

HOME FURNISHINGS

Hstens celebrates World Sleep Day

March 13, 2025



The brand is calling attention to its app ahead of World Sleep Day on March 14. Image credit: Hstens

By LUXURY DAILY NEWS SERVICE

Swedish bedding manufacturer **Hstens** is resurfacing a digital release in time for the arrival of a global holiday.

Ahead of World Sleep Day on March 14, the brand is calling attention to an app designed to help improve concentration, focus and creativity. The Hstens Restore app is one of many brand initiatives that promote sleep as a cornerstone of health and productivity.

World Sleep Day with Hstens

Developed in collaboration with cardiologist and mathematician Dr. Jussi Eerikinen and psychologist Peter von Ah, the app offers users tailored soundscapes that combine frequency tones and music.

"We are living in a world where stress and a hectic pace are ruling our lives," said Dr. Eerikinen, in a statement.

"Science is finding that stress is one of the main causes of chronic disease," he said. "The good news is that new research in science shows more and more evidence that becoming more relaxed and getting a deep restful sleep is critical for our brain and body to heal and regenerate."

[View this post on Instagram](#)

A post shared by Hstens Beds Official (@hastensbeds)

Initially released in 2020, the Hstens Restore **app** is available to iPhone and Apple Watch users.

The centuries-old maker of luxury mattresses is part-pioneer (**see story**) of a marketing wave that has rippled through the luxury space as of late. U.S. beauty group Este Lauder signed its first-ever sleep expert earlier this week (**see story**), while, at the top of the year, U.S. hospitality operator Equinox Hotels announced a partnership with the same neuroscientist, promising to help guests elevate their performance through a variety of rest-focused accommodations (**see story**).

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