



## **SIMMONS (SOUTHEAST ASIA) PTE LTD**

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### **SIMMONS GALLERY EXPANDS TO TAMPINES 1 - REACHING OUT TO THE YOUNG, SOPHISTICATED & UPCOMING**

*Better Sleep is now closer to your doorstep with Simmons' first Simmons Gallery in the East*

**Singapore, 09 May 2009**

SINGAPORE 09 MAY 2009 - Simmons expands and aims to further stimulate the Singapore economy to boost retail business with its first store in the East, Simmons Gallery, Tampines 1. Simmons Gallery, Tampines 1 will deliver undisturbed sleep experience to the 315,000 residents in Tampines, including 15,000 PMEBS working in the area.

Opened on 9 April 2009, Simmons Gallery, Tampines 1 is officially launched today. It showcased its luxurious one-stop bedding store in the eastern part of Singapore. Measuring 2,163 square feet (approx. 201 square metres), it has a capacity to display to 14 mattresses ranging from Beautyrest® to BackCare® to Simmons most premium, top-of-range Beautyrest Black™.

"We have selected Tampines 1 for its strategic location. It is located in the heart of Tampines Regional Centre, next to the Tampines MRT station and bus interchange. It is also a stone-throw away from the recently launched The **Premiere@Tampines**, Singapore's first condo-style public housing built by a private developer, making it an ideal retail location," commented Mr. Casey Teh, Director of Simmons (SEA) Pte Ltd.

Mr. Teh further added, "Simmons believes that the positioning of Tampines 1 as the mall for the YSL – Young, Savvy and Lover of all things new, is aligned with Simmons' goal of reaching out to the young, energetic, vivacious, and the up and coming Simmons customers. With this shared belief, Simmons is confident of creating a brand desire amongst its younger audience so that they will own a Simmons now or in the near future. Being at Tampines 1 also allows Simmons to provide sleep solutions and its renowned quality mattress accompanied with its best retail services for the residents of Tampines and the peripheral regions like Pasir Ris, Simei and Bedok.

Simmons Gallery, Tampines 1 is designed to be lifestyle with a tinge of history to give customers an understanding of the long-standing brand name, Simmons. Fronting the entrance is a greenery concept to arouse customers' curiosity and invite them to "step-in" and explore. Interior setting is a juxtapose of natural wood with leather materials and soften with organza drapes. There is also the clever use of lights to bring out a cosy and warmth room concept, a signature of Simmons Gallery since its revamp in Y2005. Keeping another of its key store signature, Simmons Gallery, Tampines 1 delivers total privacy and comfort to customers while trying the mattresses.

Using light, glass dividers and full glass windows dressed with organza drapes, designer, Victor Low of Axial & Planes explained Simmons Gallery, Tampines 1 will project a soft yet inviting appeal. He has creatively used glass as bed divider to bring on an exclusive feel. "The lights shining onto the glass will create a glowing effect which is beautiful," commented Victor. Between the two glass-bed dividers are bamboo and twigs bringing on a perfect balance of form and function.



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Readily available to serve the customers are our trained Simmons retail consultants. They will be able to dispense sleep advices and mattress shopping tips to customers who walked in to try and to select their mattress. "The soothing, relaxed and sleep-enticing ambience gives customers enough time and space to explore the wide selection of varied mattress models," affirmed Mr. Teh.

With privacy as a key in designing Simmons Gallery, you will feel at ease in trying out mattresses at Simmons Gallery. You can lie down in your most comfortable sleep position, for at least 10 minutes before you decide which mattress is most comfortable and provides good support. Shopping at Simmons Gallery, Tampines 1 is an experience that is heavenly and you will be tempted to bring a piece of Simmons home and luxuriate on your Simmons bed.

### ABOUT SIMMONS

Maker of Beautyrest®, BackCare® and Connoisseur™, the Atlanta-based Simmons Company entered the Singapore market in 1977. In Asia, the license to manufacture, distribute and market Simmons is owned by Simmons Japan Co., a full subsidiary of Nifco Group, a public listed plastic fastening company headquartered in Japan with a diverse business portfolio, which includes the Japan Times. Simmons (Southeast Asia) Pte Ltd, which was set up in 1993, reports to Simmons Japan and is the headquarters to 23 countries in Asia. Simmons (SEA) aims to be the leading bedding company with regional dominance. Simmons (SEA) has stores over eight countries in Asean regions and South-Asia region. Driven by the passion for better sleep, Simmons (SEA) strives to consistently deliver innovative products of premium quality, to provide a unique customer experience and overall total satisfaction to our consumers and continues to be committed to the relentless pursuit of developing superior quality mattresses to ultimately deliver better sleep.

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