

'Sex' star Catrall spotted buying \$12,000 Hypnos bed

David Perry, Executive Editor -- Furniture Today, 9/20/2004

This week, amid all the serious bedding issues vying for your attention, we must bring up a question that looms large: Just who is sexy Kim Catrall, the siren on "Sex and the City," sleeping with these days?

OK, that's a question that might be out of bounds for a business publication. But a closely related question is clearly appropriate: What type of mattress is Kim sleeping on?

Believe it or not, I am ready to tackle both of those momentous questions this week. Call it part of our Full-Service Mattress Coverage Program. And it is offered exclusively to you, the faithful readers of Furniture/Today.

An industry friend recently sent me an intriguing item from a celebrity magazine that said Kim and her new boyfriend, "a hot blonde who's half her age," were spotted in Manhattan buying a \$12,000 mattress made of cashmere, silk and fine wools.

The bed is "the most expensive bed in the world," the magazine said. That's not quite true, but read on.

While the article didn't mention the name of the bed, I can reliably report the brand is Hypnos. The details described by the magazine match many of the details of the line that were announced by retailer 1-800-Mattress when it recently introduced Hypnos in New York.

The Hypnos line, you will recall, carries two Royal Warrants and features fine British craftsmanship. Hypnos, based in the United Kingdom, has licensed Jamison to produce the line in the United States.

You can see Hypnos bedding at the High Point market next month; the company shows in space 300 in Market Square.

Being the good journalist that I am, I called John O'Connell, vice president of retail stores at 1-800-Mattress, to see if he could confirm any details of Kim's Hypnos purchase. He checked with his team at the 1-800-Mattress store on 59th Street and Third Avenue, the only Manhattan bedding store where Hypnos beds are carried.

Sadly, he came up empty. No one reported a Kim sighting in the store. And surely Kim would create quite a stir in any bedding store she visited.

So we are left with the disturbing possibility the story of Kim's bedding purchase might be bogus. But, frankly, this story is too good to dismiss on a mere technicality. And so we now proceed to the tag line from the magazine blurb.

Noting that the Queen of England has the same mattress that Kim (allegedly) purchased, the writer ended with a flourish: "I'm sure (the Queen) doesn't have as much fun on her bed as Kim will."

And that's the way it goes on the celebrity bedding beat these days. Here's wishing Kim — and the Queen — a good night's sleep on Hypnos bedding