

Linoto Makes the Case for Linen Sheets Built to Last

New York bedding maker focuses on heavyweight European linen, natural fibers, custom sizing and American craftsmanship as shoppers look for home textiles.

BUCHANAN, NY, UNITED STATES, October 9, 2026 /EINPresswire.com/ -- [Linen sheets](#) are no longer just for summer. For New York-based Linoto, the renewed interest in linen reflects a broader shift toward natural materials, year-round comfort and home products that get better with use instead of wearing out.

Founded in 2007 by designer Jason Evege, Linoto makes linen bedding from fabric sourced from European mills, including linen from Italy and Belgium. Its bedding is cut, sewn and finished in Westchester County, New York, giving the company direct control over construction, sizing and finishing.



At the center of the collection are 100% linen sheets built around one of the material's best qualities: linen gets softer and more relaxed with every wash while keeping its substantial feel.

Linoto has also expanded its heavyweight linen bedding, including select 230 GSM linen sheets. The heavier fabric gives customers a sturdier option with the same breathability and moisture management that have made linen a popular choice for hot sleepers and year-round bedding.

"The things you use every day should be the best-made things you own," said Jason Evege, founder of Linoto. "We make linen that's beautiful and comfortable, and built with enough substance to hold up to real life for years."

The same thinking applies to fit.

Most bedding is made for a narrow range of mattress dimensions, but today's bedrooms include pillow tops, extra-deep mattresses, platform beds, split configurations and European sizes. Linoto offers standard, deep, shallow and custom sizing, so customers can order linen sheets that fit the mattress they actually own.

Color is another big part of the brand. With more than 27 colors available across portions of the collection, Linoto gives customers room to make their bedding part of how a room looks. The palette runs from natural, neutral shades to deeper, bolder colors.

The company's broader collection includes linen duvet covers, pillowcases, coverlets, table linens and bath textiles, alongside organic and environmentally focused options.

As more shoppers ask how products are made, what they're made of and how long they'll last, Linoto's answer is simple: natural European linen, skilled domestic production, sizing that fits, and bedding that gets more comfortable with age.

For more information about Linoto linen sheets and linen bedding, visit [Linoto.com](https://www.linoto.com).

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