**Carpe Diem Beds launches a new 'statement collection' in velvet**

**The design collaboration between Carpe Diem Beds and Designers Guild continues. The new 'Dream Collection' draws inspiration directly from the fashion and design world. The outcome is a continental bed with a magnificent headboard - covered in the exclusive velvet fabric *Zaragoza*.**

'Dream Collection' consists of continental bed 'Sandö', with the patented Contour Pocket System, and the headboard 'Tornö', which is now released in a limited edition with velvet fabric from Designers Guild. The collection comes in four exciting trend colours, all of which goes into a cool and sober colour scheme of purple, dark blue, ocean blue and grey.

'Tornö' adds new elements to the traditional headboard and frames the bed in an elegant manner. With an impressive height of almost two meters, it combines a stylish design with a soft sense of maximalism.

Linda Schori, General Manager of Carpe Diem Beds of Sweden:

- This is a concept that is really ‘on trend’ right now. A bed covered in velvet fabric is equally daring, trendy and luxurious at the same time. The bed with its headboard is definitely a 'centerpiece' of the bedroom. It attracts attention for its size and shape, and appeals to trend-conscious who want to stand out from the crowd.

The collection is the first step in a new design strategy for Carpe Diem Beds, which in future will introduce more exciting bed models and design concepts. The ad campaign for 'Dream Collection' is the first to show the updated brand communication, which has been clearly linked to fashion and design. Model Maria Palm is the face of the campaign, which is photographed by fashion photographer Linus Morales.

'Dream Collection' reaches selected stores and dealers in Sweden and Europe on May 24th 2017.