



The Noël brand is supporting “Le cancer du sein, parlons-en!” breast cancer research association

Today, almost one in eight women is affected by breast cancer. This alarming figure has motivated the all-female team at Noël to take up arms and support breast cancer research.



Noël: sponsor of “Le Cancer du Sein, Parlons-en!” breast cancer research association

For the 20th year in a row, the association "Le Cancer du Sein, Parlons-en!" is hosting a campaign to increase awareness of breast-cancer screening amongst women. This campaign will take place throughout October 2013: *Octobre Rose*.

Noël has decided to get involved in this year's noble cause, designing little scented cushions, hand-embroidered with the famous Pink Ribbon. These organza cushions are scented with a fragrance created specially for Noël. The cushions are among the brand's best-selling products and make the perfect gift for those women loyal to the Noël brand.

Each cushion costs 30 Euros, and for every item purchased in October, Noël will put 5 Euros towards 'Le Cancer du Sein, Parlons-en!'.



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Adeline Dieudonné, CEO of Noël, is delighted to use her leading household-linen brand's expertise for a good cause.

Noël: embroidered household-linen specialist with over 100 years of experience.

Noël has used traditional embroidery techniques to make elegant and high quality household linen since 1883. Noël prides itself on keeping its customers happy. They do so through a combination of diverse expertise and exclusive, bespoke services to meet every expectation. Noël offers bespoke models, exclusive pattern designs, the potential to complete or match a vintage linen product accessory-making and, additionally, a linen maintenance service.

Place d'Iéna in Paris is the site of the Noël shop. This is now the flagship store for a brand which is making its mark on the luxury sector. Noël symbolises quality embroidery and household sophistication.

NOËL

Embroidered home linen

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