

HOME FURNISHINGS

## Italy's Frette enters new product category with first mattress collection

March 11, 2020



*The Frette x Shifman Benessere Pillow Top Collection Split Queen Mattress and Box Spring Set, exclusive to Bloomingdale's, price \$17,160. Image credit: Bloomingdale's*

By LUXURY DAILY NEWS SERVICE

Extending into a new but adjacent product category, Italian linen brand Frette is launching its first collection of handcrafted mattresses in collaboration with U.S. manufacturer Shifman Mattress Company.

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Frette will supply the designs for the mattresses that Shifman will make at its plant in Newark in the U.S. state of New Jersey. The mattresses will be first sold at select outposts of U.S. department store chain Bloomingdale's and online at Bloomingdales.com.

"We are thrilled to further elevate the sleep experience through this new product category in partnership with Shifman Mattress Company," said Filippo Arnaboldi, CEO of Frette, in a statement.

The debut of the three-mattress collection comes ahead of Frette's 160th anniversary since its founding. The company is known for its linens, sleepwear and accessories.

In bed

With this move, **Frette** enters a luxury mattress market currently dominated at the high-end by Sweden's Hastens and the United Kingdom's Savoir Beds.

The choice of partners is key, since family-owned **Shifman** has been manufacturing high-end mattresses for 127 years.

Featuring Frette's iconic chains motif in a milk and light beige color palette, attention to detail is paid through design accents such as Across, Frette's universal diagonal line jacquard, on side handles and the perimeter of pillow top layers, as well as 22-karat gold corner guards.

Each mattress in the collection is crafted using natural materials, including premium cotton for year-round breathability, natural latex for improved spinal support, cashmere and Joma Wool, hypoallergenic comfort layers and horse hair a breathable, durable and resilient material that, for Shifman, is unique to the Frette x Shifman collaboration.

Per Frette, the plush mattresses have been hand-tufted with Shifman's Sanotuft technique, resulting in a buttonless tuft that eliminates shifting and bunching.

Also, the mattresses feature Shifman's signature two-sided construction, a characteristic specifically designed so that the mattress may be flipped for extended comfort life and durability.



*Frette x Shifman Sogno Deluxe Pillow Top Mattress Collection, exclusive to Bloomingdale's. Image credit: Bloomingdale's*

The Frette x Shifman Mattresses collection has three styles, each available with an eight-way hand-tied boxspring with extra edge support.

The *Riposo*, Italian for relax, is a 12-inch cushion firm mattress selling for \$8,000 and up.

Another style exclusive to Bloomingdale's, *Benessere*, Italian for well-being, is a 13-inch cushion firm mattress with pillow-top starting at \$10,000.

The third style, *Sogno*, Italian for dream, is a 17-inch deluxe pillow-top mattress retailing for \$14,000 and over.

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