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The Best Bath Towels, According to Interior Designers and Decorators

By Karen Iorio Adelson

Bath towels are something we use at least once a day, yet the perfect one can be frustratingly hard to find. Whether you prefer something fluffy and plush or something waffled and fast-drying, we can all agree on the importance of a towel that's soft, absorbent, and looks good after hundreds of uses and wash cycles. To find the best towels — the ones that are as good-looking as they are absorbent and durable — we asked eight interior designers and decorators to single out their go-tos. These are the ones they select for both client projects and their own homes. (As for the Twitter debate when [Abdul Dremali](#) asked how many bath towels a person should own — *New York* contributor [Yashar Ali](#) thinks five towels and five sheets each — we think four bath towels per person is a reasonable number.)

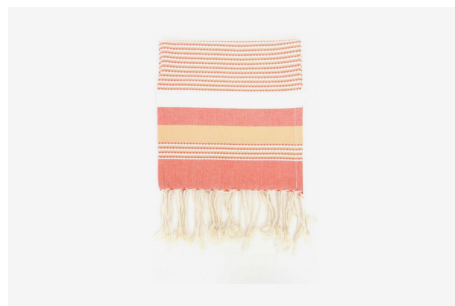
Best hotel-style towels



Serena & Lily Sonoma Bath Collection

Interior designer Jess Blumberg, of [Dale Blumberg Interiors](#), says it best, naming the three essential qualities of an ideal towel: “Absorbency, size, and luxuriousness.” Made from an absorbent, heavyweight Turkish cotton that’s woven to feel light and airy, these spa-style towels, chosen by both [Okin](#) and designer [Tina Rich](#), certainly fit the bill. [Okin](#) says they’re similar to [Matouk](#) in that they’re “high-quality towels that are super absorbent, fluffy, and wear well over time [with] no rough fibers or pilling,” and [Rich](#) adds that “they are plush, come in great colors, [and are] worth the price.”

Best Turkish hammam-style towels



Scents And Feel Fouta Ibiza 100% Cotton Beach Towel

When [Blumberg](#) wants to bring some texture and eclecticism to a space, she turns to [Scents & Feel](#) for their classic, hammam-style towels. “We love to add a little global flavor by bringing in a *fouta*, or a Turkish towel,” she says. “They are made from 100 percent cotton, they’re light, and they dry quickly, and add a cool factor to our clients’ spaces.” Opt for a brightly colored bold style or keep it minimal with a simple, black-and-white stitched design.