

HOME FURNISHINGS

## Hstens turns trending signature into sleepwear brand extension

December 24, 2019



Hstens' Ready-to-Sleep collection. Image credit: Hstens

By STAFF REPORTS

Swedish bedding manufacturer Hstens is branching out from mattresses with a new sleepwear line centered on its iconic blue-and-white checked fabric.

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The brand's Ready-to-Sleep collection playfully nods towards the use of the print in recent ready-to-wear runway collections. Initially launching at Harrods this month, the collection will extend to the United States early next year.

"We see it as a compliment that so many use our trademark in the same way we do and that the blue check now has made it into so many other areas," said Jan Ryde, fifth-generation owner and CEO of Hstens, in a statement.

### Sleep wardrobe

Hstens, which produces beds that begin around \$5,000 and stretch up to about \$150,000, constructs its mattresses in a blue-and-white checked fabric. After seeing many designers use the textile in their recent runway shows, Hstens has decided to make its own apparel move in a fitting fashion.

The Ready-to-Sleep collection, which was designed in-house and produced externally, includes blue-checked classic pajamas, a bathrobe, a night cap and down booties.

In a message to fashion brands that were inspired by blue checks, Hstens writes:

*Dear Check Lovers,*

*Your latest collection is a dream come true. We loved that you made our Check pattern a part of it. Because just like you are ready-to-wear, we are Ready-to-Sleep.*

*Xoxo, Hstens*

[View this post on Instagram](#)

Our blue check seems to be everywhere and we just love the fact that checks have never been trendier.

A post shared by Hstens Beds Official (@hastensbeds) on Dec 20, 2019 at 7:10am PST

### *Instagram post from Hstens*

For the Harrods launch, Hstens is appearing in the retailer's holiday windows. The brand also has a digital escalator display in the London store.

Hstens says that while it is not sure yet, this collection could possibly turn into a permanent brand extension.

Home furnishings brands are working to build up more lifestyle categories, sometimes even taking their products out of the home.

For instance, seeking to match heritage with contemporary needs of the market, Italy's Frette is transforming itself into a global lifestyle brand that goes beyond bathroom and bedroom linen to appeal to consumers and hospitality brands.

The 158-year-old home linens maker has introduced a Style of Living concept centered around a lifestyle and eliminated the industry practice of introducing seasonal collections. Not only has the design sensibility changed, but so has the offering expanded to appeal to affluent younger consumers blankets, throws and decorative cushions in addition to bed-sheet sets, towels, table linen and night wear via more retail and digital touch points ([see story](#)).