

TODAY'S Consumer \$marts

with Janice Lieberman



High-end mattresses

What's more important to you? A good night's sleep? Or a good partner to sleep with? Aha...think it's a trick question? Mattress manufacturers are betting you care more about a good snooze than a good (fill in the blank). They also say "sleep" is the new trend: power naps, pills like Ambien (out of favor recently due to medical scares), aromatherapy, and massage ... anything to get you to have a restful night.

But what if it was easier than just relaxing in a warm bath and getting under some comfy covers? **Get ready for the latest innovation in mattress design.** Beds that cost tens of thousands of dollars. For real!

A company out of Sweden has just the rest you need: a mattress they call "*Vividus*." Retail prices? A mere \$59,750. Can you imagine getting into your bargain PJ's from a discount store and climbing into a 60K bed? The company thinks its bed is worth it. They say you sink into their mattress "in a perfect way, a bed that holds your body and provides perfect support, allowing for a truly comfortable sleep." Here's where the real expense comes in: Hastens says the top of the Vividus is made of hand-teased horsehair, cotton and wool. The horsehair is supposed to keep the support going for longer.

Hollandia a mattress maker out of Israel wants you to feel like a star in its \$30,000 "*Celebrity*" mattress. Hollandia's founder thought he could come up with a better way to sleep when his farming days were over because of a bad back. Hollandia's beds are not just beds, they are "sleep systems." "Each system comes with a 12-program massage, optional lush music, a flexible shoulder comfort zone, and customized seasonal sleeping - one side of the mattress is softer for an enveloping winter sleeper, while the other side of the mattress is more firm for a cooler summer sleep. Massage timer for automatic shutdown after 30 minutes." Sounds like dual hospital beds with a quarter massage option at a cheap hotel. Whatever...said to be the rage! Who knew we needed a "system" to catch some "Z's?"

Are you having nightmares yet about these crazy prices? Okay, let's dip down and only plunk down a mere 4 grand on a queen-sized mattress. Straight from Italy is the "*Maginflex*". It's supposed to last you 20 years. The company figures that's just 55 cents a night, way less than the cup of Joe that keeps you up all night. It's made out of foam and allows you to get along with your bed buddy because it's actually two twin beds put together. So each of you gets different

levels of softness or firmness. Ahh...at what price peace? If you think it sounds like a good deal, don't browse their "Gold" line; those mattresses are in the \$24,000 range.

But seriously folks, if you don't want to spend a year of your child's college tuition on a bed, or a down payment on a condo, or a car, there are plenty of choices for a happy sleep. **The average price of a mattress for regular folks is \$650.** You can find a nice Sealy; for example, a Posturpedic will run about \$799. That's the one that has the glass of wine in the commercial on TV that doesn't spill even when you twist and turn! Its gimmick is a memory foam that gives the customer a plusher more comfortable feel, or so says Sealy.

So if you would rather save your money for college, a car, a condo, or even wear some really great jewelry around your neck, stick to buying a regular mattress. You need to go in, lie down, and try out the mattress. You will need a new one every 10-15 years whether you spend \$650 or \$60,000. Well, anyway...I guess a gal can always dream!

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