

The background of the cover is a stack of folded white linens. The top layer features a green embroidered vine with leaves. Below it is a layer with a green embroidered leaf. The middle layer is a plain white linen. Below that is a layer with a green embroidered leaf. The bottom layer features a green embroidered vine with leaves. The title 'LINENS' is written in a large, white, serif font, with the 'L' being particularly large and stylized. Below the title is the subtitle 'FOR EVERY ROOM AND OCCASION' in a smaller, white, sans-serif font.

# LINENS

FOR EVERY ROOM AND OCCASION

JANE SCOTT HODGES

FOREWORD BY CHARLOTTE MOSS

PHOTOGRAPHS BY PAUL COSTELLO

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# THE TRADITIONALIST-WITH-A-TWIST

REINTERPRETING CLASSIC LINENS IN MODERN WAYS



“EVOLUTION, NOT REVOLUTION” is the motto of those who like a little rhubarb in their strawberry pie. While there are some things that can’t be improved upon—such as airy white linen sheets on a hot New Orleans summer night—there are others that can show respect for tried-and-true values while injecting them with a wink. The traditionalist-with-a-twist understands the delight in reinterpreting something as classic as fine bed linens in a modern way, because what you end up with is both stimulating and reassuring at the same time.

A mahogany-paneled bedroom, its imposing four-poster bed usually dressed in white, becomes something entirely fresh when that bed is dressed in an ecru coverlet with a fuchsia monogram. Your reserved grandmother’s whitewashed-cane daybed becomes a hangout for your decidedly unreserved daughter when the linen sheets go from eyelet to eye-pop. And a duvet appliquéd with a big double-stripe border is just the thing to wake up that serene Pierre Deux-fabric wall covering that you just can’t seem to part with.

So whether injecting less expected touches into the traditional or bringing traditional accents into a more modern scenario, remember that it’s your confidence that will allow you to make your mark.

Designer Beth Webb uses layer upon layer of a classic Greek key motif in a mix of neutral and blue. Mixing in different versions of the same pattern is her “twist” to this very traditional design element.





## TWISTING THE TRADITIONAL

BETH WEBB

A well-dressed bed is worth every penny spent. I am forever stressing to my clients the necessity of doing the bedding well and sparing no expense in this area. After all, the bed is the focal point in a bedroom. While you cannot go wrong with classic bed linens, the bedroom is elevated to a sublime level when you find a way to add your own twist.

- I love to mix traditional fabrics such as pique, cotton percale, and linen in unexpected ways to create a bed that is the perfect mix of classic and extraordinary.
- Layering colors, even subtly, is another way to add sophistication to an otherwise simple bed. Simple treatments, such as a flange or inset band done in a contrast color, are an evolution from the traditional all-white bed.
- A monogram is the epitome of traditional, but in a unique silhouette or color, it becomes something fresh and inventive.

Beth Webb deftly mixes color and texture to create a calming retreat in neutrals and robin's egg blue. Linen Euro shams provide a relaxed backdrop for sleek, monogrammed shams and a double-banded blanket cover.





## BEDROOM COUTURE

Dressing oneself and dressing one's home should have little distinction for anyone with a passion for style and personal expression. So if you're a dyed-in-the-wool-crepe fashionista, your linen closet is going to reflect the same exuberance as the closet housing your collection of Manolos and Marc Jacobs.

The ability to change your clothing style on a whim, from gypset chic to Park Avenue polish, is what stimulates and inspires you, and a broad collection of custom linens allows you to do the same for your table, bedroom, and bath.

And just as seasonal changes introduce knits and leather into your wardrobe, your bedroom can turn from cool white linens with pastel accents to more substantial sheets bordered in intricate ring stitching and covered in a deep ocher satin quilt and a paisley cashmere throw in the colors of Indian spices.

Even those of you with the best eye sometimes walk out of a boutique with that piece you'll wear once and then retire to the back of the closet, wondering why you bought it. This is much less likely to happen with custom linens, no matter how boldly rendered the appliqué. After all, no one's going to raise an eyebrow at a bed wearing the same thing twice.

A bedroom as perfectly coordinated as a well-put-together outfit. The strokes of white, saturated colors, and rich detailing are apparent in the linens as much as in the rest of the décor. Design by Beth Webb.