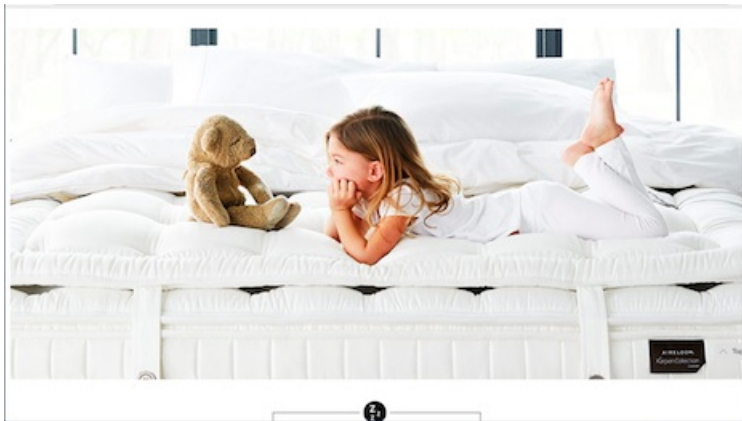


HOME FURNISHINGS

Neiman Marcus tests the sale of five-figure luxury mattresses in online-only push

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Luxury mattress sales online: Sweet dreams for Neiman Marcus? Image credit: Neiman Marcus

By MICKEY ALAM KHAN

To push its ecommerce business, department store giant Neiman Marcus has debuted a new collection of luxury mattresses as part of its "The Art of Sleep" campaign.

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The Irving, TX-based retailer has joined forces with luxury mattress providers Aireloom, Royal-Pedic, Sferra and Shifman to launch an exclusive collection on NeimanMarcus.com and Horchow.com, promising 40 winks without compromise.

"The Art of Sleep is a revitalizing collection that pairs the most luxurious and exclusive sleep experiences with a step-by-step guide to waking up recharged and rejuvenated," said Russ Patrick, senior vice president and general merchandising manager of home, men's and children's at Neiman Marcus, in a statement.

Spring for growth

Focusing on deluxe mattresses ties in with a new luxury focus on wellness as a growth category.

The Art of Sleep collection currently comprises lounge and sleepwear, nighttime beauty treatments and bedding basics.



Neiman Marcus lounge and sleepwear in "The Art of Sleep": Sleep in the bed you make. Image credit: Neiman Marcus

Neiman Marcus' partners in the mattress collection have tailored their offerings to the retailer's requirements.

For example, the mattresses are handcrafted and with coils, springs, fabric, materials and designs that highlight quality construction and comfort.

The collections are exclusive to Neiman Marcus.

Aireloom has made its Pacific Palisades, Karpen and the Preferred collections for Neiman Marcus with its Aireloom Lift technology.

Sferra has made its Mille Luxe mattress collection in the United States with 1,000 individually pocketed innerspring coils and layers of cotton, wool and talalay latex.

Royal-Pedic has its Dream Spring line for Neiman Marcus and Shifman, known for its two-sided mattresses, has designed an exclusive mattress and box spring set collection called Saint Michel.

Winks and nod

Prices crest \$30,000 in some cases, but are lower with discounts. Most mattresses are in the \$5,000 to \$15,000 range.

However, the mattresses are priced at the lower end of high-end brands such as Sweden's Hastens, albeit compare favorably to Britain's Savoir.

Neiman Marcus' decision to sell the collection initially only online speaks to its confidence in ecommerce. It helps to have several product shots, enticing copy and accompanying video to soothe the purchase through.

The growth of online-only brands such as Casper, albeit in the mass category, has trained a new generation of shoppers to buy mattresses without a visit to the store and the obligatory faux stretch-and-roll and pretend sleep.

WHILE THE numbers for the luxury cut of the mattress market are all over the place, it is obvious that the high-end, technology-driven and eco-friendly bit of the estimated \$30 billion global overall market is the fastest-growing segment.

Many of these purchases occur online.

Not only will these luxury mattresses be bought on trust and sight, but also with the confidence that they can be returned with ease.

Sleep on that.