

the luxury map

The AUPING MODEL CLEOPATRA stands majestic in a black colour frame



SURRENDER TO A WORLD OF SWEET SLUMBER WITH THE NEW AUPING MATTRESS

the luxury map

(from right clockwise) The AUPING MODEL NEW YORK

Indulge in the comfort of the AUPING MODEL CLEOPATRA in brown

The AUPING MODEL LONDON



In the past, before our bodies grew accustomed to the luxury of a foamed mattress what sufficed as a comfortable bed was a web of ropes that needed to be pulled tight to provide a well-sprung bed and thus 'Sleep Tight' was coined into our childhood memories of a pre-bed send-off. Today the ropes come undone and what takes its place is a herald to a new vision for sleep. Don't worry about your bed slacking and loosening over night; the new Royal Auping mattress knows comfort only too well. There's nothing more forgiving of a hectic day at work than a comfy bed to come home to. So why stop

appreciating opulence at the end of the day? Don't shun your innate style once it's time to retire to your bedroom. Instead carry it with you to bed and let it keep you warm all night. For those who enjoy a good night's rest, for those who clear their calendar for afternoon naps, here's making your sleep worth the while. Luxury Mattress unveils a cosy new sleep experience – the Royal Auping Mattress that adds joy to sweet slumber.

Rest your head back, close those eyes and witness the magic on the other end. Wrapping you in a most sophisticated and



QUALITY SLEEP IS ESSENTIAL TO THE AUPING EXPERIENCE & THE BRAND ACHIEVES THIS THROUGH ITS INNOVATIVE BLEND OF MATERIALS & TECHNIQUES



It's a favourite of the astronauts of the Mars500 space projects

state-of-the-art sleep experience, the new Royal Auping is the Netherlands' gift to your days and nights. What started out as a blacksmith's shop in Deventer 120 years ago today has grown into a world of comfort and luxury all muddled up in the specialized mesh bases of the mattress. Channelling the expertise of scientists and designers to create beds that transmit never-seen-before ventilation, support and pressure relief, Royal Auping is the largest independent bed manufacturer in the Netherlands. Quality sleep is essential to the Auping experience and the brand achieves this through its innovative blend of materials and techniques.

Lie down on a Royal Auping and feel its world cocoon around you in all its magnificence. It creates mattresses that breathe freely to keep you cool and comfortable the entire duration of your beauty sleep. Equipped with the cutting edge technology of Comfotslide,



Transform your sleep with the Vi-Spring
Life changing bed MODEL SUBLIME SUPREME

BRINGING THE JOY OF AN ORIGINAL POCKETED SPRING MATTRESS TO YOUR WORLD, THIS MATTRESS LEADS YOU STRAIGHT TO OPULENCE. CONSTRUCTED ENTIRELY BY HAND & TO ORDER, IN THE VI-SPRING WORLD EVERYTHING CENTRES ROUND YOU & YOUR SLEEP

the base comes fitted with 20,000 individual pressure points that rise to the occasion to support every inch so as to hold your body shape to the best of its ability. In addition Royal Auping lays out two million modular combination accessories that lets you get creative and comfortable; personalize your own bed frame or tailor-make your bed to accommodate the length of your upper leg so it bends in the precise position of your knees. The new Royal Auping mattress gives you all options only a button-push away. Want to enjoy bed-time reading, have breakfast in bed or watch some television? With the silent motors you can weave the bed into any position you'd like and have the system mould itself into the chosen shape of relaxation.

On a holiday we can hardly curb our excitement about getting into those heavenly beds of the hotel. How do they do it? How do all hotels manage to keep their beds so lavishly cosy? Well, there's no point finding the answer because there isn't one. What is possible however is the chance to curl up in similar lavishness at home, night after night. Let gravity get a hold of you and pull you into the delicious comfort of the Royal Auping that recently won the Readers Digest Readers Research 'Trusted Brands' award in the bed category.

Get into the groove of things and let the subconscious world take over all your senses. The Vi-Spring mattress from England makes an appearance to unravel your life and add new comfort. The Vi-Spring mattress is to luxury beds what the Bentley is to luxury marques. Bringing the joy of an original pocketed spring mattress to your world, this mattress leads you straight to opulence. Constructed entirely

by hand and to order, in the Vi-Spring world everything centres round you and your sleep. Whether it be the size, shape, spring count, natural fillings and upholstery, or even the stitching, colour, and fabrics, this mattress moulds according to your precise needs and desires. Made entirely by hand, to fit the bill of your instructions, the Vi-Spring is all about high-end and superior-quality. Crafted from the finest materials that includes cashmere, mohair, horsehair, cotton and lambs wool, each mattresses features at least two rows of hand-stitching painfully executed over eleven hours, that bind the outer springs to the top and bottom borders.

Attesting to bed luxury in the 21st century, the story of Vi-Spring dates back to the early 20th century and has since seen the fancy rooms of hotels, private clubs and luxury liners like the legendary Titanic, Queen Mary and even the esteemed Raffles Hotel in Singapore in the 1930s. On one end of the Vi-Spring bed sleeps luxury and on the other side lays a long-lasting comfort that preserves quality materials and craftsmanship, making it the most sought-after mattress in the world. A personal favourite of royal families and celebrities including David Beckham, Paris Hilton and the late Princess Diana, this mattress is well-versed in exclusivity and luxe lifestyle. We often get so caught up in the chivalry of bed linen that we overlook the importance of a mattress that lies beneath. We all know that eight hours a night is essential for the rejuvenation of an adult however, with stressful and busy schedules on the rise, this is hardly possible. What's more, most people simply don't have the time to catch up on lost sleep by napping during the



Relax in the Vi-Spring
life changing bed MODEL
REGAL SUPREME

day and hence the need for sound sleep at night becomes even more precious. Some cultures encourage a siesta and for others you have the comfort of the Royal Auping and Vi-Spring mattresses. So don't put your body through the wave of insomnia; let it know the joy of a heavenly mattress and the bliss of beauty sleep.

Let's say that you've seen the world enough with your eyes open; and now Luxury Mattress beckons you to shut them and let an alternate, magical universe become a place of dreams. ♦