



Ultra Luxury Bed Maker Opens First Mall Store

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Hollandia International, which manufactures luxury adjustable beds costing up to \$50,000, has opened its first retail store in the United States at Pennsylvania's King of Prussia Mall.

As part of the store's grand opening on March 3, Hollandia will give away a heart-shaped adjustable bed with built-in massage and other features that push its price to \$20,000. According to the announcement, the company's adjustable beds use latex and exotic materials that include a cover of soft Aloe Vera fibers.

The 1,200-square-foot store is one of 50 locations Israel's Hollandia operates worldwide. The company also operates a location in a Philadelphia design center and plans to open additional stores in the Northeast. In announcing the King of Prussia store, Hollandia Chief Operating Officer David Ashe said, "Now discriminating shoppers from across the country can experience for themselves the relaxation, rejuvenation and near-weightless sleep of the Hollandia adjustable bed system. After just a few minutes on our Gravity Zero mattress, they'll never want to sleep on a flat inner-spring mattress again."