



## ON THE STREET

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## Jordans Fine Furniture carries luxury mattress line

There's a lot of outrageous advertising claims out there, but **Jordans Fine Furniture** really isn't fibbing when it says it is selling mattresses fit for a queen.

**Queen Elizabeth** herself stretches out every night on a **Hypnos** luxury bed, which the Blanshard Street business started carrying this week. The same for **Prince Andrew** and **Princess Anne**.

**Luciano Pavarotti** rests his big body on a **Hypnos** and Russian leader **Vladimir Putin** has one at his pad in the Kremlin.

Now you don't have to rule the

British Empire to have a handmade bed with 3,000 coils, covered in gold Belgian damask and layered in silk, cashmere and lamb's wool. But you will need \$10,000 to buy the **Hypnos Emence**, the model that the Queen has used for more than half of her 52 years on the throne.

That's the top retail price for the English-made mattresses at Jordans, but interiors manager **Jonathan de Voight** says other models start at \$3,500.

Hypnos has been making beds in England for four generations, the last 40 years under two Royal Warrants —

first for the late **Queen Mother** and later for **Queen Elizabeth**.

Hypnos started distributing its beds through Canadian retailers four years ago. Jordans received exclusive rights for Vancouver Island this year.

"It is the bed for the person who wants the very best," de Voight says. "It takes two men a day and a half to make one mattress. The workmanship is amazing and all aspects are done to the T's."

Hypnos, started by **George Henry Keen** in the 1880s is named for the ancient Greek god of sleep.

Royal Warrants, or charters as they were originally known, have been around since 1155. Sovereigns selected various trades such as textile producers and swordsmen to become official suppliers to the royal household.

**Queen Victoria**, for example, bestowed Royal Warrants upon **Fortnum & Mason**, **Schwepes** and **Twinings Tea**, all of which still hold the titles today.

The products and services are reviewed every five years and must have high passing grades to continue.

For the record, other Royal Warrant holders include **Rolls-Royce** and **Bent-**

ley Motorcars, Dunlop, Aston Martin, Royal Doulton, Jaguar Motorcars, Austin Reed Group PLC, Steinway & Sons and Land Rover and Range Rover.

Jordans Fine Furniture, 2680 Blanshard St., 385-6746, was founded in 1929 by **Edwin Jordan Knox**. His descendant, **David Jordan Knox**, owns the store today.