



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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NEWS RELEASE

New year, new mattress, new beginnings: Simmons Southeast Asia launches the Mattress Blessing campaign with a limited edition bedding gift set, and a Simmons Gallery exclusive; Beautyrest® Moments.

Singapore, for immediate release – The new year symbolises fresh beginnings. Welcoming a brand new year, Simmons (SEA) Pte Ltd has launched the Mattress Blessing campaign which infuses the season of renewal with the gift of restful sleep. The campaign aims to provide a refreshed look in Simmons consumers’ bedrooms, with a new mattress and a limited edition bedding gift set.

Inspired by the textures of Simmons bed linens, the Mattress Blessings’ concept takes consumers on an immersive journey through stunning dreamscapes. The fusion of nature and art elements come together beautifully to form vibrant and uplifting landscapes.

“Spring represents a season of renewal. It is a great way to start the new year with The Mattress Blessing campaign, to bring greater value-add to our consumers, especially when consumers are concerned when they purchased 40cm height mattress. We have these linens to showcase in the stores that whatever height your mattress is, it fits. Also, the campaign visuals symbolise Simmons mattresses as the gateway to dreams, a sanctuary where dreams unfold, and it all begins with restful sleep on quality mattresses.” Ms Samantha Vong, Managing Director of Simmons (SEA) Pte Ltd explains.

Simmons mattresses are available from S\$4,199 (Queen size promo price) and retails from S\$5,999 (Queen size). It is equipped with the renowned Simmons® Original Pocketed Coil® Technology. It delivers the Do-Not-Disturb benefit for an uninterrupted sleep between two sleeping partners.

As for the limited edition Bedding Gift set, it consists of two bed linen sets that is made of 100% cotton sateen, two DeepSleep pillows and one corresponding size mattress protector, worth up to \$800. To bring home the Bedding Gift Set, customers can purchase selected



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Queen and King size mattresses that are available in Simmons showrooms, major department stores and authorised dealers island-wide.

In the new year, it is also time to reflect on the blessings received, and create meaningful moments with loved ones. Simmons introduces Beautyrest® Moments, for refreshing sleep night after night. It begins with quality sleep on a mattress so comfy, you wake up energised to sculpt priceless moments for the new day.

Exclusive to Simmons Gallery and Simmons Studio, Beautyrest® Moments comes furnished with Simmons® Original Pocketed Coils® that provides unsurpassed motion separation, and Foam Encasement that provides support and stability right to the edge of the mattress. The Gel Foam and Silver Ion AG+ Fabric provide consistent comfort, giving the sleeper a cooler feel. Top that with a lush super pillow top, and it's a haven. It's sleep so blissful, knowing you and your loved ones are having precious rest that only a Simmons mattress can provide.

Beautyrest® Moments is available in Single to King sizes, and the promo for Queen size at S\$5,038 (Retail Price: S\$6,699). For the launch promotions, enjoy selected OSIM Massagers* worth up to \$1,599 with purchase of Simmons Gallery and Simmons Studio exclusives.

There is no better way to begin the new year with a new mattress and be blessed with gifts like bedlinens set for selected island-wide models or OSIM Massagers* for exclusive Simmons Gallery and Simmons Studio models. We encourage consumers to visit our stores to find out more.

*Terms and conditions apply.



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About Simmons (SEA) Pte Ltd

For over 150 years, Simmons has been at the forefront of innovation and technology — enabling generations of individuals to experience deep and restful sleep like never before. That's because Simmons truly understands individuality, and reaches out to meet the unique needs of each and every person — and body type. 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 license to 22 countries in Asia, including Singapore. Simmons edged its presence in Singapore in 1977 and in 1993, Simmons (SEA) was set up. 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.

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Product Images

Island-wide Models

BackCare® 3



BackCare® 5



BackCare® Luxury





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Simmons Gallery and Simmons Studio Exclusive

Beautyrest® Moments

