

TRAVEL AND HOSPITALITY

Ritz Paris extends at-property experience via portable mattresses

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Check-in or check-out?

By STAFF REPORTS

Hotel Ritz Paris is allowing consumers to take a piece of its brand experience with them through a collaboration with Japanese bedding manufacturer airweave.

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For the Ritz, airweave has created two exclusive portable mattress models, which will retail on the bedding company's ecommerce site, the Ritz Paris concept boutique and the hotel's Web site. Hoteliers frequently seek out branded merchandise that enables them to be a part of consumers' lives even when they are not within their properties.

Hotel on the go

This new collaboration builds on the existing relationship between airweave and the Ritz Paris. Guests who stay at the property can request an airweave mattress topper for their beds.

One of airweave's designs for the Ritz is the Portable Dual Mode, a mattress topper designed to fit all sizes of bed, which is priced at \$1,060. This is designed for both hotel and home use.

The Traveler Dual Mode was designed to fit an airline seat, creating a more comfortable plane ride. This retails for \$590.

Both mattresses come with a carrying case featuring a co-branded Ritz Paris and airweave logo. These bags fit within the carry-on guidelines created by the TSA.



Dual Mode model

"Entering this partnership with the Ritz Paris that exemplifies innovation and expertise was a natural progression," said Motokuni Takaoka, founder and CEO of airweave. "We share the same values."

Ritz Paris was closed for almost four years while completing renovations and recently opened back up again last summer.

As part of the largest renovation undertaken in the Htel Ritz Paris' 117-year existence, the hotel revamped its guests rooms, suites, restaurants, bars and leisure areas, the Ritz Escoffier cooking school and its gardens. During the remodel, the Ritz also added a Chanel-branded spa ([see story](#)).

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