

**Contact:**

Hope MacGregor

Ketchum

312-228-6895

[hope.macgregor@ketchum.com](mailto:hope.macgregor@ketchum.com)

Kelly Rampson

Serta International

847-747-0460

[krampson@sertanational.com](mailto:krampson@sertanational.com)

## **New Line of Designer Mattresses Gets Women Ready to Sleep in Style**

Vera Wang by Serta launches new fashion-inspired 2008 collection

Hoffman Estates, Ill. – April 18<sup>th</sup>, 2008 – Today’s fashionistas are turning to their favorite designers for branded indulgences, demanding that today’s top brands and designers create affordable luxury. Leading this trend is Vera Wang. Vera Wang’s influence spreads beyond her bridal creations into ready-to-wear, tabletop, fragrance, fine papers and flowers, to name a few. Vera Wang and Serta have partnered to create the perfect marriage in their new 2008 mattress collection. The new line raises the bar in style and comfort by combining Serta’s modern engineering with designs inspired by Vera Wang’s fashion and bridal collections.

With her latest collection of mattresses, Vera Wang worked to create a luxurious and comfortable experience for the customer by using some of the softest and most advanced bedding materials available. Each new bed combines a unique hybrid design of zoned custom comfort foam with a new foam-encased innerspring system to maximize comfort and support. The designer’s signature styling and delicate touch reveal themselves in every detail of the collection.

The **Floral Damask** bed, at the line’s opening price point, features whimsical floral styling and organic cotton ticking –naturally soft, environmentally sound and allergen-free.

The **Braided Crosshatch** bed reflects chic, modern styling and is constructed with Serta’s new Sensura™ fabric for an amazingly soft and sensual feel. Visco memory foam provides support and reduces motion transfer for a more peaceful night’s sleep.

The **Sequins** bed features an elegant design resembling sequins, and incorporates Sensura fabric and naturally hypoallergenic Talalay latex foam to reduce pressure, increase air flow and create a cooler, more comfortable sleep surface.

Finally, the collection’s signature **Bridal** bed now marries Sensura fabric with a sheer “veil” overlay for the ultimate in bridal style. The perfect combination of natural latex foam, Visco memory foam and Serta’s new foam-encased custom support innerspring system creates a luxurious sleeping experience unlike any other.

“Vera Wang is the creative vision behind this new collection,” said Maria Balistreri, Serta’s vice president of Brand Management. “Since Vera Wang’s customers demand the very best, we conceived our most advanced materials and processes for this collection to create the most elegant, comfortable and healthful sleep environment possible.”

The Vera Wang by Serta 2008 Collection is available at select mattress and furniture stores nationwide. For a list of retailers, visit [www.serta.com/vw](http://www.serta.com/vw).

## **About Serta**

Serta is a bedding brand leader and the manufacturer of the best selling premium mattress in America, The Serta Perfect Sleeper®, the upscale Perfect Day® collection and the elegant Vera Wang by Serta® Collection. For more information, visit, [www.serta.com](http://www.serta.com). As the leading provider of mattresses to the hospitality industry, Serta partners with hotel groups such as Hilton Hotels, Marriott, Intercontinental Hotels Group, Bellagio Hotel, Wyndham Hotels, Omni Hotels, Choice Hotels, Accor Hotels and many more.

Headquartered in Hoffman Estates, Illinois, Serta has 24 U.S. and four Canadian manufacturing plants. In addition, Serta is distributed internationally in 60 other countries. With its worldwide network, Serta is able to respond quickly to customers' needs while still preserving strict control standards to ensure the highest quality products.

## **About Vera Wang**

Vera Wang Group designs, markets and distributes collections of women's bridal, maids and ready-to-wear apparel under the Vera Wang name. Vera Wang Licensing LLC, the licensing division of the company, has selectively granted licenses for the manufacture and distribution of fragrance and beauty-related products (Coty Prestige, Inc.), eyewear (Couteur Designs, a division of the Kenmark Group), china, crystal, silver and gifts (Wedgwood), fine jewelry (Rosy Blue Fine), Vera Wang suite (Halekulani Hotel), fine papers (William Arthur), intimate apparel (Charles Komar & Sons), flowers (FTD.com) and mattresses (Serta Mattress Company). In addition, Vera Wang on Weddings was published by Harper Collins in 2001. For more information in Vera Wang, please visit the company website at [www.verawang.com](http://www.verawang.com).

# # #