

MOBILE

Hstens speeds slumber with Spotify soundtracks

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Hstens bedding

By STAFF REPORTS

Swedish bedding manufacturer Hstens is singing consumers to sleep with a curated playlist on music streaming service Spotify.

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Intended to help consumers relax and get to sleep, Hstens "Sleep Sound" is part of an ongoing project with Spotify and Soundtrack Your Brand. From retailers and fashion houses to hotels and automakers, a number of luxury brands have shared soundtracks to create a fully immersive experience for consumers to enjoy.

Hit play

Hstens' Sleep Sound is a curated playlist housed on Spotify. The music featured was selected to assist Hstens' consumers in winding down as they relax from their busy day.

Consumers are instructed to listen to one of the three playlists roughly 30-minutes before hitting the hay.

To access the Sleep Sound playlist, Hstens provided its followers on social media with a link to its Spotify channel. Once consumers sign in or register for Spotify, they can select from three playlist options.

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Sleep Sound is an ongoing project we're working on with Spotify and Soundtrack Your Brand curating playlists to help you...

Posted by **Hstens** on **Thursday, February 25, 2016**

The first, "Bedtime Pop," totals just shy of three hours of music and features 40 songs from artists including Andrew Bird and David Bowie.

A second playlist, "Ambient Soul" is described as songs for "when sleep takes you on a trip, these gems can keep you company." The 30-song list with a playing time of two hours and 21 minutes features music by Sufjan Stevens, Aphex Twin and Avec.

Hstens' third option on the Sleep Sound station is "Pianos and Pajamas," a playlist "where classical music and

serialism becomes the equivalent of counting sheep." *Pianos and pajamas* includes 20 songs with a run time of 108 minutes.

Similarly, Danish audio and video brand Bang & Olufsen is showing that "sound matters" through a new podcast series.

Bang & Olufsen's Sound Matters is housed on the brand's BeoPlay Journal page and was promoted on its social channels to boost awareness and interest. Curating sounds that align with a brand's ethos can help share DNA while allowing consumers to explore its products and message ([see story](#)).

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