



## IndustryNews

# Hollandia offering custom colors for designer bed

Luxury bedding producer Hollandia International is offering custom-blended colors for its designer frame, the Glow by Karim Rashid.

“Consumers are limited only to their imagination in choosing colors for the Glow’s lacquer finish,”

said Avi Barsessat, chief executive officer of the company, which has headquarters in Sderot, Israel. “We are even offering customizable patterns, logos or graphic motifs, giving consumers a never-before-seen opportunity to design their own Karim Rashid bed.”

The Glow by Karim Rashid has an ultra-modern, compact design with hidden drawers for storage at the foot of the bed and in the headboard. Cabinet doors in the headboard swing out to create side tables. Each piece is signed by Rashid, an award-winning interior and product designer.

The complete Glow sleep system has a suggested retail price of \$7,699 in queen size with a flat foundation; \$12,699 with an adjustable foundation.