

# Vi-Spring Launches The Majesty Exclusively to Harrods

Submitted by: Thinc PR (JBA Public Relations)

Tuesday, 16 June 2009

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British bed-maker Vi-Spring has launched its latest design, The Majesty, exclusive to Harrods. Priced at £52,000 for a 217cm x 215cm (7ft) set, including mattress, divan, headboard and scatter cushions, the Majesty is made entirely by hand and filled with more springs and sumptuous natural fillings than any other Vi-Spring.

Mike Meehan, Managing Director of Vi-Spring, said: "We spend a third of our lives asleep, so purchasing a bed is an important decision and should be seen as an investment. More and more customers are realising this, and that only an uncompromising approach will do. We've designed The Majesty using our expertise and experience to provide customers with a life-changing quality of sleep."

Featuring 6,240 hand-nested springs (for 217cm x 215cm) in individual sewn calico pockets and topped with layers of silk, cashmere, blended lambswool and cotton, The Majesty mattress is partnered by the President divan. The divan is crafted from sustainably-sourced beech, and upholstered in fabric from the JAB ANSTOEZ elegant Grandezza collection. The Grandezza range combines high-class Jacquard fabric with lavish gold and silver prints in a selection of dramatic colourways, including Black, Amethyst, Jade, Crimson, Midnight, Cobalt and Conker.

As with every Vi-Spring, The Majesty is individually handcrafted to meet customer requirements in Vi-Spring's Devon workshop.

David Miller, Director of Home, Furniture, Sound and Vision and Toys at Harrods said: "The Majesty from Vi-Spring epitomises luxury and world-class craftsmanship. We are proud to be able to offer this experience exclusively to our customers."

To view the Vi-Spring collection and locate other Vi-Spring retailers around the country, please visit: [life-changing.com](http://life-changing.com).

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Editor's notes:

About Vi-Spring:

Vi-Spring believes that sleeping on the right bed can be a truly life-changing experience. All Vi-Spring beds are handmade to order in the company's workshops in Devon. It's an uncompromising approach, but because sleep is such a deeply personal part of life, it's really the only way to ensure that every bed is not only supremely comfortable, but also fits its owner like a glove.

Founded in 1901, Vi-Spring was the first bed maker to produce an interior sprung mattress using a system of individually pocketed springs that changed the way beds were made.

Vi-Spring has never wavered from its original philosophy of using the best craftsmanship and quality

materials to produce the finest beds in the world, and this is why Vi-Spring beds have been the only choice for anyone who demands the best for over one hundred years.

For further information:

For all press enquiries and further information about Vi-Spring, please contact:

Sally Bowles or Jane Bradley at JBA PR on: 020 7801 6255 or email: [sally.bowles@jbapr.com](mailto:sally.bowles@jbapr.com) or [jane.bradley@jbapr.com](mailto:jane.bradley@jbapr.com).

Hi-res images can be viewed and downloaded via the links below:

<http://www.jbapr.com/~jbaupload/MajestyDressed.jpg>

<http://www.jbapr.com/~jbaupload/MajestyUndressed.jpg>