

International Purveyors of Luxurious Sleep

Differentiation?



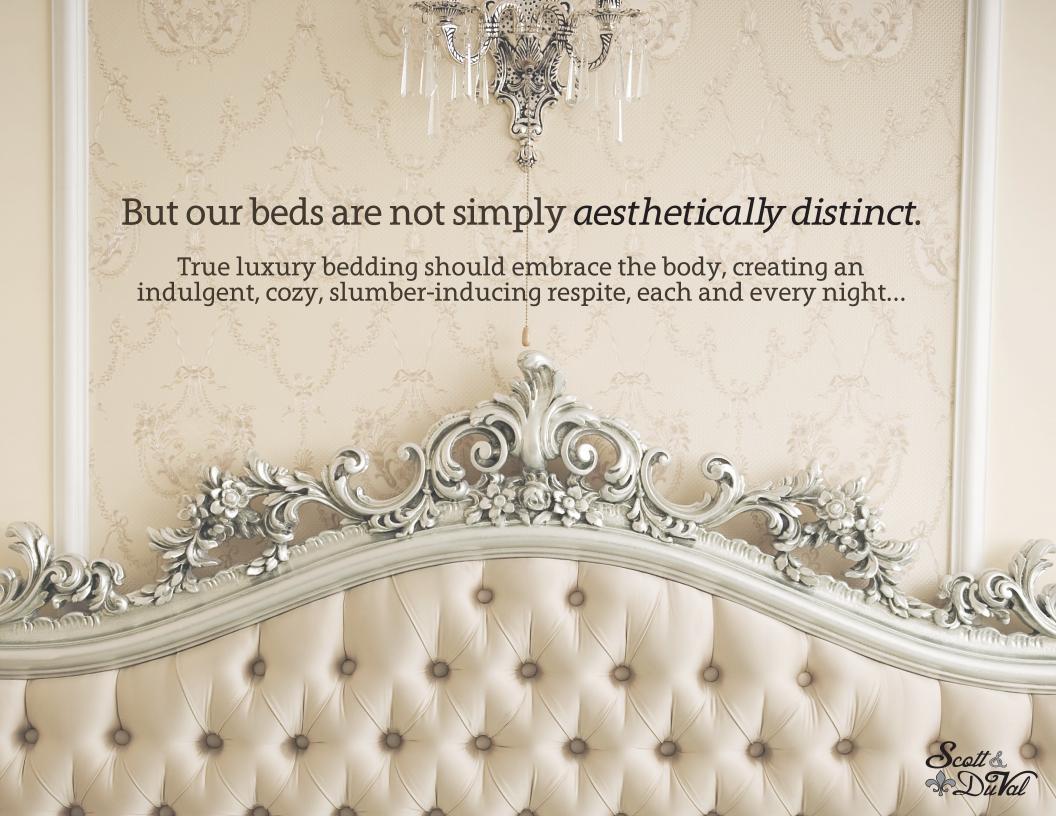
Hopelessly lost in a sea of white rectangles, aging mattress brands that once spoke to affluent and aspirational consumers by representing "luxury," have become **stale commodities**.

These big brands, readily available at furniture and mattress retailers across the globe, have become stagnant. In recent years, there has been no true innovation within the industry, and no discernible differentiations made aside from "smoke-and-mirrors" marketing programs that serve only to frustrate an already confused consumer.

Today's consumers are desperately seeking out innovative new luxury products that differentiate, offering an exclusive product experience that they feel fits their lifestyle...









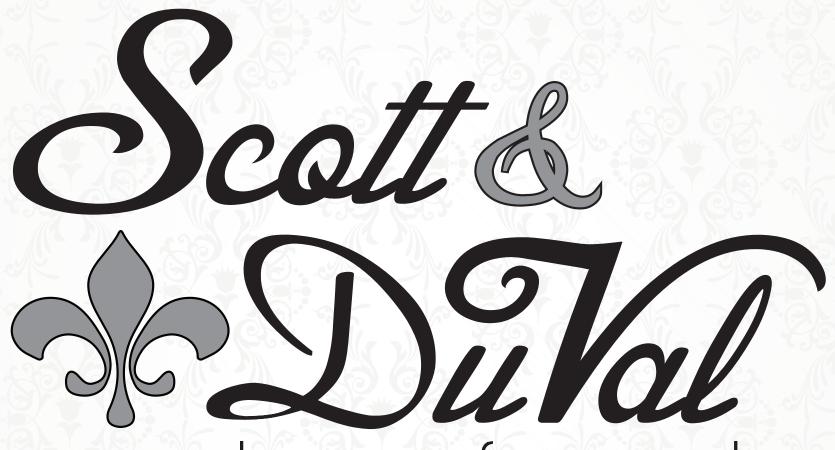
Superior quality, performance, durability, and remarkable design (both inside and out) elevate our beds from the sea of white rectangles, offering luxury consumers exceptional value that they can not only see, but feel and experience as well.



CLuxury must be comfortable,
otherwise it is not luxury. >>>

{ coco Chanel }





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