



**SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED**

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# NEWS RELEASE

*Simmons introduces Simmons Studio in Northern Singapore To Reach Out To Younger Audience & As Part of Forward Planning in line with the Thomson-East Coast MRT Line*

**Singapore, For Immediate Release** – As part of forward planning, Simmons has made its mark in the Northern part of sunny Singapore with the introduction of Simmons Studio in Thomson Plaza. Targeting at young couples and families, the range of products feature at Simmons Studio includes best-sellers and entry models that are within an affordable price range. The products available include bedding accessories, fully imported models from Japan and the ever popular BackCare® Series.

Simmons Studio is an entirely new concept. It has a minimalistic look with underlying tones of grey to complement the whites. A specialty bedding retail store, Simmons Studio has an open-door concept to welcome its customers. It is built to be approachable and customers will have ease of stepping in. One can also be assured of similar service level at Simmons Studio.

With new MRT lines, there will be more traffic flow to this area where it has both private residential estates and public housing. It is a good catchment as it presents great opportunities. Simmons Studio, Thomson Plaza measures 1,216sqft and is located at 301 Upper Thomson Road, #01-24/25/32/33, Singapore 574408. Tel: +65 6266 6282. Operating hours are from 11am to 9pm.

### End ###

## **About Simmons (SEA) Pte Ltd**

Atlanta-based Simmons Bedding Company is one of the world's largest mattress producers with more than 145 years of heritage. Maker of Beautyrest®, Beautyrest Black® and BackCare®, and also the preferred hospitality partner amongst world-renowned hoteliers, which include Westin Hotels, Starwood Group of Hotels, Resorts World Sentosa, Marina Bay Sands and Shangri-la hotels, Simmons is committed to constantly research, develop and create better beds to deliver better sleep. It is Simmons' goal 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. Simmons is committed to developing superior mattresses to promote a higher-quality sleep, ensuring consumers around the world are having A Rest Above The Rest.



LIVING LIFE FULLY CHARGED™



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