



NEWS RELEASE

Launch of Simmons Gallery, Paya Lebar Quarter Mall – Target PMEBs and Young Families who believe in nonpareil quality sleep

Singapore, Embargoed till 15 December 2021 – Growing from strength to strength, Simmons Gallery has made its way to the east side of sunny Singapore to reach out to PMEBs and young families. With Singapore’s pivot to an endemic, Simmons aims to continuously provide better sleep and build the immunity of Singaporeans island wide.

Riding on the success of Simmons Gallery Capitol Singapore (Flagship store), Nassim and IMM, entry into the heart of Paya Lebar boosts Simmons brand visibility amongst east residents. “The new Simmons Gallery features the brand as the **DNA** of sleep. We are the **Definitive** of sleep; we provide **Nonpareil** quality sleep with our **Apex** mattresses that are designed for everybody and build to support every body shape be it pregnant women, elderly man or pets. ” said Ms. Michelle Anne Ng, Senior Marketing Manager, Simmons SEA. “It is vital to reiterate and re-educate consumers on the importance of sleep and investing in a good mattress amidst the pandemic as quality sleep will improve outcomes for people fighting the virus.” Ms Ng added.

PLQ Mall is located at the heart of Paya Lebar where two MRT lines cross. Paya Lebar presents a growth area with potential for both residential and commercial opportunities in light of changes to paya lebar airbase. It presents a good opportunity for Simmons to grow its reach and consumer base. Housing 12 mattress models, the new Simmons Gallery has a range of products including exclusive Beautyrest and BackCare mattresses fully imported from Canada and Japan, including the popular BackCare® e-ION series. It also carries bedding accessories giving consumers the convenience to buy their bedding needs all in one place.

Simmons Gallery at PLQ mall is designed to fit the modern contemporary concept, juxtapose with a tinge of history. Welcoming customers at the entrance is the travertine countertop, a natural limestone, polished yet unfilled that emanates a sense of luxuriousness. It has a colour theme of beige, gold, grey, silver and gold. Using incandescent lights and warm lights, complementing with dark wood, silk-linen wallpaper, the store exudes an inviting feel to lie down and try the mattresses.



(cont'd Pg 2) Launch of Simmons Gallery, Paya Lebar Quarter Mall – Target PMEBS and Young Families who believe in nonpareil quality sleep

Right at the heart of the gallery is the cabana, where the DNA (Definitive, Nonpareil and Apex) of Simmons is displayed. One can luxuriate on the Beautyrest Black Ultimate and enjoy the DNA of Simmons sleep. Diagonally across the cabana left, the artistic wall pictures of BODY are displayed, subtly reiterating Simmons mattresses are built for everybody and every body shape. Both the DNA and BODY subtly yet strongly communicate Simmons' brand values in delivering nonpareil and uninterrupted quality sleep to you; with relentless efforts in creating better beds for you. Together with the history portraits, Simmons tells the story of where we all began, to where we are now (DNA) and how we will be moving forward (BODY) in years to come.

One last head-turner before leaving the Simmons Gallery, which is another focal point, is the unique window display which encompasses a giant rotating coil hanging from the ceiling and a bed of spring flowers mixed with coils to highlight the spring season and the unique spring (coil) time experience in one's mattress shopping journey at Simmons.

Spring symbolizes new life, new hope and new beginning. It is a strong message to consumers in the current situation. Invest in Simmons mattress to have better sleep and to rejuvenate oneself so as to manage challenging lives ahead.

Simmons Gallery, PLQ mall is located at 10 Paya Lebar Road, Paya Lebar Quarter Mall, #03-15, Singapore 409057 Tel: +6565303368 Operating hours are from 11am – 9pm daily.

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About Simmons (SEA) Pte Ltd

Simmons is one of the world's largest mattress producers with more than 152 years of heritage. Maker of Beautyrest®, Beautyrest Black® and BackCare® mattresses, Simmons is also the preferred hospitality partner amongst world-renowned hoteliers, which include Westin Hotels, Marriott Group of Hotels, Marina Bay Sands, Shangri-la hotels and Frasers Hospitality Group.

In Asia, the license to manufacture and distribute Simmons products is owned by Simmons Co. Ltd. Japan, a subsidiary of Nifco Inc., a plastic fastening company which is listed on the Tokyo Stock Exchange. Simmons Co. Ltd. Japan owns the perpetual licence to 22 countries in Asia, including Singapore. Simmons edged its presence in Singapore in 1977 and in 1993, Simmons (SEA) was set up. Simmons is committed to developing superior mattresses to promote 8 hours of high performance sleep for our consumers. Because with Simmons Beautyrest innovations and technology, consumers sleep better and be more awake.

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