

Bed Times

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Industry News

Hollandia expanding retail in U.S.

Israeli bedding manufacturer Hollandia International is making a stronger push into the United States with a planned expansion of its own boutique stores and galleries within other retailers' stores.

The manufacturer currently owns three boutique stores in the Northeast, opening its first 18 months ago. A gallery is planned for the European Sleep Leader store in West Palm Beach, Fla. Other potential Hollandia locations, including one in the SoHo area of New York, are in negotiation.

Hollandia produces custom-made mattresses designed by the customer with the help of a retail sales associate. Retail prices range from \$6,000 to \$50,000. The beds are made in Israel



Store plan Hollandia International, a high-end mattress maker headquartered in Israel, plans a new gallery in West Palm Beach, Fla.

and delivered to U.S. customers six to eight weeks later by personnel clad in white and carrying a bouquet of roses.

Many Hollandia beds have safety-

oriented, adjustable foundations and are designed so that each partner can adjust one side without losing sight of his or her sleeping partner.