



For immediate release

“An Evening at the Gallery with Simmons” Unveils the World’s Premier Bedding Products

Simmons, a pioneer and a world's top brand in the bedding industry, was hosting a party titled “An Evening at the Gallery with Simmons” today (March 28, 2012) in celebration of the opening of its flagship store in Thailand -- “Simmons Gallery” at 5th Floor, Zone B of the Central World.

Led by Mr Casey Teh, Managing Director of Simmons (Southeast Asia) Pte, Ltd, the event was graced by Khunying M.L.Piyapas Bhirombhakdi who officiated at the opening ceremony and Mr. Masafumi Ito, President of Simmons Asia from Japan who flew in especially for the occasion. And also turning up with congratulatory messages were dignitaries, diplomats, celebrities and Mass Media Corps. Among them were socialites namely Mr. Ongart Auapinyakul, Ms. Suchanya Thanalongkorn, Ms.Thitima Sriuthaisiriwong, Ms.Sirirat Jarusombat, and recording artists and entertainment celebrities including Mint Ardhawadee Jiramaneeikul, Aui Buddha Bless, Tina Supanat Jittaleela and Zara Blattler.

“As a firm believer that the mattress one sleeps on can make a difference in one’s wellness, we have always striven to outdo ourselves in offering our customers the unique experience of a restful sleep. Plans for the future include continued consumer sleep education efforts and further development of new technologies that will help people everywhere achieve quality sleep. It is therefore a great pleasure for us to share this unique experience with all our Thai customers,” said Mr Teh in his opening speech.

Also being introduced on this occasion was the “Beautyrest Black”, a new 'ultra luxurious mattress from the "Beautyrest" line. Priced at THB 888,000, it is the epitome of luxurious sleep. The Beautyrest line was conceptualized in 1925 and it won the support and approval of renowned innovators Henry Ford and Thomas Edison as well as First Lady Eleanor Roosevelt, and evergreen star Dorothy Lamour. It was then dubbed “Millionaire Sleep”.



Other highlights of the evening were a mini-concert by Thailand’s Got Talent 2011 winner Myra Maneepatsorn Molloy; duet music by wellknown flautist Kalaya Pongsathorn & Friend, dance show “Three Countries of Origin” from Dari Art and a grand raffle of a Queen Sized Simmons Mattress. Floral Artist Sakul Intakul lent a hand in creating flower decoration for the occasion while Hunny Cholpana Narula acted as emcee of the evening.

At Simmons Gallery, guests are invited to try the myriad of mattresses displayed – from Japan– and Canada– made BackCare aimed for better support to US-made Beautyrest mattress for uninterrupted sleep for two persons. In addition, customers also got a chance to relax on the fully-imported Norwegian recliners, Fjords. Suitable for study room and bedroom, each recliner aims to provide a comfortable seating experience.

From now on, with the variety of mattresses, Simmons Gallery introduces Thai consumers a chance to connect with Simmons with The Definition of Sleep.

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About Simmons (SEA) Pte Ltd

Simmons Bedding Company is one the world largest mattress manufacturers, based in Atlanta, USA. It was founded by Mr. Zalmon G. Simmons since 1870. Through the 140 years long heritage, Simmons has introduced technological innovations like the Beautyrest® Pocketed Coil® spring mattress, the Hide-A-Bed® product and HealthSmart™ bed. Simmons is the maker of Beautyrest®, Beautyrest Black®, BackCare® and Connoisseur™, among others. With our belief in Better Sleep Through Science™ programme, Simmons is committed to constantly research, develop and create better beds to deliver better sleep. Also Simmons aims to work continually with medical and industry experts to educate the public on the importance of quality sleep and the impact that a lack of it can have on our lives. Ultimately, Simmons hopes to help consumers achieve a better quality of life.

In Asia, the license to manufacture, distribute and market Simmons is owned by Simmons Japan Co., the headquarters to 23 countries across Asia. Simmons Japan is a full subsidiary of Nifco Group, a listed multinational company headquartered in Japan with a diverse business portfolio. Simmons Southeast Asia Pte Ltd, which was set up in 1993, reports to Simmons Japan directly.



Media Contact:

Michelle Anne Ng

Simmons (SEA) Pte Ltd

Tel:(65) 6290 9221

Siriporn Nurukkhe

Simmons (SEA) Pte Ltd

Tel: (65) 6294 2278

Chyada Charoensak

Syllable Co., Ltd.

Tel:(66) 254 6891

Kanchana Nongsai

Syllable Co., Ltd.

Tel:(66) 254 6891