Announcement release





Marshall & Stewart unveils The Diamond Collection

British luxury bedmakers Marshall & Stewart will officially unveil its inaugural bed collection in **May 2011**.

Consisting of six exquisite models, the Diamond Collection beds are hand crafted in Britain using a combination of traditional techniques and innovative designs, creating sanctuaries for restorative sleep. Designed by Marshall & Stewart director and leading Hästens bed expert Brent Cooper, each bed is hand crafted by layering the very finest natural materials and a progressive, intelligent spring system providing unparalleled comfort.



Mr Cooper said: "For decades the UK bed industry has been laying dormant, creating good beds but focusing solely on the support they provide. At Marshall & Stewart we look at things differently. A bed needs to be supportive, but it also must complement a person's sleep cycle, only then can the bed induce excellent quality, restorative sleep. When this is achieved correctly, as it is with the Diamond Collection beds, a person will experience a kind of sleep beyond their wildest dreams. The industry needs to evolve, and we're happy to be leading the way."

The Diamond Collection includes six beds which are categorised by their traditional and contemporary design. The collection's flagship bed - the Koh-I-Noor and the Orloff feature superb bases with hour glass springs that are hand-lashed, while the contemporary Cullinan, Florentine, Sancy and Hortensia boast the latest in spring technology ensuring luxurious support and incredible sleep comfort. All models are layered with lambswool, cotton and horsehair and each mattress is built around an intelligent spring system to provide ultimate comfort.

Marshall & Stewart is owned and run by the Cooper family – including Brent, his wife, two brothers and two sons. The family understand that the third of a person's life spent in bed is the foundation for the two thirds they spend awake. For this reason, every Marshall & Stewart bed is made to the specific requirements of the client, taking into consideration size, weight and lifestyle.

A complimentary in-store design service is provided for all clients enabling them to choose from an extensive selection of bed legs and fabrics. Clients and designers are also welcome to provide a fabric of their choosing which can be used on the divan and headboard ensuring the bed is bespoke to them.

The Diamond Collection is available from two central London Hästens showrooms on the King's Road and Crawford Street and at a further showroom in Walton-on-Thames, Surrey. Call 0800 002 9104 or visit www.marshallandstewart.com. Prices range from £5,500 to £18,000.

ENDS

Notes to editors:

For additional information please see the background release and the product specification document. Pictured: The Koh-I-Noor, Marshall & Stewart Diamond Collection. Price £16,995 (180 x 200).

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