



The new Beautyrest Black® Zarina mattress



Simmons Shop at Mega Box, Kowloon Bay



Simmons Shop at The One, Tsim Sha Tsui

have a beauty sleep

Though the exact reason is unknown, sleep is the foundation of our wellbeing.

To ensure a good night's sleep, going to bed early is certainly key, but quality bedding is crucial too, for sleep is a sensory experience.

Understanding this golden truth, Simmons has created a holistic range of bedroom items, from mattresses to pillows and linen. The famous Simmons Beautyrest® series gives you a most luxurious sleep package.

The new Beautyrest® Linen Collections promote elegance and offer timeless style for the bedroom with delicate hand craftsmanship by premier weavers in Italy, a country that boasts centuries of weaving experience.

The Boheme collection is a statement of distinctive personality, featuring 100 percent Giza quality Egyptian cotton sateen, which gives an exceptionally soft touch. A subtle tone on tone circular geometric jacquard exudes a classical ambience.

The Micromodal collections, made of fine, ultra light yarns from beech wood fibers from sustainable, managed forests, and long, staple cotton make a quality statement. Durable and it provides a silky texture and high breathability ideal for all seasons.



Mr. Charles Steed

Its Degas and Renoir patterns complement every bedroom design.

With premium linen come supreme mattresses. Beautyrest Black® redefines sophisticated indulgence with Kalyn and Zarina models.

Made in the US, both feature Simmons® Advanced Pocketed Coil, an interwoven triple coil for enhanced strength, durability and motion separation, coupled with the NxG™ Advanced Memory Foam to effectively dissipate heat, and a lush pillow top for all-over body-contouring support. The foam encasement optimizes edge support.

Meanwhile, the former also comes with layers of Natural Latex Foam for extra comfort.

Given such quality bedding, a genuine good sleep comes down to an undisturbed sleeping environment. Charles Steed, Consultant for Simmons Asia since 1998, suggested putting any devices and documents that remind you of any daytime worries, away from the bedroom.

Next, have a cool room temperature. "A dark environment is important and relaxing decorations help too," he said.

It has always been a myth that a dream is a sign of consciousness. But Steed pointed out that dreams happen regularly in the last two hours of our sleep. "If you don't dream, it means you are having a sleep deprivation."

Now, with Simmons® extraordinary offerings, let's hang loose in a dreamy fantasy, leading to our wellbeing.

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