

Simmons® – Destined to Dream



Charles Edward Steed

It takes a unique company to attract loyal staff for over three decades. It says a lot then about leading mattress producer Simmons®, a brand that has seen members of the Steed family working with it for three generations. Charles Edward Steed has been a consultant for the brand since 1998, while his father and grandfather have worked for Simmons® since 1928. Explains Steed, “The funny thing is, it was my grandfather who arranged for my father to get a job with the company, and it wasn’t even a discussion. When I graduated, the same thing happened to me – my father told me he found me a job there. I never asked for it, and never questioned it. It was almost like destiny.”

Steed, who grew up sleeping on Simmons® mattresses and knowing about the company and its people, is a fan of history in all forms – he majored in theology and religion. Therefore, Simmons® is the perfect fit for his passions, having deep roots cemented in the mattress business for 140 years. “Simmons® actually defined the modern bedroom, and they were given credit for that in the USA in the 1920s and 1930s. They’ve developed to the point that they have a very strong focus in Asia, too – its legacy and brand name is second to none,” Steed says proudly.

Explaining how they keep their visions fresh, he says the brand continues to produce different designs, and looks for new things that will make the consumer consider changing their beds for a more comfortable experience. “For the past four

years in China, we’ve also been hosting seminars on sleep, to educate what good sleep can actually do for you,” Steed explains. “If you aren’t getting enough sleep, you’re cheating yourself and your body out of being able to perform at the optimum level. Sleep research also indicates that each person requires a certain number of hours of sleep in their DNA, which they can’t change – seven to eight hours a night is usually the norm.”

On Simmons® recent launch of their Beautyrest® Linen Collection, Steed concludes that these are the final completion to the set. “We have the mattress, the bed, and now the linen on top, which is important, because it’s the first thing that actually caresses your body,” he explains. “We’ve partnered with an experienced Italian company that specialises in the bedding linen industry, so we’re confident.”

間優秀的公司，能吸引員工留下來一起打拼30多年。領導市場的床褥生產商 Simmons®便具有這種吸引力，令Steed家第3代的成員也願意全力協助營運公司業務。Charles Edward Steed自1998年間始便擔任公司的顧問，而他的父親和祖父更於1928年起便是Simmons®的員工。Steed解釋說：「最有趣的是，我的父親是由我的祖父介紹進公司，事前沒有經過任何商討。而在我畢業後，情況也一樣——父親跟我說幫我在这兒找到一份工作。我沒有要求過，也沒有疑惑過，就像是命中注定。」

Steed自很小的時候便使用Simmons®的床褥，而且很熟悉公司和其員工。他是一位歷史的傳承者——主修神學和宗教，喜愛根深蒂固的事情；故此，擁有140年製造床褥經驗的Simmons®便最適合Steed發展事業。「Simmons®界定了現代睡房，於1920至1930年代便已在美國獲得這個讚譽，公司也十分著重亞洲市場——其影響力和品牌名聲也是無出其右的。」

當談及怎樣保持最新的觸覺時，他表示公司會不斷製造不同的設計，找尋新穎的元素，使顧客會考慮為得到更舒適的睡眠體驗而更換新床褥。「在過去4年，我們在中國舉辦過不少有關睡眠的講座，教導人們良好睡眠的好處。」Steed說：「如果沒有充足睡眠，你就是在哄騙自己和身體，以為能保持在最好的狀態。多個睡眠研究也指出，每人的基因也對人體的睡眠時間有一定要求，而且是不能改變的——通常需要7-8個小時。」

Simmons®最近推出Beautyrest® Linen Collection，Steed總結說這是個完整的系列。「我們供應床褥、睡床，還有寢具，這是很重要的產品，因為寢具是首先觸及身體的東西，能帶來呵護。」他解釋道：「我們跟一間經驗豐富、專門生產寢具的意大利公司合作，所以對產品非常有信心。」

