



trends from the
2014 summer
**LAS VEGAS
MARKET**

Bedroom SLEEP RETAILERS' MAGAZINE

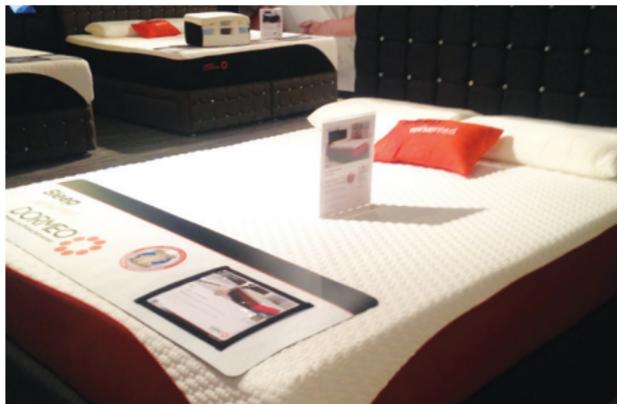


With a growing accessories market and a number of brand expansions and product updates, there was plenty to see at the 2014 Summer Las Vegas Market. Though the Winter Market sees most of the major collection roll-outs and introductions, the summer market serves as a great time to touch base with the manufacturers as they unveil new add-on purchases, make collection adjustments and offer enhanced marketing strategies.

Learn more about the five most exciting trends we saw at market:



For more industry news and bedding trends, follow @BedroomMag on Twitter.



Dormeo's Classic Collection

“Hybrid” Becomes Its Own Category

Over the past decade, the mattress market has been designated into two specific categories: traditional innerspring and specialty sleep. Hybrid beds grew exponentially popular as a part of this specialty segment—but today have emerged as a new segment entirely as many manufacturers continue to invest in these offerings. The **Stearns & Foster** Lux Estate Hybrid collection has seen great success in this category, appealing to a wide-range of demographics with its marriage of luxury hand-tufting, PrimaCool Elite gel memory foam and innovative IntelliCoil encased coil. **Dormeo's** new Classic Collection is its first to include traditional innerspring, combining its innovative Octaspring technology with foam-encased pocketed coils. **Restonic's** ComfortCare Signature Collection is holding strong as a hybrid option at an approachable price point, offering a breathable layer of TempaGel memory foam atop individually wrapped, foam-encased coil support.



Learn more about Stearns & Foster, Dormeo and Restonic at bedroomretailers.com.

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Blu Sleep's Island Dream Collection

An Emphasis on Hygiene

In addition to a continued interest in health and wellness, there is a growing focus on promoting hygiene and protecting against allergens. Accessories manufacturers are coming up with innovative new ways to protect against dust mites, bed bugs or other bacteria, while other companies are integrating hygienic features right into their beds and pillow. A long-time proponent of sleep health, **PureCare** treats all of its products with antibacterial silver, while **Glideaway's** new 5-sided "Protection Plus" protector features seamless-edge technology, eliminating any potential access points. **Malouf's** "Encase" protector fully encloses the mattress, with a zipper that allows consumers to completely remove the top half to clean it. Both **Tempur-Pedic** and **Blu Sleep** offer zipper technology directly on their beds to allow consumers to remove the mattress covers and wash them. The entire **CleanRest** Signature pillow line features the updated Blue MicronOne shield, a unique technologically-advanced fabric that eliminates the transference of micro-toxins, such as dust mites, mold and pet dander, onto the mattress.



Learn more about **PureCare**, **Glideaway**,
Malouf, **Tempur-Pedic**, **Blu Sleep**, and **CleanRest** at
bedroomretailers.com.



Reverie's Sweet Slumber Pillow Collection

Full Sleep Systems

As interest in the accessories market continues to see exponential growth, there are a number of bedding manufacturers offering full sleep systems: mattresses, pillows and bases all under one brand name. This “one-stop-shop” approach is beneficial to sleep shops by creating more opportunities to up-sell on the retail floor. **Serta** recently updated its iComfort pillow collection to offer the same comfort technology (including EverFeel and Dual Action Gel) of its popular adjustable-friendly iComfort mattress line-up. **Tempur-Pedic** is similarly building upon the success of the winter launch of its Cloud and Breeze mattresses with the introduction of two correlating pillow collections, along with its proprietary adjustable bases. **Reverie** has been showing natural latex mattresses on adjustable foundations for many years—and has just expanded its portfolio to include the Sweet Slumber Pillow, which features the same innovative DreamCell technology as its beds.

+ Learn more about Serta, Tempur-Pedic and Reverie at bedroomretailers.com.

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Simmons'
Simulator app

Marketing Transparency

Today's consumer spends more time than ever before researching products prior to purchasing—and as such, we're seeing an increased focus on “transparency” in marketing. The leading organic producers, **OMI** and **Naturepedic** have been committed to this for years, backing up their organic claims with third-party certifications. OMI even offers a “Purity Guarantee” for all of its products. Other companies, like **PranaSleep**, are eschewing unsubstantiated “green” claims—the company has been honest about the natural elements of its beds, but instead focuses on the unique quality comfort features of its high-end latex materials. **Simmons** is currently working offering on more dynamic ways to communicate important information about the materials they use; their new Simulator app uses augmented reality to let RSA's and consumers take a closer look at the interior of the mattress, layer by layer.

+ Learn more about OMI, Naturepedic, PranaSleep and Simmons at bedroomretailers.com.

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FXI's Temperature Regulation Factor foam

Temperature Regulation

Though gel has been a popular feature in bedding over the past few years, many companies are shifting away from “cooling” stories to focus instead on “temperature regulation”. **FXI's** Temperature Regulation Factor program goes beyond “cooling” to rank and communicate the variety of regulating properties found in its foams, including airflow, breathability, moisture dissipation and heat transfer. **PureCare** recently introduced the Frio, a new five-sided mattress and pillow protector that feature responsive Rapid Chill Cooling Fibers built right into the fabric to disperse heat away from the body, providing personalized cooling year-round. The new **BedJet** bedding comfort system provides proactive climate control, allowing users near instant control over their sleep temperature. **Boyd Specialty Sleep's** new Broyhill O2 collection features innovative Celliant fibers—a technology that not only feels cool to the touch, but actually works to oxygenate and improve blood circulation for maximum muscle relief—while **Therapedic's** new AgilityAir bed offers increased airflow with layers of breathable convoluted, reticulated foam support and perforated siding.



Learn more about **FXI, PureCare, BedJet, Boyd Specialty Sleep, and Therapedic** at bedroomretailers.com.

Stay Tuned

Keep an eye out for our round-up of trends from the 2014 Fall High Point Market later this year and stay tuned for more news and product information in the fall issue of *BEDROOM*. Be sure to check out bedroomretailers.com in the meantime for regular updates on the latest industry news between markets.

 Learn more at bedroomretailers.com.