



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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NEWS RELEASE

Drawing on the inspiration of a luxurious showroom concept, Simmons Gallery goes back to its roots from the first flagship store at the old Stamford House. Today, Simmons introduces the new flagship store at Capitol Piazza.

Singapore, Embargoed till 14 January 2016 - The new flagship store at Simmons Gallery, Capitol Piazza is on a class of its own as it takes on an entirely new impression. Stunningly fused together, the interiors delight in forming a luxurious lifestyle showroom concept.

It is a one-of-a-kind bespoke experience at the new Simmons Gallery. High ceilings, classy chandelier and display niches framing an insight into Simmons rich heritage greets you the moment you step into the gallery, defining the epitome of luxe and exquisite excellence. Creative sculptures and art pieces from Ode to Art lined the walls of the all-new Simmons Gallery, giving it a class of its own look and feel.

Drawing inspiration from very plush and high-end interior designer show flats, the all-new Simmons Gallery, Capitol Piazza is graced with bedrooms of various themes. Each bedroom has its own signature feature for Kids, Ladies, Newly-weds, Health and Living, Hi-Tech, Luxury and complete with a very cosy Living area that features an avant-garde electric fireplace. Meant for customers of all ages, Simmons covers the whole family's needs with only one vision in mind; quality sleep to Live Life Fully Charged.

Conceptualizing on the idea of a modern and lifestyle luxurious store, Simmons introduces all-new products such as the Simmons Adjustable Lifestyle bed and Ladies Mattress, which is displayed in the individual themed rooms. In addition, most all of the accessories displayed in Simmons Gallery, Capitol Piazza are available for sale including the sculptures and art paintings. Complementary home accessories include high-end sound systems (speakers & headphones) from prominent partner Bang & Olufsen BeoPlay, premium, German designer, Rainer Diersche's Linari home fragrance, Australia designed flameless candles, ENJOY, specially hand-made crochet soft toys, and imported cushions. On display for the *first* time in Singapore, is the Fillico Jewelry Water at the all-new Simmons Gallery, Capitol Piazza. Fillico Jewelry Water is natural spring water imported from Kobe, Japan in luxury bottles decorated with Swarovski crystals, coupled with a royal crown cap and angel wings.



LIVING LIFE FULLY CHARGED™



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“Simmons Gallery, Capitol Piazza is our new flagship store. The concept at the all-new Simmons Gallery is an indicator of Simmons’ establishment in the bedding industry. Simmons is the brand leader in charting new journeys, dating back to 1993 when we are the first to start the one-stop bedding specialty store. Once again, we are creating a new chapter by transforming our showroom from merely selling mattress to presenting a whole new lifestyle concept store that offers other home accessories that complement the bedroom to complete the parts of the sum of a beautiful home. Not only is the concept entirely new and refreshing, it is also going back to our original roots. Simmons started out with its very first flagship bedding store at the old Stamford House, and today, we are proud to be back from where it all first began, now as a new flagship lifestyle concept show flat.” Mr Casey Teh, Managing Director of Simmons (SEA) said.

Simmons Flagship Gallery, Capitol Piazza is located at 13 Stamford Road, Capitol Piazza #02-25/26, S(178905). Tel: +65 6385 3966. Operating hours are 10am to 9pm.

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About Simmons (SEA) Pte Ltd

Atlanta-based Simmons Bedding Company is one of the world's largest mattress producers with more than 140 years heritage. Maker of Beautyrest®, Beautyrest Black® and BackCare®, and also the preferred hospitality partner amongst world-renowned hoteliers, which include Westin Hotels, Starwood Group of Hotels, Resorts World Sentosa and Shangri-la hotels, Simmons is committed to constantly research, develop and create better beds to deliver better sleep. It is Simmons' goal to work continually with medical and industry experts to educate the public on the importance of quality sleep and the impact that a lack of it can have on our lives. Simmons is committed to developing superior mattresses to promote a higher-quality sleep, helping ensure consumers around the world are truly Living Life Fully Charged™.

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