



SECRET LUXURY

HÄSTENS
BY SHONQUIS MORENO

'Crafting sleep since 1852' is Swedish brand Hästens' admirably straightforward tagline. For five generations, Hästens has been crafting sleep by handcrafting artisanal beds. A Hästens bed is made with natural, people- and planet-friendly materials, and without adhesives, chemicals, latex, foam rubber or automation.

As the brand's R&D Manager, Perla Munhoz Bovin is responsible for leading the research and development team, which develops new products and improves existing ones, researches sleep and their customers' sleep experience while using Hästens products and keeps the company on top of new materials and technologies.

As the popularity of organic products and handcrafting has swept the globe in recent years, the world is finally catching up with the company's own long-held values. If a Hästens' costs as much as a luxury car – between \$14,200 and \$108,000 – it is because it is an intimate luxury vehicle for sleep that will be handed down to the next generation. More importantly, it will determine the quality of a full one-third of your life. And that one-third? That one-third will determine the quality of the other two-thirds.

Q Considering Hästens has been making beds for nearly 150 years, what kind of R&D do you do today?

A Our success comes from the knowledge about sleep that we have collected over generations, our heritage of craftsmanship, and our ability to always combine new techniques with new discoveries. We have the legacy of creating perfect beds for the perfect sleep in an ongoing process. It never stops. We are obsessed with quality. When it comes to our product development, at Hästens, we have a saying that everything can be better, and we work systematically with all our materials and all our compositions.

Q After three years at Hästens, has your idea changed of what 'a good night's sleep' really is?

A After a good night's sleep, you wake up feeling rested, energetic, in a good mood and prepared to face the day, regardless what kind of day you're supposed to have. To get a good night of sleep, you need, of course, the perfect bed for you, the right sleep accessories like pillows in different softnesses, bed linens and duvets and also to maintain a daily sleeping routine: Make sure that you sleep in a calm, dark room. Exercising and a healthy diet affects the way you sleep too, so don't eat too late at night. The other things is: Nowadays, we are connected all the time. When you go to bed, don't bring any screens or devices to bed with you. To calm down and keep your mind off your to-do lists, read a nice paper book. The entire sleep space should be your temple, where you invest in your sleep.



Q How has the Swedish or Scandinavian view of Nature influenced Hästens' design?

A Here in Sweden it's a part of our culture to stay close to nature. We spend much more time outdoors than people do in other countries. We also place a huge importance on the choice of what we wear and eat, and what objects we use. When it comes to design, engineering and craftsmanship, especially as an old company with so much knowledge about natural fibers, nature plays a big role in everything we do. And our beds are made by the hands of craftsmen with experience passed through generations. As we see it, the work of the human hand is also the work of nature.

Q A Hästens could be considered a secret luxury. Are your beds the antithesis to conspicuous consumption?

A When you own a Hästens bed you feel that you are part of a secret members-only club of sleep. You spend your day walking around with a big smile, feeling rejuvenated, more focused than the tired people around you, who are just trying to get through the day. So yes, it's a luxury invisible to the people who don't see that beautiful object standing in your bedroom and also a gift that you carry with you all day long, of feeling well and being focused because you slept well.

Q Do you own a Hästens bed? Did it change how you sleep?

A Yes! I do! The first thing I did when I started working for Hästens three years ago was to buy a Hästens bed. My son has it now, and I sleep on a Luxuria medium, another Hästens bed, which I've used for six months. I've tested other models too, which are now enjoyed by others of my family. Since I started at Hästens, I have made sure that all the people closest to me sleep on a Hästens too. Even when I travel, I always choose a hotel that has our beds. In the past, during my life before Hästens, I used to move and turn a lot during the night, but now I sleep undisturbed. When you move a lot, it's because you're getting too warm or not finding the right position. In those cases, even if you don't notice that you're almost waking up, it affects your sleep badly and you live with that the following day. Nowadays, the feeling of being just the right temperature, finding my perfect position, and waking up feeling truly rested is indescribable.

