designs
from the greatness of the past

Reflections of
great ages past...

Two elegant designs
with exquisite detail and charm

Elegant, luxury bedding
from two great ages past...

TUDOR AND VICTORIA

A sense of history...

a sense of style

Elegant bedding designs with
exquisite detail and charm

SINGLE HEADLINE OPTIONS - 'VICTORIA'

The confident style of
VICTORIA

Elegant luxury in beautiful flowers and lace

The welcoming elegance of
VICTORIA

An exuberant design of
luxurious flowers and lace

The ornate elegance of VICTORIA...

A masterful design
of luxurious flowers and lace

Elegant
VICTORIA

- Confident in
flowers and lace

SINGLE HEADLINE OPTIONS - 'TUDOR'

There's no mistaking
the opulence of
TUDOR

- A sumptuous period design
with pearl-effect braiding detail

The supreme power of
TUDOR

- Elegant cotton co-ordinates complete
with pearl-effect braiding

(Spread 17 - right page: MARIELLA)

TRADITIONAL 'HEIRLOOM' COMFORTER

The snug duvet-cum-bedsread
that's as practical as it is pretty!

(Insert picture caption:)

Admire the hand-crafted 'stars'
and battenburg lace detail

A HAND-CRAFTED COMFORTER
MAKES A BEAUTIFUL HEIRLOOM!

from only £X!

The duvet-cum-bedsread that's warm and practical
- inviting and pretty

(Insert picture caption:)

EITHER:

The battenburg lace detail is simply exquisite

OR:

Take a closer look at the exquisite battenburg
lace detail... (you're sure to be impressed!)

(Spread 18 - left page: LARA)

LARA

A romantic 'cobbled' patchwork
flecked with the finest of flowers

LARA

A distinctive pin-cushion patchwork
flecked with the finest of flowers!

The quilted patchwork of
LARA
Traditional 'cobbles' of colour
strewn with dainty flowers

(Spread 18 - right page: MEDALLION)

The mellow glow of
MEDALLION
Beautiful rose embroidery with delicate pearl lace
- an invitation to luxury that's
a 'natural' for your home

The warm glow of
MEDALLION
A 'natural' for your home featuring the traditional elegance of rose
embroidery with delicate pearl lace

OR:
A 'natural' for your home - traditional elegance featuring rose embroidery
with delicate pearl lace

Attention to detail wins with
MEDALLION
Quality cotton fabric in an attractive classic design featuring rose embroidery with
delicate pearl lace

Attention to detail wins with
MEDALLION
For a head start in luxury -
check out this classic design featuring
rose embroidery with delicate pearl lace

The class-winning standards of
MEDALLION
Beautifully embroidered detail in
a timeless co-ordinated design

**(Spread 19/Pp. 37-38
'Throws')**

Good taste shows!
- with this season's
THROWS

OR: Quality shows...
Value shows...
Style shows...

In the
THROWS
of fashion!

The finishing touch
for your stylish bedroom

Catch these
THROWS!

The finishing touch
for your well-made bed!

The spread for THROWS!

(Spread 20/Pp. 39-40)

(Left page)

HELLO -
GOOD BUYS!
for warm, cosy nights!!!

(Right page)

CONTESA (Logo)
Favourite-name
SHEETS & PILLOWCASES
Quality you can see and feel
in cosy, colourful FLANNELETTE

"Mmm...they feel so soft!"
QUALITY
Sheets & Pillowcases
in cosy flannelette

The top-brand
QUALITY
of
CONTESA (Logo)
SHEETS & PILLOWCASES
in soft and dreamy
FLANNELETTE

(Spread 21 - Pp. 41/42)

(Left page)

Bright on the eye
- soft to the touch!
We're today's first choice in
FLANNELETTE SHEET SETS

(Flash:) Quite simply...
"You'll prefer our prices!"

(Or:) Great quality -
at the price you prefer!
from only £X!

LOW PRICES - GREAT QUALITY!
Our ever-popular range of
colourful flannelette sheet sets
from only!

TOP VALUE - NO FLANNEL!

HIGH ON QUALITY
- LOW ON PRICE!
We're first for value in

colourful flannelette sheet sets

FLANNELETTE FAVOURITES

The brightest designs in
flannelette sheet sets -
Perfectly priced from £X!

The softest touch in bedding value...
FLANNELETTE SHEETS SETS
- Perfectly priced from £X!

The real thing in
FLANNELETTE
value!

Easy on the eye
- soft to the touch

Flannelette sheet sets
- perfectly priced -
from only £X!

(Spread 21 - right page)

ROLL UP!
FLANNELETTE SHEETS & PILLOWCASES
at look-again low prices!

(Sub/Panel)
A palette of colours to mix 'n' match!
(Flash:)
Pair of sheets from only £X!

(Spread 22/Pp. 43-44)

(Left page)

THE TOP-VALUE PAGE!
Our lowest-priced
POLYESTER-COTTON SHEET SETS

We've packed the page with
OUR LOWEST PRICED
Polyester-Cotton sheet sets

Versatile value!
OUR LOWEST PRICED
Polyester-Cotton sheet sets

(Sp. 22 - right page: CONTESA caption)

Cool cotton sheets
in eight warming colours

Cool cotton sheets
in a pile of warming colours

The cool cotton column
- All-cotton luxury in a pile of pastel shades

The cool & colourful column!
- All-cotton sheets in eight warming colours
(OR: ...eight pastel shades)

(Sp.22 - right page: DORMA)

The quality of
DORMA (logo)
Extra-fine weave
PERCALE sheets
So smooth - nothing else compares!

DORMA
for
QUALITY
Extra fine weave PERCALE sheets
'So smooth - it's luxury you can FEEL!'

(Spread 23/Pp. 45-46 - left page)

(PANEL)

The beauty and the bonus of
continental quilts...

- * Bed-making is so easy! Just plump-up
the quilt - and your bed's made!
- * Soft and lightweight to keep you warm
in winter - cool in summer.
- * A wide choice of 'Tog Ratings' to control your warmth and comfort.
- * etc etc?

(HOLLOWFIBRE CAPTION)

HOLLOWFIBRE

Quilts & Pillows

'All-in-one' price bundles
- whatever 'tog' you choose!

(Flash:) 3 tog ratings - all the same price!
(Flash:) Quilt prices include pillows!

Quilt & Pillow
price bundles!

in

ANTI-ALLERGY

HOLLOWFIBRE

3 tog ratings -
all the same price for each size of quilt!

(TOG/PRICE PANEL)

(GOOSE FEATHER & DOWN CAPTION)

GOOSE FEATHER AND DOWN QUILTS

Natural luxury and warmth

from only £X

(TOG/PRICE PANEL)

(TWIN-PACK QUILTS CAPTION)

For all-seasons comfort -

TWIN-PACK QUILTS

from only £X

Winter or summer -
use one quilt or two!

(DUCK FEATHER CAPTION)

The unbeatable value of

GENUINE DUCK FEATHER & DOWN...

10.5 TOG QUILTS

from only £X!

(TOG/PRICE PANEL)

Top-brand value in

100% DUCK FEATHER & DOWN...

10.5 TOG QUILTS

from only £X!

(TOG/PRICE PANEL)

(PANEL)

Walled channel stitching

- keeps filling in place for even
distribution of warmth and comfort

(Spread 23 - right page)

(Main headline:)

With prices from only £X -

Our lowest-priced quilts
are our best-selling quilts!

OR:

With prices from only £X -
we sell more of our lowest-priced
quilts than any other!

CHECK OUT THE TWO-WAY CHOICE...

Hollowfibre

or

Polyester-filled
Quilts

- * Non-allergenic - ideal for those who are allergic to
natural fillings or who suffer from asthma, rhinitis or eczema
- * Washable - long-lasting, easy-care quality
- * Just as warm as natural fillings
- with Tog Ratings from 4.5 to 15.0
- * Walled channel stitching means evenly spread filling for reliable warmth
and comfort

ALASKA
DOUBLE-LAYERED
QUILT
(Insert graphic: 'AIR GAP BETWEEN DOUBLE LAYERS')

(TWIN-PACK QUILTS)

ALL-SEASONS
TWIN-PACK QUILTS
from £X!

Be ready for every season
with our versatile
TWIN-PACK QUILTS
from £X!

Enjoy year-round comfort with our versatile
TWIN-PACK QUILTS
- from only £X!

(PICTURE CAPTION - TWIN-PACK)

Choose the quilt you need when the weather's hot or mild - or fasten them together for extra winter warmth!

OR:

Whatever the weather, our twin-pack has the answers! There's a quilt for when it's hot - and one for when it's cold. And if you feel the freeze coming on, use both quilts together for maximum winter warmth!

(Spread 24 - left page: FULL BED PROTECTION)

So many ways to
PROTECT YOUR BED & BEDDING!

Great ideas to
PROTECT YOUR BED & BEDDING!

(Panel)

ANTI-ALLERGENIC PROTECTION

Get rid of the dust-mite problem!

Our bedding accessories are specially made to cut out this major cause of eczema, rhinitis and asthma...

ANTI-ALLERGENIC PROTECTION

At last! Bedding without the dust-mite (a major cause of eczema, asthma and rhinitis).

(Spread 24 - right page:)

PILLOW TALK

- It's all about comfort and value!

PILLOW TALK

- With bags of comfort and value!

ENDS