

Vi-Spring Launches 'Natural Luxury', A New Collection of Exclusive Fabrics and Designs

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Bespoke British bed maker, Vi-Spring, celebrates the launch of its new range of mattress, divans and headboards for 2011, 'The Natural Luxury Collection'. Every Vi-Spring in the new range is defined by the very best natural materials that are used to fill and cover each one; from pure cotton and linen mixes through to the softest 100 per cent British fleece wool, and seductively indulgent silks.

Creative Director, Peter Sheppard said: "There is nothing more luxurious than truly natural materials and this is at the heart of the new Vi-Spring collection. Once again, Vi-Spring has upgraded its range, using traditional values and workmanship, which it has maintained for over 100 years.

"We've carefully sourced materials and created beds that look and feel incredible, resolutely avoiding the use of foam or glue in any of our mattresses. Vi-Spring's signature comfort and craftsmanship is, as always, unsurpassed with a choice of desirable, natural fabrics and fillings and exclusive designs."

New and totally unique headboard and divan bases are complemented by more than 100 of the finest quality fabrics in a variety of colours, prints, textures and designs. From chic and simple neutrals to bold statement fabrics, Vi-Spring introduces an extensive choice that effortlessly suits any interior design scheme, from classic to contemporary.

Managing Director, Mike Meehan, said: "We strive to ensure an uncompromising level of quality and luxury. Every Vi-Spring bed is, in essence, an original, designed and built around the customer's demands. The spring count, the natural fillings, the upholstery, the stitching, the colour, the fabric; each vital component is chosen by the customer and made individually to order, entirely by hand, to create beds that are life-changing."

To locate your nearest Vi-Spring specialist or for brochure and DVD requests please visit:
www.vispring.co.uk or call: 01752 355 100

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About The Natural Luxury Collection:

The natural materials used to fill and upholster the new range have insulating properties, that help maintain the body's correct temperature to keep you warm in winter and cool in summer. Breathable fibres also absorb moisture away from the body, releasing it into the air for a clean, fresh and hypo-allergenic sleeping surface.

Cotton

A simple and versatile natural fibre derived from plants, Vi-Spring's cotton beds have a homespun quality and are luxuriously soft to the touch.

Linen

One of the oldest textiles in the world, linen is renowned and valued for its exceptional coolness and freshness in hot weather; linen looks and feels wonderful against the skin.

Wool

A sustainable and renewable product, shorn from sheep annually, British wool will provide at current levels indefinitely. Easily recycled, wool also has the ability to biodegrade without harming the planet. Naturally flame retardant, wool is difficult to ignite and doesn't sustain burning and, most importantly, it won't generate toxic gases.

Silk

The ultimate in bedtime luxury, silk mattress ticking not only looks glamorous but is also proven to promote a rejuvenating and restful night's sleep. Silk harnesses the body's natural properties that help lock-in moisture, to create shine in hair and prevent facial fine lines. A naturally hypoallergenic fibre, silk is resistant to dust mites making it ideal for allergy sufferers.

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 vital and 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 has since 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.

The Vi-Spring Promise

If a Vi-Spring bed ever fails its owner through faulty workmanship, Vi-Spring will repair and replace it without question. Vi-Spring also promises that if, within 90 days from date of delivery, a customer is not happy with their mattress, it can be replaced for a more suitable one of softer or firmer tension, without question.

For further information:

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

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