

hush newsletter

THURSDAY AUGUST 13 2009



Sacred Gin

I'm not much of a drinker and so when a bottle of gin unexpectedly lands on my desk one Friday, I barely know what to do with it. Actually, I know perfectly well what to do – I summon my husband (who does the drinking for both us in our family) and the girls in the office for a taste test.

I should explain the bottle has been sent to us by Ian Hart, who hand distils **Sacred Gin** using a 17th Century Dutch formula in a micro-distillery in Highgate, north London.

The women in his office, he explains, are fans of the **hush** newsletter and he wonders whether – if we like it - we would feature Sacred Gin. Well, that sounds like an excuse for a drink to me and so that afternoon someone (I think it was me) is despatched to buy some tonic, some nibbles and a lemon or two.

The verdict? The consensus on the gin is a very big thumbs-up. Much smoother than your normal gin – less of that lingering aftertaste than some gins can have.

And it's not just our untrained palates that are impressed - at the Ginmasters 2009 blind tasting a week or so later Sacred Gin was named Overall Category Winner.

The secret apparently has something to do with the fact that it is distilled at a much lower temperature than normal gin – and therefore doesn't lose the subtle flavours and scents.

I don't know much about that, but I do know that we enjoyed our Friday drinks so much that we have now made it a weekly ritual. So if you call our office after 4pm on a Friday and the person you speak to is even more friendly than usual, you'll know why.

And who to thank!

What's In A Name

We have just received the shots back from the winter catalogue shoot, which we did this year at a beautiful house in Daylesford, a really attractive little town a couple of hours outside Melbourne.

I don't know what it is about the name - I love Daylesford in Gloucestershire as well and in particular the organic farm shop and cafe there. (See previous [newsletter](#).)

I know it's barely mid-August, but, as we select the shots, finalise the catalogue layout and generally get ready for the launch of our new range, it's hard not to get excited about the coming of winter.

Much as I adore the feel of the sun on my shoulders (and we have just returned from a week in a very sunny Menorca), I also love feeling really cosy, snuggled up at home in my lovely **hush** things.

We'll give you more of a preview in the coming weeks...





Sale - a few things still left

We still have a few things left in our summer sale - and also in our archive 'nothing over a fiver' sale.

In nightwear, for instance, we still have some pyjama trousers, nighties (and nightees), and sleep tees, as well as our silk nightdress (at only £25).

In loungewear, we still have our racerback dress, stripy lounge trousers and silky lounge shorts, as well as various camis, vests and knickers.

In beachwear, we have our short-sleeve sun dress, silk sunset dress (in starfish - left), sun dress and kaftan.

And in our archive sale, we have a limited selection of various different items in various different sizes. Click [here](#) for details.

We are also operating a waiting list for some of the items currently marked as sold out.



Pyjama trousers
£15
(were £25)



Nightie
£15
(was £25)



Printed nightie
£10
(was £25)



Sleep tee
£5
(was £20)



Silk sunset dress
£60
(was £95)



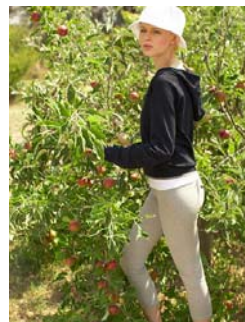
Racerback dress
£15
(was £25)



Stripy lounge trousers
£20
(were £40)



Printed knickers
£5
(were £10)



Silk cami
£5
(was £40)

Sun dress
£5
(was £35)

Leggings
£5
(were £15)

Singlet
£4
(was £15)

Mandy