

WWD

July 15, 2015
Lisa Lockwood

Raleigh Denim Makes Blankets for The Durham Hotel

Raleigh Denim is expanding its repertoire. The Raleigh, N.C.-based domestic jeanswear manufacturer is supplying blankets for The Durham, a new hotel in Durham, N.C.

All of the blankets are handcrafted in the Raleigh Denim Workshop, where the brand is based. This is the first hotel collaboration for the Raleigh Denim team.

Raleigh Denim is owned by Victor Lytvinenko and Sarah Yarborough, who started the company in 2007. Raleigh Denim's jeans, collection and accessories are all produced in the U.S.

To create a modern version of the traditional quilt, Raleigh referenced the cubist era. It created variations of the denim shades by washing the indigo and sun-bleaching materials. The cubist patterns of each blanket remain the same, but the individual shading will be unique for each. The blankets are expected to age and weather over time because of the indigo design allowing hotel visitors and customers a chance to witness the transformation. The blankets will also be offered for sale at the hotel, with various styles ranging from \$400 to \$700.

The Durham hotel and restaurant celebrates the Southern charm and artistic spirit of its namesake city. Commune Design resurrected and converted the midcentury Home Savings Bank into a 53-room hotel and gathering place. The hotel opened July 10.

