

# BEDDING & SPECIALTY Bedroom

THE SLEEP RETAILER'S MAGAZINE

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## Hollandia Introduces Sleek Modernism to Sleep Innovation

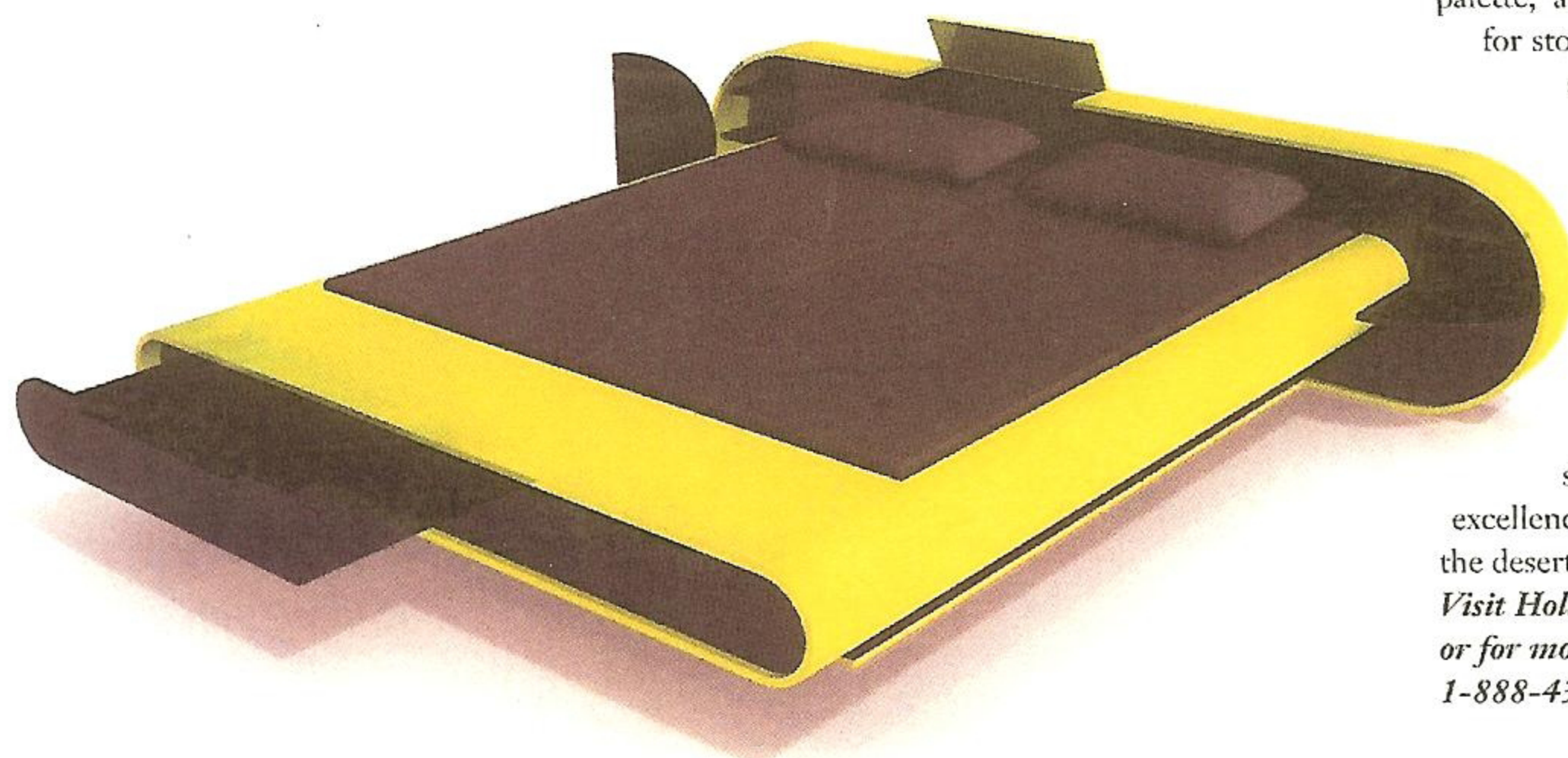
Since its inception, Hollandia International has staked a claim in the industry as an innovator, inventor, and a purveyor of luxurious sleep and relaxation systems. With an ever-evolving mix of solution-oriented products that give the consumer a mix of the practical and luxurious, Hollandia's ownership has continually pushed back at the mundane and tried to extend the definition of proper sleep. Now, Hollandia International and acclaimed designer, Ka-

rim Rashid have joined forces with the aim of rocking the bed industry.

Karim Rashid has become a world figure, recognized in so many venues for his varied projects; Mr. Rashid has created over 2000 world-class designs. Designing interiors, fashion, furniture, lighting, art, and countless other recognizable products, his obsession with shape and function has placed his work in 14 museums worldwide. With functional style as his base, Rashid is a rock

star in the design world and he is bringing his act to the World Market Center in Las Vegas on February 9-13.

The explosive combination of Hollandia's innovative sleep system with Rashid's sleek, modern, and compact design will debut in Vegas in the form of the NV. A decadent slice of sleek modernism, the smooth form and ergonomic features of the sleep system will make the NV a Las Vegas showstopper. With a special 3D fabric on the mattress, high-gloss finish on the deck, a bold color palette, an IPOD docking station, drawers for storage under the bed and headboard, and convertible nightstands, the NV sleep system appears in the Vegas desert like a craft rising over Area 51. With Hollandia's feature-packed adjustable base and two-sided latex mattress combination, the unveiling of this homage to thinking outside of the box will become a showstopper. When innovation and excellence collide, be ready for a big show in the desert that will upstage the conventional. *Visit Hollandia in Las Vegas at C-1350, or for more information, contact them at 1-888-432-BEDS. ❁*



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