Carpe Diem Beds opens the doors to their first own store and launches a comprehensive concept focussing on bedroom design

The Swedish bed brand now opens the doors to its first flagship store ever. In connection with the opening, a new retail concept is rolled out, echoing through all of the brand’s channels, with the aim of getting closer to the end consumer. The new store in central Stockholm thus offers customers everything for the bedroom; from sleep consultation, customized bed design to bedroom accessories for unwinding and relaxation.

In 2017, Carpe Diem launched the brand’s development which now results in a new era with an updated visual identity, stronger digital presence in its own channels and a physical store. The brand’s vision is to always be at the forefront when it comes to combining luxurious comfort with stylish design. Carpe Diem wants to offer a complete solution for the bedroom, a development that requires an updated platform for taking the next step in the form of an own store. This will become the hub and a meeting point for a more vivid brand, something that goes against the prevailing retail trend.

*“Since 2017, we have made a comprehensive retake on Carpe Diem Beds in order to enhance the brand experience and the feel of Carpe Diem Beds as a brand. This is the first step in an expansion, where we want to start from our existing markets in order to take the concept further worldwide”, says David Zettergren, CEO, Carpe Diem Beds.*

With good sales and strong growth within wholesale, the company wants to establish a closer contact with the customer in its own store. The store’s sleep consultants will guide customers to the ultimate bedroom solution based on desires and needs, with the standpoint that each sleep is unique as well as each bedroom solution. The store is divided into four zones; from idea and desires to design, feeling and individual testing of the bed. The vision is that the bed should be the element in the home that you have the best and strongest relation to.

*“In Sweden, every fourth adult person suffers from sleep problems, mainly due to stress and anxiety. We need at least seven hours of sleep per night to recover, process thoughts and impressions. We consider that the most important time in the bedroom is when we wind down and get ready to sleep. That moment is associated with calming, reflective and sensual values – something that we want to take on and have chosen to build our world around”, says Linda Schori, Head of Brand & Marketing, Carpe Diem Beds.*

With the new store, the UNWIND concept is launched and with this, Carpe Diem Beds wants to make not only the bed but the entire bedroom the place where you relax. It also extends the range of products and bedroom accessories that will help the unwind process. The bedroom accessories are launched across all sales channels and meet the brand promise of offering Swedish Luxury – Premium products respecting the environment, manufacturing, quality and design. The range includes kimonos and sleep masks of 100% mulberry silk, sheets, several qualities of duvets and pillows, as well as scented candles suited for relaxation and to give a tranquil start to the day.

Carpe Diem’s flagship store was designed by the Carpe Diem Beds Retail Design team. The 180 m2 store opens on October 17th, and is located at Humlegårdsgatan 22.

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*Carpe Diem Beds is a Swedish bed manufacturer based in Lysekil. The beds are built according to Swedish handicraft tradition using preferably Swedish materials and are made for maximum pressure relief in combination with timeless design and a conscious environmental strategy. Carpe Diem Beds are available through retailers in some twenty countries worldwide. Headquarters and production are based in Lysekil. The company has 60 employees and had a turnover of approximately SEK 186 million in 2018. All beds from Carpe Diem Beds are eco-labelled with the Swan.*

Carpe Diem Beds – A part of the Hilding Anders family