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Magniflex unveils \$75,000 sleep set

David Perry -- *Furniture Today*, 2/1/2008 6:38:00 AM

Luxury bed features platinum fibers

LAS VEGAS – Italian bedding producer **Magniflex** has unveiled what it says is the world's most expensive and luxurious bed – a \$75,000 queen-size sleep set that features platinum fibers.

Don't have quite that much money? A pillow in the company's new Platinum collection retails for \$2,000, more than the price of most sleep sets sold in the United States.

Magniflex debuted the new products at the bedding-rich market here. They marked another step upward for the company that has already introduced mattresses with fibers fashioned from other precious metals like silver and gold. The Magniflex silver mattress retails at \$4,000 in queen, while the mattress fashioned from 22-karat gold thread retails at \$24,000.

"We've taken the quality, craftsmanship and innovation that we've always been known for to a whole new level with the Platinum collection," said Marco Magni, sales director for Magniflex. "In addition to being unreservedly comfortable, each piece is naturally thermo-regulating, anti-bacterial, odor-proof and anti-stress."

The Platinum sleep set, with two pillows, was displayed in the lobby of the World Market Center's B building Wednesday night for a market party. The company shows in Pavilion 3, space 208.

The mattress features black ticking, appropriate for a black-tie, luxury product, Magni said.

Production of the new Platinum sleep set will be limited to 10 sets.

"Instead of a new Mercedes, you can buy this bed," Magni said.

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