

TRAVEL AND HOSPITALITY

Four Seasons helps guests enjoy luxury linens at home

September 12, 2019



Consumers can now shop Four Seasons Beds, linens, towels, robes and more online. Image credit: Four Seasons Hotels and Resorts

By STAFF REPORTS

Hospitality group Four Seasons Hotels and Resorts is bringing its luxurious linens and beds out of its hotels and into travelers' homes by offering them for sale online for the first time.

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The "Four Seasons at Home" collection is available on a new dedicated Web site and includes signature Four Seasons beds, linens, towels, robes and more. It is the latest move by Four Seasons to make some of its hospitality touches available outside of its hotels.

Four Seasons at Home

Online shoppers can now purchase Four Seasons towels, bedding and even Four Seasons mattresses. The bedding and towels are available in a range of sizes, as are Four Seasons robes.

Mattresses are offered in twin through California king sizes, with different foundations also available. Mattress toppers and bed frames can also be purchased.



Four Seasons at Home is now available for shoppers in the U.S. and Canada. Image credit: Four Seasons Hotels and Resorts

In 2014, Four Seasons Hotels and Resorts teamed up with mattress manufacturer Simmons to bolster a dream-friendly reputation by introducing customizable beds into its portfolio ([see story](#)).

As part of the launch, the hotel's high-end coffee table book will also be sold. "Four Seasons: The Art of Hospitality" features digital paintings that depict the brand's service and people ([see story](#)).

Shoppers can use a chat option on the Shop Four Seasons Web site to ask product experts questions and receive delivery updates. Delivery is currently limited to the U.S. and Canada, with future plans to expand.

An elevated sleeping and lounging experience is one way that luxury hotels can earn guests' business.

J.D. Power's North America Hotel Guest Satisfaction Index Study found that 71 percent of guests who get a better than expected night's sleep would stay again with the same brand. While luxury hotel brands often emphasize factors such as on-property amenities and service, setting guests up for a restful night can have one of the greatest impacts on their attitudes ([see story](#)).

"For many years, Four Seasons Beds have been a favorite among our guests, the pinnacle of the perfect sleep," said Christian Clerc, president of worldwide hotel operations at Four Seasons, in a statement. "Now, with just a few clicks, and seamless home delivery, anyone can enjoy the celebrated Four Seasons sleep and bath experience in the comfort of their own home."

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