

# Sleep Retailer

## Mattress

### Clean Design Home Extends Its Hypoallergenic Sleep Story With New Luxury Mattresses



Clean Design Home is launching new handcrafted luxury mattresses from its wellness entrepreneur founder, Robin Wilson. Each mattress is manufactured in the USA and made to order with direct-to-consumer delivery. With handcraft details geared toward an allergen-free environment, the new Clean Design Home mattress collection is made with eco-friendly materials, including GOTS-certified cotton and Eco-Flex foam, delivering a “complete sleep story” that is restorative and allows optimal eco-friendly consideration.

“Our mattress launch extends the reach of our Clean Design Home brand,” said Robin Wilson, president of Clean Design Home Inc. “Our two lines include our couture Rainey Street and luxury Essex options. This collection will enable us to deliver a complete ‘sleep story’ with both bedding and mattresses and offers our customers and retail partners another aspect of a hypoallergenic lifestyle.”

Each Clean Design Home mattress is layered with woven cotton to wick away moisture while maximizing airflow and offers a 7-Series coil system that adjusts to body shape and spinal alignment with Eco-Flex foam and latex for personalized pressure relief. The Rainey Street option has an extra temperature regulating feature made with GOTS-certified wool to adjust body temperature in every season. Both the Rainey Street and the Essex selections are offered in firm, medium or plush comfort levels. The Rainey Street Line ranges from \$1,100 to \$2,000, while the Essex Line ranges from \$750 to 1,250.



The Clean Design Home brand philosophy is grounded in the belief that “home” should be a sanctuary with products available to limit asthma triggers and to allow efficacy in allergen management. Given that 60 million Americans (that is 1 in 5 people!) suffer from asthma and allergies, the Clean Design Home brand is a go-to option for the wellness-oriented consumer.

Visit [cleandesignhome.com](https://cleandesignhome.com)

*About Clean Design Home: Clean Design Home is a complete lifestyle brand, that debuted in Winter 2021 with the launch of the Clean Design Home x Martex luxury cotton bedding and bath collection sold at 165 Macy’s stores nationwide. More retailers will be announced in Spring/Summer 2022 with additional product categories to be introduced later in the year.*