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Sleep Well

By Adam Skolnick

Say, like me, you were a convicted insomniac. How much would a good night's sleep be worth to you? How about a decade of them? \$3,000? \$5,000? For that much coin you should be able to find a cozy solution, but in truth you'll still be tossing and turning on prefab mattresses and popping melatonin like Tic Tacs. You don't just need a *bed*. What you need is a *sleep system*. Two international bedding companies, **Hastens** and **Hollandia**, feel your pain, and their versions of salvation come in the form of the world's most luxurious sleep systems, starting at just under \$50,000.

No. That is not a misprint.

Just what makes a good night's sleep worth such an investment? Depends who you ask. One system rests on 150 years of tradition and craftsmanship, and the other relies on the futuristic power of technology.

Hastens is a Swedish-owned bedding company with over 150 years of experience in the field. Their Vividus beds are built by hand, and made with all-natural materials. Think: horsehair, cotton, and wool. It is completely free of environmentally harmful chemicals and materials - an anomaly in the synthetics dominated bedding industry. And the frame is made from solid pine harvested from the Norrland region just above the Arctic Circle.

While living in tune with nature is a glorious thing, it's the restorative power of the Vividus mattress that seals the deal. Hand-teased horsehair, pure cotton and wool comprise the main and top mattresses. The hand-layered ten-turn pocket spring allows the body to sink in naturally and balances weight, and the frame's Bonnell Spring System contain flax to prevent creaking. The bed is also beautifully designed in the Hastens classic blue and white-checked pattern, which has come to command the same



Hastens Vividus Bed \$59,750

Sleep Well



Hastens Superia:
\$3,950 – (twin) to \$9,750 (CA King)

-reverence as a Black Amex in the world of luxury bedding.

Building the custom bed takes over 150 hours, and comes with a personalized engraved plaque with the craftsman's signature, serving as a reminder of who to thank each morning for another night of uninterrupted REM slumber.



Hastens Excelsior:
\$6,825 (twin) to \$15,500 (CA King)

If organic tradition doesn't sound like a cure for your insomnia (a distinctly modern condition), why not try the techno approach? Behold Hollandia's Sleep System. It has more bells and whistles than this month's version of the iPod. It knows when you are sleeping. It knows when you're awake. It's motorized. It even plays music.

The Israeli company's founder, artichoke farmer Isaac Barsessat, left the fields over three decades ago on a quest for the perfect bed and he thinks he's found it in his latest creation: the handmade Vita Talalay Mattress.

Its flexible shoulder zone improves blood flow and prevents numbness for side sleepers. Four quiet motors customize and contour the mattress to the needs of shifty sleepers who tend to change positions. The safety system monitors movement to



Hollandia Celebrity: Starts at approximately \$15,000

prevent children or pets from tumbling off. And the mattress has no memory; therefore it never loses shape. It is also reversible, with a soft winter side and a firm summer side.

Then there's the "wow" factor; this system has an indestructible nickel frame, glow-in-the-dark hand controls, headboard lighting, speaker hookups, twelve massage options, and the Mobile Bed System™, which allows you to lift the 150 pound bed with just one fingertip. And, just for kicks, the entire bed is covered in mohair. This could be the smartest bed ever, not to mention the coolest.

So now insomniacs have another difficult choice to ponder in



Hollandia Platinum King: Starts at approximately \$18,000

the wee hours when they should be snoring. Which will it be? Hastens' understated, organic elegance or Hollandia's leading edge? Thankfully, this time there truly is no correct answer. Thanks to Hastens' Vividus and Hollandia's Sleep System Line, elements of the past and of the future will both allow us to finally get some much needed rest in the present.

For more information on Hastens, please visit the website www.hastens.com.

For more information on Hollandia, please visit the website www.hollandia.us.com.



Hollandia Ultra: Prices range to \$50,000