

PHILADELPHIA STYLE

FALL 2010

CHIC SLEEP

Offering an array of high-end sleep systems, Hollandia International recently opened its US headquarters in Old City. “We selected Philly in part because of the city’s fashion-forward sensibility and flair for design,” says Avi Barssessat, Hollandia International’s CEO. Looks like the brand, whose Executive bed—marketed as “the BMW of the bedroom” for its retractable, flat-panel HDTV, pressure-relieving adjustable mattress, massage features and \$20,000 price tag (for a queen)—is banking on the hope that Philadelphians take their sleep very seriously. *149 N. Third St.; hollandiainternational.com*

