

MONEYWISE

A bed fit for the Queen

Edmonton the place to start for true bedroom opulence



DEIRDRE MCMURDY

It's bitterly cold outside. It's dark, too. In a grey, dank month, in a world filled with uncertainty and upheaval, there's only one true refuge: a wildly deluxe bed.

Perhaps it's not altogether surprising, therefore, that among the gifts for which Donald Trump and Melania Knauss registered for their January nuptials, are white and ivory 500-thread count sheets from Frette.

"Your bed is your most intimate place as an individual, as a couple, as a family," says Claude Bonniere, owner of Le Caprice de Marie-Claude, a Toronto store that has the exclusive rights to sell Porthault sheets in Canada. "A bed is so much more than just a place to sleep. It's where you retreat when things go wrong, when you feel ill, when you want to escape from everything."

Adds Jonathan Laplante, sales manager for Canadian organic mattress manufacturer Sleeptek of Ottawa: "The current trend is for a mattress to be extremely thick and plush with extra padding on the top. It's not so much about comfort and support, it's about the appearance of comfort and support. The illusion of extravagant softness."

For those who want to join such strange bedfellows as Her Majesty Queen Elizabeth, Russian President Valdimir Putin and *Sex in the City* star Kim Cattrall in that extravagance, the place to begin is Edmonton.

That's the home of Araam Inc., which holds the rights to make and sell the handmade Hypnos mattress in Canada. With two Royal warrants — one from the Queen and another from the late Queen Mother — Hypnos is among the most expensive mattresses on the market. The king-sized Eminence model, which boasts over 2,000 coils (the average mattress has about half that many), each wrapped in calico cotton. It is stuffed with hand-tufted wool, cashmere, silk and cotton and has a woven Damask cover with brass vents. It costs \$17,000 and is the most popular of the Hypnos line.

"We started to make these mattresses six months ago and the demand has exceeded our wildest projections," says Feizal Chatur, CEO of Araam. "We can't keep up with supply and we're dealing with waiting lists."

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Queen Elizabeth is a fan of the Hypnos mattress.