

St GENÈVE

good night buona notte bonne nuit



WE ARE ST GENÈVE

We believe that the highest quality speaks for itself.

We believe that nature is perfect, and it is our responsibility to steward it.

We believe celebrating roots, traditions, and heritage can only make us stronger.

We believe that good sleep translates into good health and a long life;
a comfortable, beautiful bed is vital to achieving it.

EST 1988 | FAMILY-OWNED | PROUDLY CANADIAN

WELCOME



Many years ago, our founder, Michael de la Place, was delighted by the blissful comfort of his parents' new European down duvet. At the time, duvets were virtually unknown in North America, and Michael fell in love. He learned that there was nothing like being cocooned in a finely crafted down duvet.



DAISY TAYLOR circa 1920

GENERATIONS OF PASSION

In 1988, Michael and Annette de la Place founded St Genève, each infusing the brand with their unique perspectives and family traditions.

Michael's grandmother, Daisy Taylor, designed stunning hats in the 1920s. She would gather inspiration during her travels to Paris. Twice a year she would sit in cafés on the Champs-Élysées, studying people strolling by. She would sketch hat designs that later would captivate the discerning gentry of London.

Michael inherited her profound passion for textiles, an unwavering commitment to quality, and the drive to continually create. Now with more than 50 years in the industry, his legacy extends beyond personal success and expertise, having elevated the quality standard of the Canadian industry during his 20-year tenure as president of Downmark.

Annette drew inspiration from her Danish parents. Her father was a bespoke tailor whose clientele included luminaries like Lawren Harris, Canada's preeminent artist. At St Genève we give a nod to timeless elegance by using her father's sewing machine to craft special items. Annette's mother bestowed on us a Scandinavian tradition - where the parents of the bride would gift to the newlyweds a bespoke down duvet made on their farms. A coin sewn within symbolizes wishes for prosperity and health. This tradition endures at St Genève as we extend heartfelt blessings of good luck and happiness to our clients by sewing a coin into each duvet.

Annette is today the President of St Genève. Together with Michael, they practice their philosophy of superb quality, all within the spirit of a small workshop.

Today at St Genève many of the dedicated team members have been here for decades. Together with new talent, they have built a world-class reputation of unparalleled mastery, attention to detail, and commitment to education and sustainable practices.

At St Genève, each thread woven into our narrative tells a story of passion, craftsmanship and an enduring pledge to create a legacy of luxury and comfort, that transcends generations.



EXPERTISE



At St Genève we never stop innovating and improving our products. The constant assessing and refining is what keeps our quality the highest in the industry.

This quality determination is spearheaded by Jo-Anne Christmas, Director of Duvets, Pillows and Protectors. She fell in love with down on day one. Her passion for quality and thorough search for perfection is contagious. For over 30 years, Jo-Anne has travelled the world sourcing products, meeting suppliers, and touring factories. In addition to her experience at St Genève, she serves as a long-term member of the board of directors at the Down Association of Canada.

EXQUISITE CRAFTSMANSHIP

Achieving the highest quality involves meticulous sourcing of the best materials, employing the finest craftsmanship, and conducting detailed testing. This process spans multiple steps, taking weeks to months, sometimes years before products hit store shelves.

From design determination, material sourcing, and construction, each creation undergoes a rigorous process. Prototypes spend up to two years of real-life testing by individuals to ensure durability and functionality. Testing is critical, and is carried out both in our own facility, and at a world-renowned international laboratory.





SMALL DETAILS – BIG EFFECTS

With passionate attention to detail, we design the architecture of the duvet or pillow. For duvets, St Genève's proprietary valve system reduces the risk of down shifting. We deliberately avoid puffy squares, instead we use exceptionally high baffles. These provide ample room for down to expand, ensuring maximum loft and eliminating cold spots. The result is unmatched comfort.

Internal seams reduce the chance of down leaking and corner loops ensure the duvet remains securely in place. Despite being hidden from view, these details are integral to the high-quality experience St Genève aims to deliver.

STYLE AND COMFORT

Excellence is paramount at St Genève, where every decision in design, manufacturing and service revolves around ensuring an unparalleled bedding experience.

"There are many ways of making a duvet or pillow, but very few ways of making a high-quality one."

INTEGRITY





EMBRACING STEWARDSHIP

Canada is blessed with pristine lakes, forests, and astonishing winters. Our fauna has evolved to withstand our intense winter conditions. The Eider duck and wild Canada Goose have adapted to this harsh weather and developed the most sumptuous downs, and with this down, we make the incomparable pillows and duvets that have become the signatures of St Genève.

We deeply appreciate how unique our opportunity is to work with such marvellous natural resources. That is why protecting their natural environment is part of our mandate. Finding the most reputable sources is our duty.

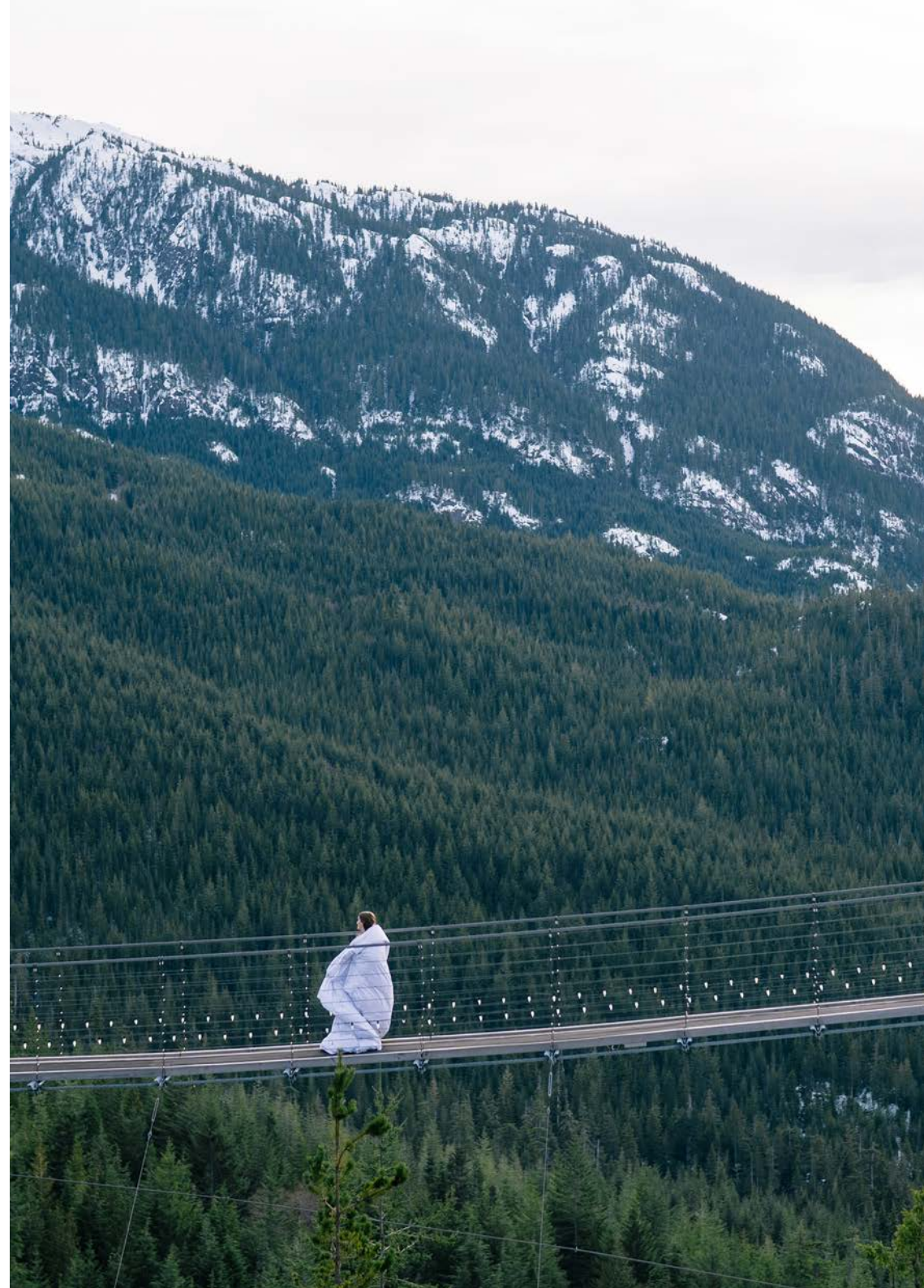
Eiderdown is hand-collected in small portions directly from Eider nests without harming or disturbing the birds. This procedure is done for a few weeks each summer. Proceeds from the collection of Eiderdown contribute to Eider habitat protection, to ensure the birds have a safe place to nest each year.

"We are committed to protecting and sustaining the habitats of the Eider duck and the wild Canada Goose and the communities that coexist with them."

FOSTERING TRADITIONS

In the rocky northeast of Canada, the First Nations' traditional practices are still alive. They hunt the wild Canada Goose to feed and support their communities. The First Nations communities continue traditions of honouring nature and ensure that every part of the goose is used, including the down. They hand-collect the down and send it to be cleaned in one of the most respected facilities in Canada.

For each duvet or pillow that St Genève produces using this wild Canada Goose down, a donation is made towards the continued preservation of waterfowl and their natural habitat. Thanks to the Migratory Bird Act, the Canada Goose is flourishing in its native habitat as the geese can only be hunted under license from the Canadian Government.



OUR DOWN

We have partnerships with down and feather processors in Canada, Poland and Germany, where we obtain the most amazing qualities of down in the world. Some cling like Eiderdown, while others have over 1,000 loft, and there are those that come from unique farms on the Canadian prairies. They are all chosen for their incredible filling power, longevity, and ethical origins.

MORE LOFT = LESS WEIGHT

The difference between downs can be measured scientifically by fill power, also referred to as "loft". Loft is the number of cubic inches that one ounce of down fills. A higher loft value indicates a higher quality of down. A quality down product with a high loft will be lighter, fluffier, and unbelievably cozy.



OUR FABRICS

We work with several mills to obtain the perfect matches for our different types of down. We love natural fabrics. Exceptional cotton and natural lyocells are woven into superb batistes, sateens, dobbies, and jacquards.

OUR DUVETS AND PILLOWS

Each style we create is unique in the world marketplace. We make duvets and pillows that will be treasured and loved, even after many years of use. We make them so that from the very first night – to a time thousands of nights in the future, you will love the feeling of St Genève.

Our testing process may take years before approval is given to add a product to our range. We need to know if a product is going to last. We do not test new products on our customers. We take the time to make sure our customers will be thrilled from the outset and through the years.





REST ASSURED

St Genève has earned a worldwide reputation for craftsmanship and authenticity producing the most exceptional, high-quality and luxurious duvets and pillows. Our unparalleled mastery and meticulous attention to detail comes from many decades of experience.

We source and produce to the highest quality. Here are the certifications that guide our products:



DOWNMARK®

The Down Association of Canada is dedicated to educating the public about down and feather products. It monitors the marketplace and tests products for correct labelling. Membership is dependent on using only ethically sourced down and feathers.



OEKO-TEX® STANDARD 100

Oeko-Tex® is an independent testing and certification system for textiles that ensures that no harmful substances are used in the making of the fabrics. When a textile article carries the STANDARD 100 label you can be certain that is harmless for human health.



SOLOFT™

THE SUPERLATIVE COTTON FABRIC FOR PILLOWS

We collaborated with a German mill to create this exceptional fabric. First, long-staple cotton is spun into fine, yet very strong threads. These are woven with a distinctive weave. Afterwards, in a special process, this cotton is made to be soft, breathable, down proof, dust mite proof, and completely machine washable without shrinking. It is long lasting and it is all done without any coatings or chemical treatments.



SUPERWASH™

Our pillows can be easily machine laundered using a domestic front-loading machine. Washing the pillows keeps them free from allergens, increases the lifetime of the pillow, and restores the pillows loft and bounce.



ZURGUARD®

DOWN PURIFYING SYSTEM

The ZURGUARD® down standard exceeds all Canadian legal standards for purity and sanitization. This system renders our down hypoallergenic. ZURGUARD® certified down is treated gently to ensure that the fibres are not damaged and never become dry or brittle. This guarantees the original natural resiliency is maintained and the down does not go flat.

GUARANTEES



OUR PRODUCT GUARANTEES

MANUFACTURING DEFECTS GUARANTEE

Our products are guaranteed against manufacturing defects in materials and workmanship, provided that the care instructions have been followed, and the product labels are attached.

ZURGUARD® HYPOALLERGENIC GUARANTEE

The ZURGUARD® down standard exceeds standards for purity and sanitization, ensuring our down is hypoallergenic.

WARMTH GUARANTEE

At St Genève we stand behind the warmth of our WINTER weight duvets. We spend years perfecting our products. We can, with confidence, guarantee warmth. If a client purchases a WINTER weight and feels cold, we will add extra down free of charge.

GUARANTEES BY PRODUCT

	MANUFACTURING DEFECTS GUARANTEE	ZURGUARD® HYPOALLERGENIC GUARANTEE
DUVETS*		
DOWN	20 YEARS	5 YEARS
WOOL	5 YEARS	—
SILK	5 YEARS	—
PILLOWS**		
DOWN	5 YEARS	5 YEARS
WOOL	2 YEARS	—
FORMS		
CUSHION	2 YEARS	5 YEARS
PILLOW	2 YEARS	5 YEARS
MATTRESS TOPPERS	5 YEARS	5 YEARS

* A CLEAN DUVET COVER MUST BE USED AT ALL TIMES

** A CLEAN PILLOW PROTECTOR MUST BE USED AT ALL TIMES

OUR PASSION FOR WHAT WE DO ENSURES THE HIGHEST QUALITY.
WE DO MORE THAN CRAFT THE WORLD'S FINEST DUVETS & PILLOWS;
WE CREATE A LIFETIME OF WONDERFUL NIGHTS.

NATURE'S FINEST MATERIALS

—

EXQUISITE CRAFTSMANSHIP

—

ABSOLUTE COMFORT

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