

# Hypnos bedding to make Canadian debut

TORONTO — Hypnos, the luxury bedding brand based in the United Kingdom, is making its Canadian debut at the winter market here, Jan. 10-13.

The line will be made by Araam, a new bedding company with a new 75,000-square-foot factory in Edmonton, Alberta, which will build each mattress in the same manner as in the U.K.

Hypnos holds two royal warrants and is the official bedding supplier to Queen Elizabeth II.

"Hypnos is the Rolls Royce of bedding," said Feizal Chatur, Araam's chief executive officer. "We will be creating a brand new market, and in turn will be setting a new standard in Canada which, quite frankly, will be difficult to ex-

ceed.

"With almost 100 years of experience, Hypnos continues to meticulously hand craft each bed," he said, "using only the finest materials such as luxurious Belgium damask, silk, cashmere and lambs wool. The unique pocket coil system is far superior to any currently available in Canada with counts as high as 2,088 in a queen size mattress."

The line has opening prices between C\$3,000 and C\$5,000 for a queen set.

Hypnos sleep systems were set to ship to high-end retailers in Alberta and British Columbia beginning in mid-December.

Distribution for the rest of Canada will be set up over the next

six to eight months.

Araam is part of the family-owned Chatur Holdings, which also operates Eztia Furnishings, a full-line importer of case goods and leather upholstery with estimated annual sales of about C\$40 million.

**Empress is one of the luxury sleep sets in the Hypnos line for Canadian market, with 1,800 pocket springs in queen.**



## Laurier to offer new titanium finish

TORONTO — Case goods manufacturer Laurier Furniture will unveil an ultra-tough titanium finish called Infini-T at the Canadian Home Furnishings Market.

Laurier Mercier, vice president of sales and marketing for the Que-

sive research and rigorous testing.

"Borrowed from titanium and glass, its properties make a finish so resistant that we guarantee it for 25 years against normal wear," Mercier said. "This is a first in the industry."

collection of bedroom, dining room, occasional tables and at least one wall system. While pricing hasn't been finalized, the line will be at higher price points than Laurier's regular offerings.

Buyers will be able to test the