



## SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

100 BEACH ROAD #14-07 SHAW TOWER SINGAPORE 189702  
tel +65 6294 2278 fax +65 6293 0002 email [simmons.sea@simmons.com.sg](mailto:simmons.sea@simmons.com.sg)  
[www.simmons.com.sg](http://www.simmons.com.sg) Co. Reg. No: 199303272D

For Immediate Release

### Simmons Introduces 45winks Nap Concept at New Flagship Simmons Gallery

*45winks is inspired by research findings which conclude that Professionals, Managers, Executives and Businessmen (PMEBs) in Singapore are sleep deprived*



**SINGAPORE, 27 June 2019** – Simmons, the world's leading premium mattress brand, has unveiled its new flagship gallery at Capitol Piazza today. Designed by award-winning and highly acclaimed interior designer Mr. Peter Tay, the space features posh interiors and a relaxing ambience. Mr. Tay who won the 'Designer of the Year' at the President's Design Awards in 2014, is most well-known for designing the homes of international celebrities such as Zhang Zi Yi, Wang Lee Hom and Zoe Tay.

The gallery which is the epitome of modernity, not only features his trademark "reflections" theme, it also portrays the intricate elements of contemporary luxury, with the creative combination of high ceilings, chandelier lighting, accessories and colour tone used. The space exudes a tranquil and soothing ambience, reflecting the brand's commitment to innovation and technology.

Commenting on the collaboration with Mr Peter Tay, **Mr. Casey Teh, Managing Director of Simmons (SEA) Pte Ltd** shared, "We are delighted to have had the opportunity to work with Peter as he has successfully transformed our vision into a stunning reality. With the ambition of creating a concept of style and sophistication, the new Simmons Gallery is in a class of its own and a great representation of Peter's design expertise."

With the launch of the new gallery, Simmons has also introduced a brand-new nap concept, aptly named – 45winks. The concept of 45winks is based on the science of sleep and how it contributes to peak performance at work. The first-of-its-kind in the industry, the service aims to provide sleep-deprived professionals an option to enjoy a comfortable 45-minute, hotel-quality sleep experience, in the comfort of their private suite. Offered exclusively at their flagship store in Capitol Piazza, each of the three 45winks suites is creatively named WOW, LIT and OMG. Each suite features mattresses with different firmness feel – firm, medium, plush – and have mood lights which can be adjusted to suit each guest's





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preference and help them fall asleep. To enhance the entire experience, guests are also treated to luxurious pillows, bed sheets and pyjamas.

After a well-rested 45 minutes, guests will wake up feeling refreshed and energised, complementary to the brand's vision of 'Sleep Performance, the New Performance'. While the concept was inspired to provide a sleep solution that was never offered before, the intricate details of the service was based on research findings that confirmed the correlations between sleep and work performance.

"Research has shown that naps of 20 to 45 minutes are known to increase alertness, improve cognitive memory processing, and boost emotional and procedural memory to aid creativity. As advocates for better sleep, Simmons believes that napping is part of a good sleep hygiene cycle, especially for urban dwellers. This inspired us to create the 45winks concept, which offers our guests, 45 minutes of uninterrupted rest, for the perfect power nap to recharge and spring back into action. Naps are also known to help reduce stress, lower the risk of heart attack and stroke, diabetes and excessive weight gain", said **Mr. Casey Teh, Managing Director of Simmons (SEA) Pte Ltd.**

With the launch of 45winks, Simmons aims to alter the perception of sleep and power naps among working professionals, and instead highlight how it is essential for high performance productivity at work.

45winks by Simmons is now available daily from 10.45am to 7.00pm at the Simmons Gallery located at 13 Stamford Road, #B2-40-42 Capitol Piazza, Singapore 178905. The service can be pre-booked via the 45winks microsite (<https://45winks.simmons.com.sg/>) or its service hotline at (65) 6385 3966. The flagship store at Simmons Gallery Capitol Piazza operates from 10.30am to 9.00pm daily.

### End ###

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

Simmons is one of the world's largest mattress producers with more than 149 years of heritage. Maker of Beautyrest®, Beautyrest Black® and BackCare® mattresses, Simmons is also the preferred hospitality partner amongst world-renowned hoteliers, which include Westin Hotels, Marriott Group of Hotels, Marina Bay Sands, Shangri-la hotels and Frasers Hospitality Group.

In Asia, the license to manufacture and distribute Simmons products is owned by Simmons Co. Ltd. Japan, a subsidiary of Nifco Inc., a plastic fastening company which is listed on the Tokyo Stock Exchange with a diverse business portfolio, including the Japan Times. Simmons Co. Ltd. Japan owns the perpetual licence to 22 countries in Asia, including Singapore. Simmons edged its presence in Singapore in 1977 and in 1993, Simmons (SEA) was set up.





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Simmons is committed to developing superior mattresses to promote 8 hours of high performance sleep for our consumers. Because with Simmons Beautyrest innovations and technology, Sleep Performance is the New Performance.

**For more information, kindly contact:**

PR Communications Pte Ltd

Marion Yong  
Tel: 6227 2135  
HP: 9643 4898  
[marion@prcomm.com.sg](mailto:marion@prcomm.com.sg)

Shannon Teo  
Tel: 6227 2135  
HP: 9049 2428  
[shannon@prcomm.com.sg](mailto:shannon@prcomm.com.sg)

Simmons (SEA) Pte Ltd

Michelle Anne Ng  
Tel: 6290 9221  
HP: 9674 8961  
[michelle.ng@simmons.com.sg](mailto:michelle.ng@simmons.com.sg)

Eugene Lau  
Tel: 6290 9217  
HP: 9017 6517  
[eugene.lau@simmons.com.sg](mailto:eugene.lau@simmons.com.sg)

Atricia Chan  
Tel: 6290 9238  
HP: 9450 6268  
[atricia.chan@simmons.com.sg](mailto:atricia.chan@simmons.com.sg)

Ang Wei Jie  
Tel: 6290 9222  
HP: 9846 8516  
[weijie.ang@simmons.com.sg](mailto:weijie.ang@simmons.com.sg)

