Christian Fischbacher Bed & Bath AG Expands Digital Platform for Designer Bedding Collections

September 30, 2025

St. Gallen, SG - September 30, 2025 -
Christian Fischbacher Bed & Bath AG, the Swiss home textiles manufacturer, has expanded its digital platform to provide enhanced access to its bedding and bath product collections. The St. Gallen-based company, a subsidiary of FREMAUX DELORME, launched new digital resources, including an updated website and online magazine featuring current textile trends.

The expansion includes comprehensive Google Business Profiles that provide product information and collection details to customers across multiple markets. The digital initiative represents a strategic response to increased online demand for home textile products and reflects current market shifts toward digital commerce in the luxury home goods sector.

"For us, innovation means finding new ways to blend tradition with contemporary design," said M. Scherrer, company spokesperson. "Every design reflects a perfect harmony of timeless elegance and modern innovation." Physical boutique locations can be found through https://maps.app.goo.gl/DQo1JDjEZ8jtTpLv8, connecting customers with retail locations across Switzerland and neighboring markets.

The company's product portfolio encompasses three primary bedding collections: Luxury Nights, Moments, and Atelier. Each collection features pillowcases, duvet covers, and fitted sheets manufactured using Swiss textile production methods. The company manufactures quilts and pillows using materials including eiderdown, goose down and feathers, natural hair, and synthetic fibers. Production facilities in St. Gallen utilize both traditional craftsmanship techniques and modern manufacturing processes.

The bath collection includes terry cloth products, bath rugs, bathrobes, and kimonos. Additional home textile offerings include decorative pillow covers and plaids. All products undergo hand-packing procedures before shipment, a practice the company has maintained since its founding. The manufacturing process incorporates quality control measures at multiple stages of production.

"Our dedication to craftsmanship ensures that every detail is a celebration of quality and excellence," added Scherrer. "We strive to create textiles that bring both beauty and comfort into every home."

The digital expansion enables customers to access product information, providing details about collections and product specifications. The Christian Fischbacher Bed & Bath's online magazine serves as a resource for interior design trends and textile care information. The publication features seasonal collection previews, textile manufacturing insights, and home styling guidance. Content updates occur monthly, with special editions released during major trade show seasons.

The expanded digital platform includes enhanced product visualization tools, allowing customers to view detailed fabric textures and pattern designs. Technical specifications for each product line are now available online, including thread counts, fabric compositions, and care instructions. The platform supports multiple languages to serve the company's international customer base. See more about the company's latest news here: https://www.pressadvantage.com/organization/christian-fischbacher-bed-bath-ag

Christian Fischbacher Bed & Bath AG operates as part of FREMAUX DELORME, combining Swiss manufacturing techniques with French design elements. The company was founded in St. Gallen, Switzerland, where it maintains its headquarters and primary manufacturing facilities. The organization produces home textiles for residential and hospitality markets, with distribution across European and international markets. The company employs textile designers, craftspeople, and quality control specialists at its Swiss facilities.

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For more information about Christian Fischbacher Bed & Bath AG, contact the company here:Christian Fischbacher Bed & Bath AGM. Scherrer+41 71 552 50 00info@christianfischbacher.comMövenstrasse 189015 St. GallenSchweiz

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Christian Fischbacher Bed & Bath AG

Christian Fischbacher Bed & Bath AG, based in St. Gallen, Switzerland, offers luxurious home textiles. As a FREMAUX DELORME subsidiary, it combines Swiss precision with French elegance, delivering premium bedding, bath products, and timeless designs.

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