




**WE MAKE THE WORLD'S
BEST MATTRESS.™**

A nighttime photograph of the New York City skyline. The Manhattan Bridge is illuminated with warm lights, and its cables are visible. In the foreground, a brightly lit carousel is visible on the left. The city's skyscrapers are lit up, and their lights reflect on the water in the foreground. A semi-transparent beige rectangle is overlaid on the upper part of the image, containing the text "LIKE YOUR DREAM".

LIKE
YOUR
DREAM

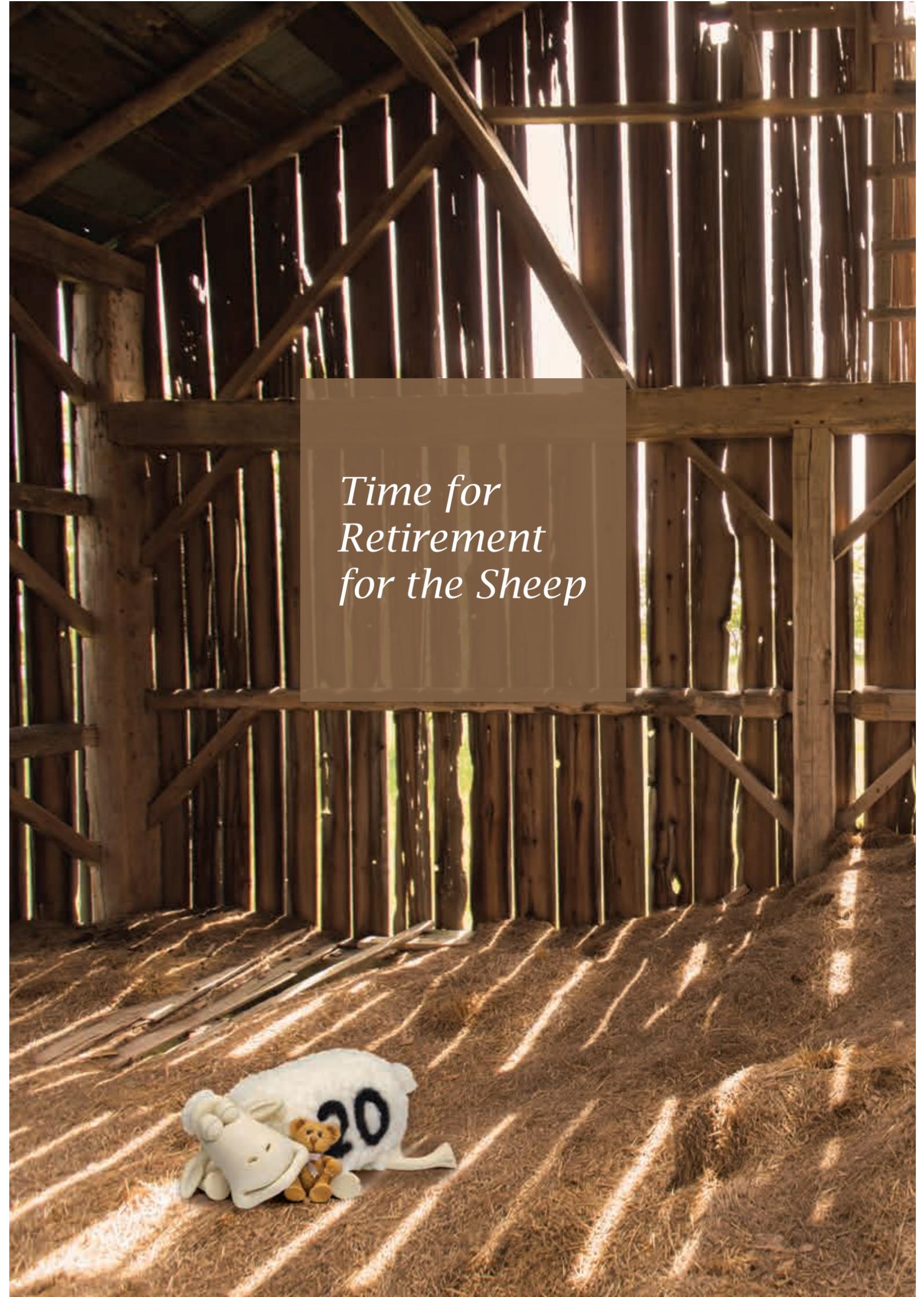
A vibrant, slightly faded photograph of a busy New York City street, likely Times Square. The scene is filled with tall buildings, numerous billboards, and yellow taxis. In the foreground, a yellow taxi is stopped at a traffic light, with a person standing next to it. The background shows a dense crowd of people and more taxis. Large billboards are visible on the buildings, including one for a beer featuring a large glass of beer and the text "It's a thing of beer". Another billboard for "SONY" is visible, with the text "AND WORK" below it. The overall atmosphere is one of a bustling, iconic urban environment.

"America's
Number One
Mattress
Manufacturer"



For more than 80 years, Serta has been consistently investing into the highest quality and most innovative features to ensure that every mattress manufactured delivers superior comfort and support. Throughout its history, Serta has been an industry leader in home decoration with an international reputation. Serta has been recognized as the best mattress manufacturer by women as well as the most recommended and best selling brand in US. Despite differences in life styles and sleeping cultures, Serta is an international brand able to meet customers' needs around the world.

The slogan "America's Number One Mattress Manufacturer" talks for itself. Serta is a true legend in the mattress industry. Serta's special collection includes classic, modern and avant-garde models. Owning a Serta mattress promises the level of comfort only found at hotels, and we can confidently say that you will stop counting sheep to fall asleep.



*Time for
Retirement
for the Sheep*

You know, it is a universal behavior to count down the sheep or to wait for the angles of the world of dreams as the untalented poets, waiting for the source of inspiration when we can not sleep.

But this behavior is not as easy as it seems and it does not always end up with success. If you are meticulous, this is even much harder for you.

You begin to think every detail from the color of the fence to the length of the grass, from the type of the sheep to their ideal weight.

The attention that you pay in order to count the sheep jumping over the fence correctly can interrupt your sleep more.

Moreover, things may not end up as you expect. After all this is a sheep: some may want to go underneath the fence, some may want to go along the fence. Some others may begin to rest on the green grass escaping from their task.

Evenmore, while you are trying to make sense about your boss jumping over the fence and running towards you, the sheep high jumping with a pole may confuse your mind.

Anyway, now it's time to leave all these behind and to make all the sheep retire.

Because the new collection of SERTA is a miracle of design and technology which doesn't require the sheep anymore.

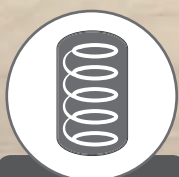
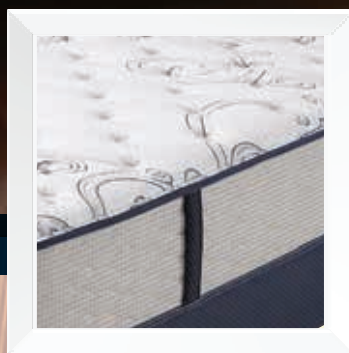
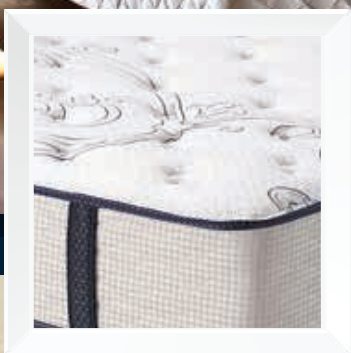
Discover it and enjoy it...



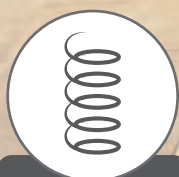




MATTRESS



5 zone
pocket spring
system



Multi Spring
System



Visco



Royalty



Comfort redefined...

Would you be interested in a mattress that literally memorises how you feel comfortable in bed? Equipped with viscoelastic foam, two separate spring systems and 12 layers Royalty promises amazing comfort without the need for a sprung mattress base.

-5 zone Pocket Spring System

- Revolutionary 5-Zone Pocket Spring System that supports the body from 5 different points.
- A system of springs inside independent pockets that promise lasting comfort.
- Couples of different weight, height and sleep positions can now sleep without disturbing each other.

Multi Spring System

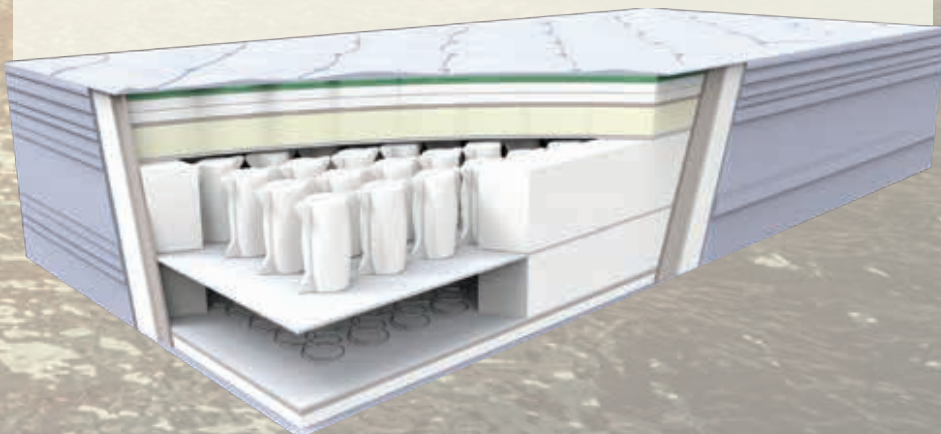
- A resilient and durable system developed for extended use with no sagging.
- Additional springs for equal weight distribution and pressure relief.

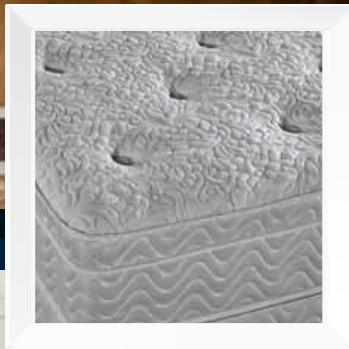
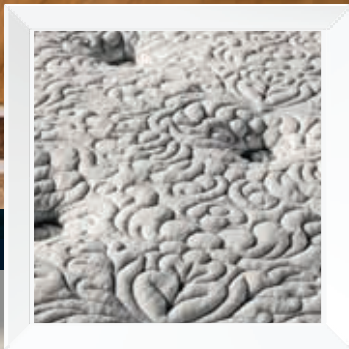
Visco

- Space-technology Visco material takes the shape of the body according to weight and temperature for ideal support in the lateral position.
- Promotes balanced blood flow and reduced circulatory problems.

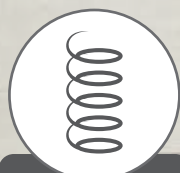
Hypoallergenic fabric

- Hypoallergenic woven fabric made from natural fibres.

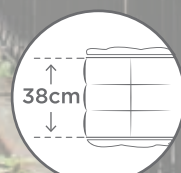




Nested
pocket spring
system



Multi Spring
System



Euphoria



Breath-taking softness...

Just one touch on Euphoria mattress makes you feel like you're touching the clouds. Aiming at excellence in comfort this mattress uses two different spring systems accompanied by Super Soft sponge layers to give the effect of a sprung mattress base. A balanced body pressure and embossed fibre surface provides ideal ergonomics and comfort.

Nested Pocket Spring System

- Custom design spring system that adapts to the body while maintaining the natural curve of the spine.
- 310 springs per square metre and an original coil weaving technique to provide ergonomics.
- A robust and an anatomic structure between upper and lower layers.

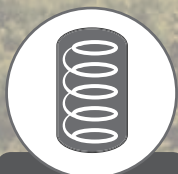
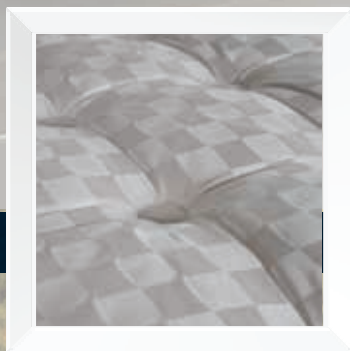
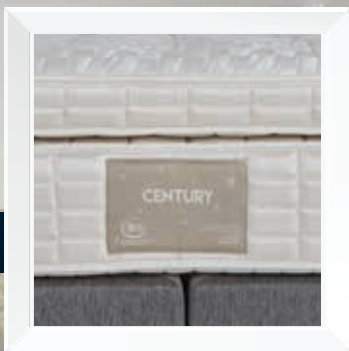
Multi Spring System

- A resilient and durable system developed for extended use with no sagging.
- Additional springs for equal weight distribution and pressure relief.

Jersey Fabric

- Custom hypoallergenic jersey filling for maximised air circulation.





5 zone
pocket spring
system



latex



37cm

Century



For a better and restful sleep...

Providing necessary support for the whole body, Century mattress helps to balance blood flow and decrease toss and turn. A hybrid mattress consists of Latex, silicon blend fibre, Hyper Soft sponge, white felt and interlining with quilted jersey fabric to maintain a balanced body temperature. Layers of varied thickness allow the body to rest ideally. Square patterned fabric is hypoallergenic as well as the mattress itself.

5 Zone Pocket Spring System

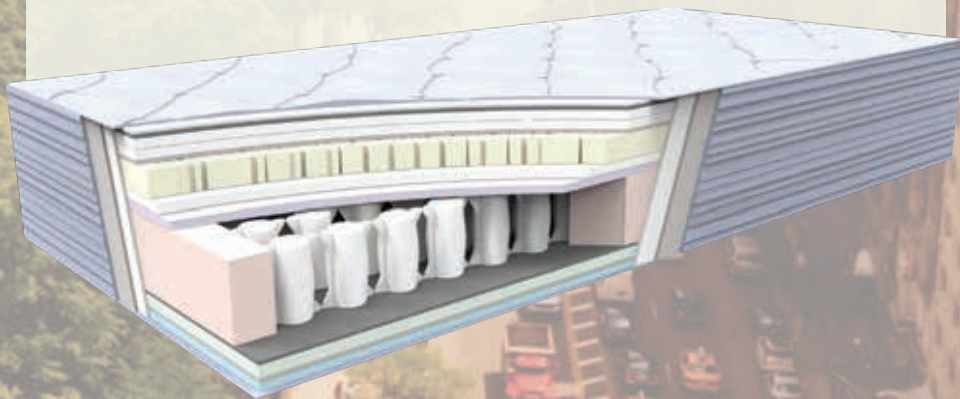
- Revolutionary 5-Zone Pocket Spring System that supports the body from 5 different points.
- A system of springs inside independent pockets that promise lasting comfort.
- Couples of different weight, height and sleep positions can now sleep without disturbing each other.

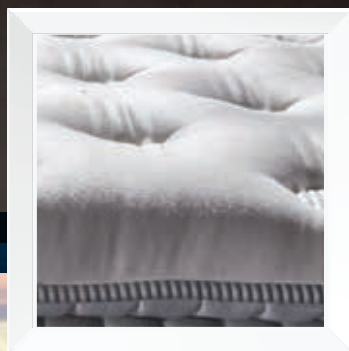
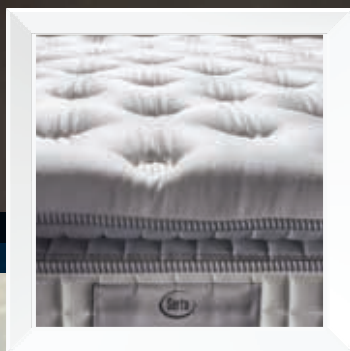
Latex

- Natural material made from rubber tree to promote air circulation, regulate temperature and ultimately provide a healthy sleeping environment.

Hypoallergenic fabric

- Hypoallergenic woven fabric made from natural fibres.





Pocket spring
system



Visco



37cm

Splendid



Comfort with a difference...

What if you had a mattress that would remember how you slept comfortably? Designed to enhance your sleep quality, visco filling is employed in Splendid mattress to embrace the body while providing adequate support in all areas.

Pocket Spring System

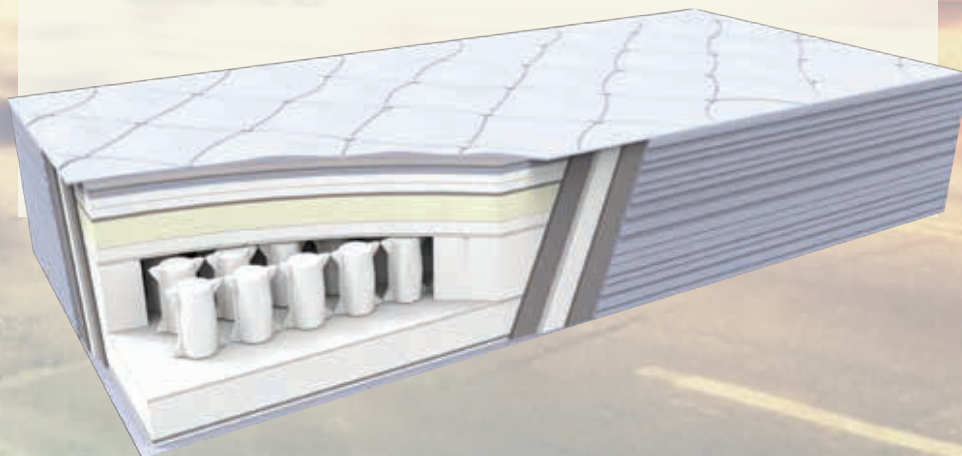
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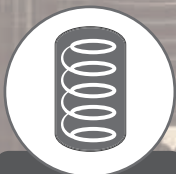
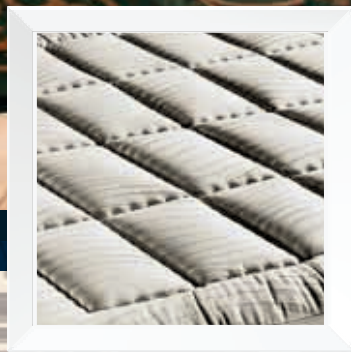
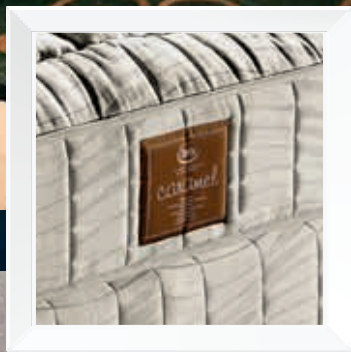
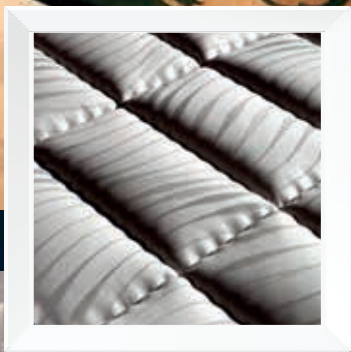
Visco

- Space-technology Visco material takes the shape of the body according to weight and temperature for ideal support in the lateral position.
- Promotes balanced blood flow and reduced circulatory problems.

Extra Padding

- Additional soft padding layer for exclusive comfort.





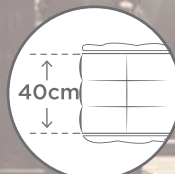
Nested
pocket spring
system



latex



Silk



Caramel



Heart-warming comfort...

The inevitable outcome of blending nostalgia and advanced technology... Silk jersey fabric allows air circulation while natural latex provides the support needed by the body. Pure silk invites you to indulge yourself along with a specially designed spring system.

Nested Pocket Spring System

- Custom design spring system that adapts to the body while maintaining the natural curve of the spine.
- 310 springs per square metre and an original coil weaving technique to provide ergonomics.
- A robust and an anatomic structure between upper and lower layers.

Silk

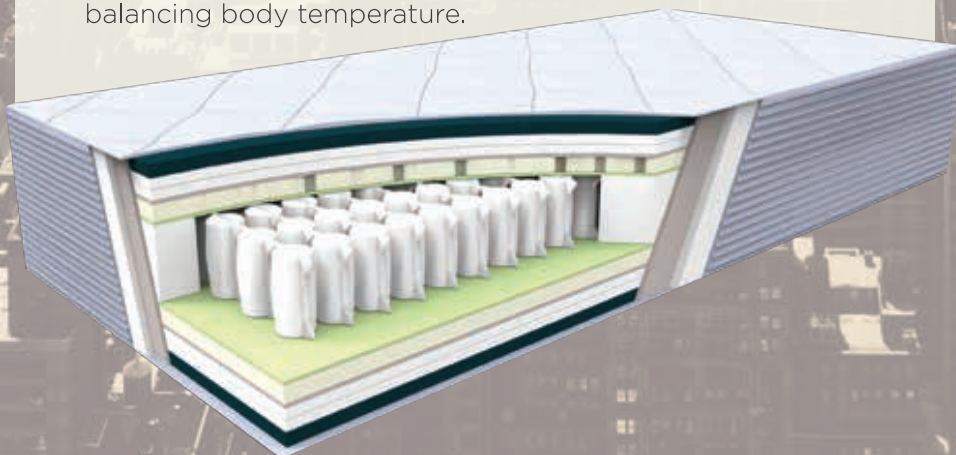
- Natural silk fibres to balance body temperature on hot nights.
- 12 kg. of silk used in total for this grand size bed.

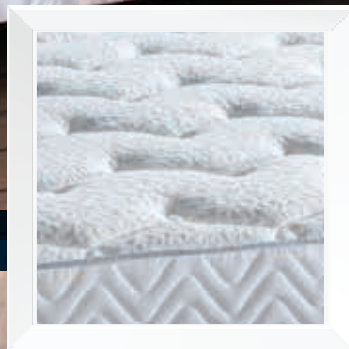
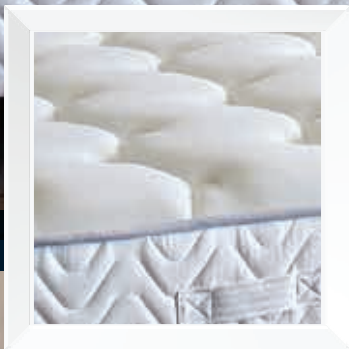
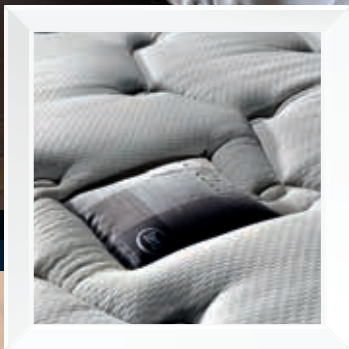
Latex

- Natural material made from rubber tree to promote air circulation, regulate temperature and ultimately provide a healthy sleeping environment.

Silk Jersey Fabric

- Breathable natural silk jersey to prevent sweating by balancing body temperature.





MiraCoil
Spring System



Visco



30cm

Majesty



An imperial sleep experience...

Combining continuous spring mesh and Hyper Soft sponge filling Majesty has been designed to provide ideal sleep conditions. Preferred by Hilton Worldwide, this mattress is fully adept at providing suitable conditions for a well-deserved rest. The rather addictive springy effect promotes better sleep and a rejuvenated feeling the following morning.

Mira Coil Spring System

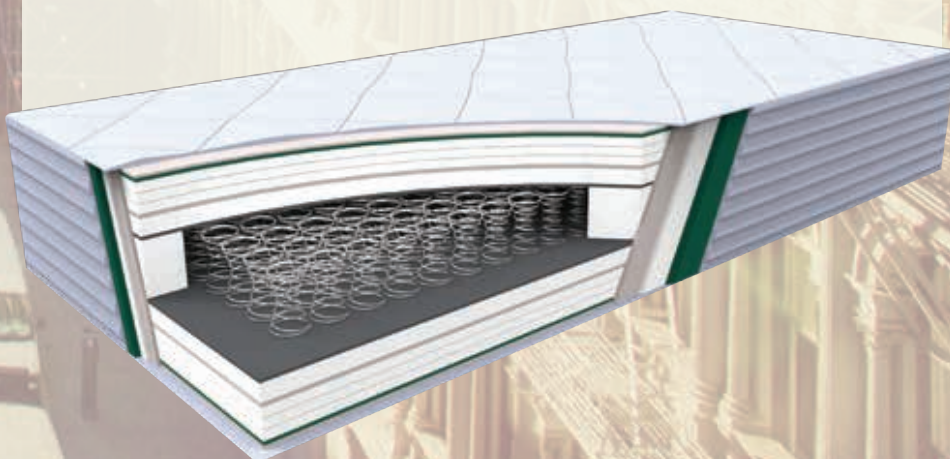
- Precision detection of different pressure points to encourage muscle relaxation and improve blood circulation
- Pressure relief for a comfortable night's sleep
- Durable custom-made spring mesh to support the body, evenly spreads weight across the bed and guarantee a comfortable sleep experience regardless of position.
- Less partner disturbance
- Zone support for perfect spinal alignment

Hypoallergenic fabric

- Hypoallergenic woven fabric made from natural fibres.

Dual Season

- Double sided for a cosy winter and cool summer sleep...





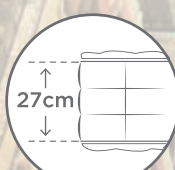
5 zone
pocket spring



latex



Visco



27cm

Perfect Sleeper Twin

Perfect Sleep can be yours!

Don't we all deserve a better sleep? You are a step close to experience the perfect sleep everyone desires and needs with this hybrid mattress combining visco and natural latex. Designed to overcome the most common sleep problems, Perfect Sleeper is here to be the solution. Breathable silk jersey fabric and latex-visco combination filling material creates the ideal formula for a healthy sleep.

5 Zone Pocket Spring System

- Revolutionary 5-Zone Pocket Spring System that supports the body from 5 different points.
- A system of springs inside independent pockets that promise lasting comfort.
- Couples of different weight, height and sleep positions can now sleep without disturbing each other.

Latex

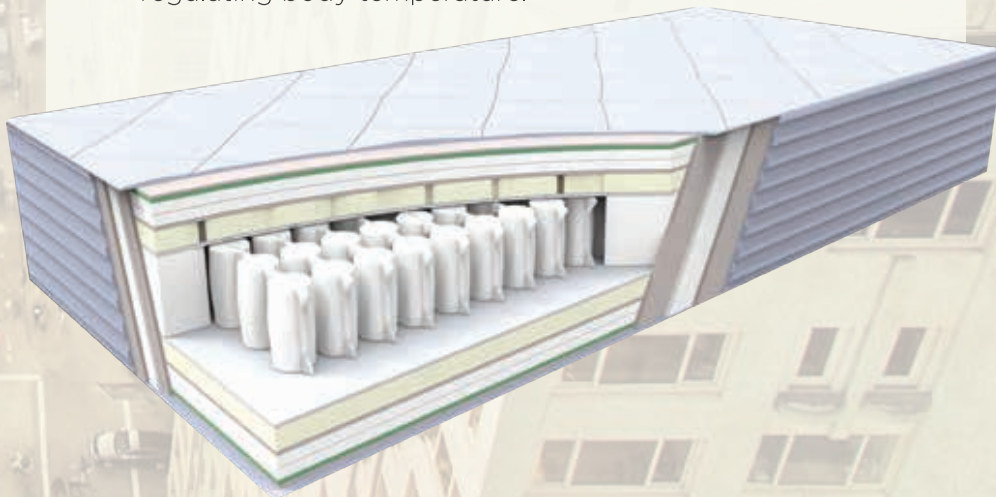
- Natural material made from rubber tree to promote air circulation, regulate temperature and ultimately provide a healthy sleeping environment.
- 7 cm thick latex layer on both sides.

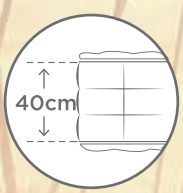
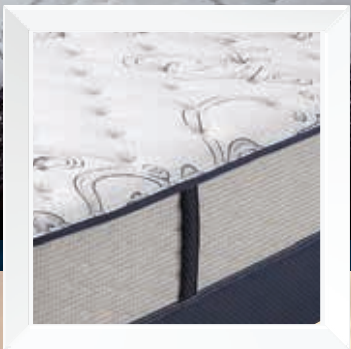
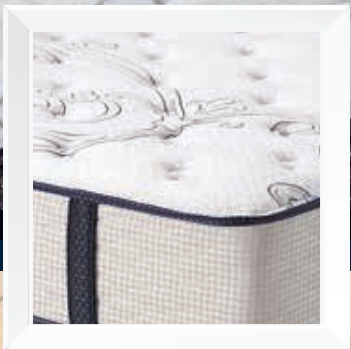
Visco

- Space-technology Visco material takes the shape of the body according to weight and temperature for ideal support in the lateral position.
- Promotes balanced blood flow and reduced circulatory problems.

Silk Jersey Fabric

- Breathable natural silk jersey to prevent sweating by regulating body temperature.





Pro Energy



A professional touch to sleep...

The first model in the ergonomically designed Perfect Sleeper collection, developed for the perfect sleep experience. Pro-Energy mattress consists of soft sponge layer on top and firm sponge layer at the bottom. Balances body temperature while reducing tosses & turns with pressure control. Continuous spinal support encourages an uninterrupted deep sleep and rejuvenated feeling the following morning. The softness of the custom made extra-padding containing memory foam and gel filled visco guarantees unequalled comfort. This moderately firm mattress can optionally deliver a firmer sleeping surface by including an additional 500 gr of felt.

Pocket Spring System

This is a system of springs inside independent pockets that promise lasting comfort. So that couples with different weight, height and sleep positions can sleep without disturbing each other.

Visco

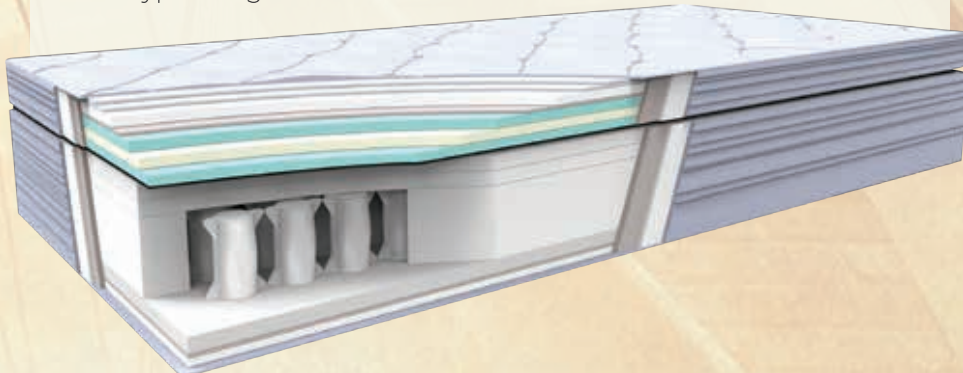
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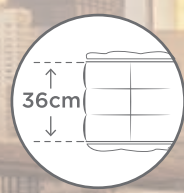
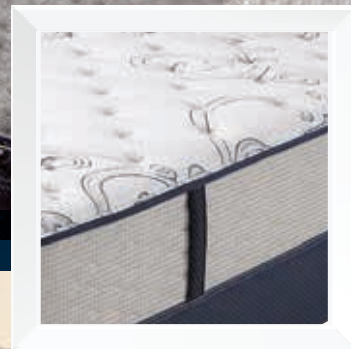
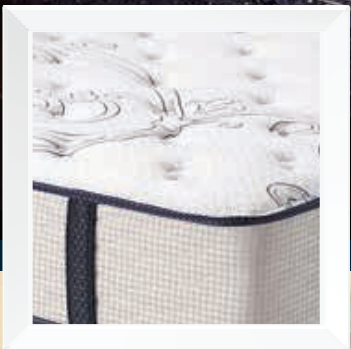
Gel Infused Memory Foam

- Visco material injected with thousands of capsules to create a temperature-regulating mattress.
- Reduces sweating while improving inner bed air circulation with improved cell permeability.

Hypoallergenic fabric

- Hypoallergenic woven fabric made from natural fibres.





Vibrancy



Like a sweet lullaby...

Vibrancy is a model from the ergonomically designed Perfect Sleeper collection that guarantees a whole new sleeping experience. The two-ply soft sponge layer cuts contact with the durable spring system and maintains an orthopaedic posture while sleeping. A combination of silicon blended fibre, Hyper Soft sponge, white felt and interlining with quilted jersey fabric gives an adequate degree of softness to increase sleep quality. The viol cut filling material used in the middle of the mattress promotes adequate air circulation. This moderately firm mattress can optionally deliver a firmer sleeping surface by including an additional 500 grams of felt.

Pocket Spring System

This is a system of springs inside independent pockets that promise lasting comfort. So couples of different weight, height and sleep positions can sleep without disturbing each other.

Gel Infused Memory Foam

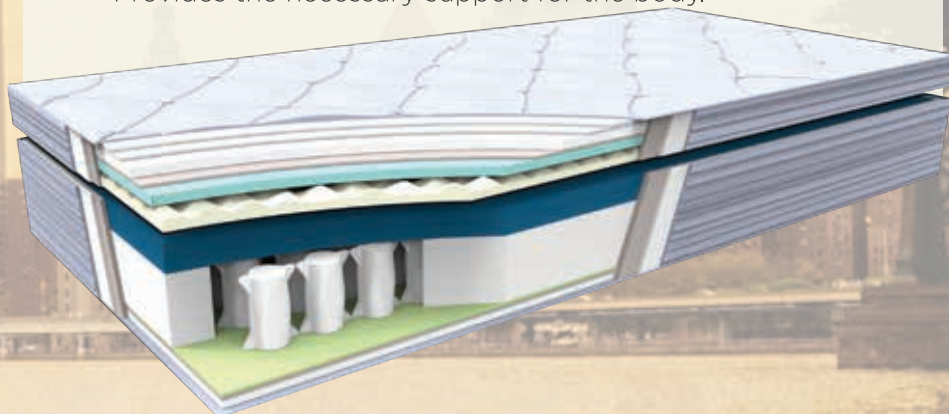
- Visco material injected with thousands of capsules to create a temperature-regulating mattress.
- Reduces sweating while improving inner bed air circulation with improved cell permeability.

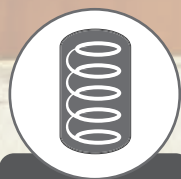
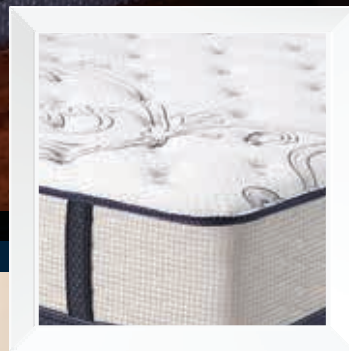
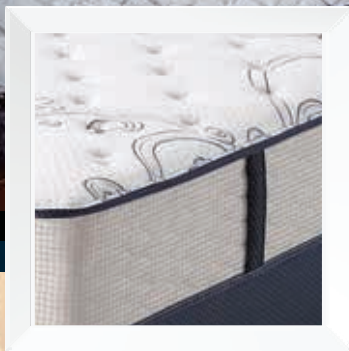
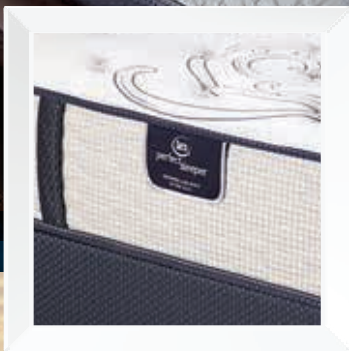
Hypoallergenic fabric

- Hypoallergenic woven fabric made from natural fibres.

Padding

- Provides full conformity between the bed and the body.
- Reduces tossing & turning during sleep and increases quality of sleep.
- Provides the necessary support for the body.





pocket spring
system



Gel Infused
Memory Foam



Reedsworth



The sleep experience of a lifetime...

Reedsworth is a model from the ergonomically designed Perfect Sleeper collection that guarantees a whole new sleeping experience. Superior spinal support and effective regulation of blood circulation are only some of the features that make this mattress special. Consequently, users experience less tossing & turning and enjoy longer periods of deep sleep. Silicon blend fibre, Hyper Soft sponge, white felt and interlining with quilted jersey fabric all work for a balanced body temperature. Soft sponge layers that guarantee complete protection for steel springs essentially promote a better sleep experience. This moderately firm mattress can optionally deliver a firmer sleeping surface by including an additional 500 gr of felt.

Pocket Spring System

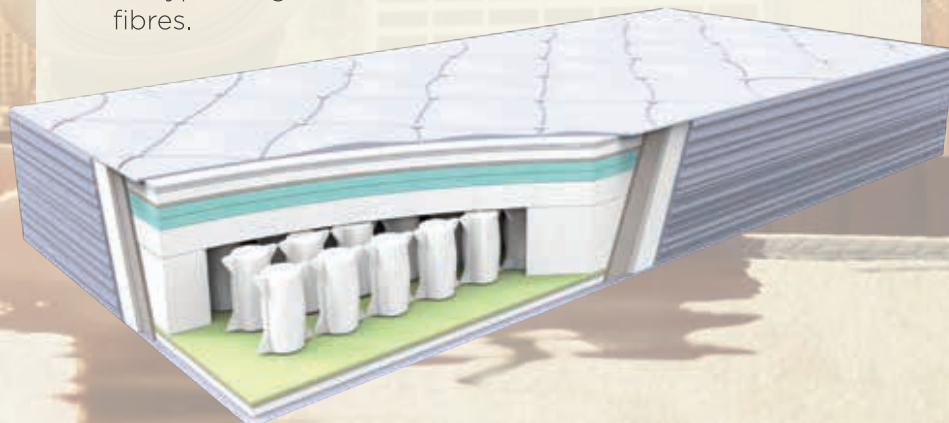
This is a system of springs inside independent pockets that promise lasting comfort. So couples of different weight, height and sleep positions can sleep without disturbing each other.

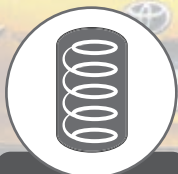
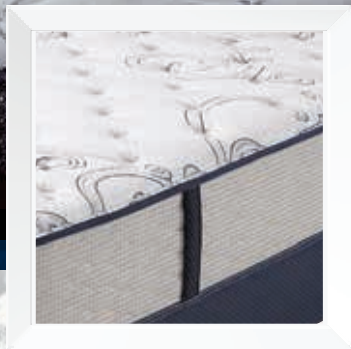
Gel Infused Memory Foam

- Visco material injected with thousands of capsules to create a temperature-regulating mattress.
- Reduces sweating while improving inner bed air circulation with improved cell permeability.

Hypoallergenic fabric

- Hypoallergenic woven fabric made from natural fibres.





pocket spring system



latex



Gel Infused Memory Foam



Pennyfield



An exclusive experience

Pennyfield is a model from the ergonomically designed Perfect Sleeper collection that guarantees a whole new sleeping experience. This mattress helps the body rest in the ideal position. Prepare yourself for improved sleep quality as Pennyfield combines a thick felt layer and extra filling material for added comfort and complete protection for steel springs. Pennyfield effortlessly adapts to the body for effective support while also balancing body temperature during the night. Side support sponges prevent sagging around the sides and reduce the likelihood of rolling out of bed. You will quickly notice the wonderful feel of the silicon-blend fibre with quilted jersey fabric.

Pocket Spring System

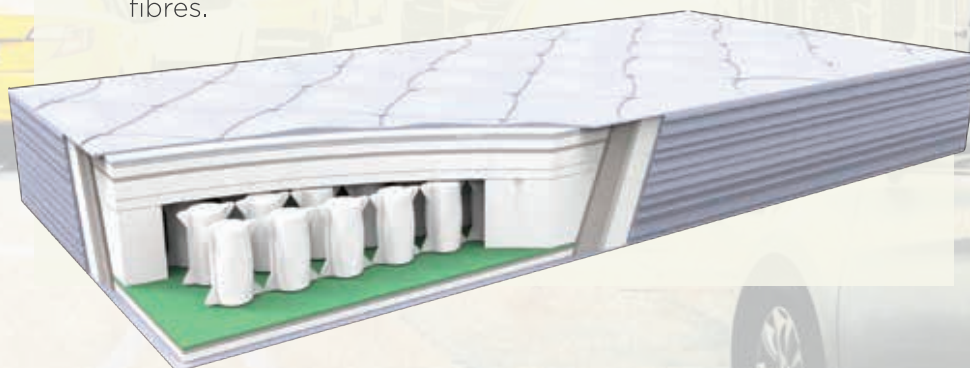
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-Gel Infused Memory Foam

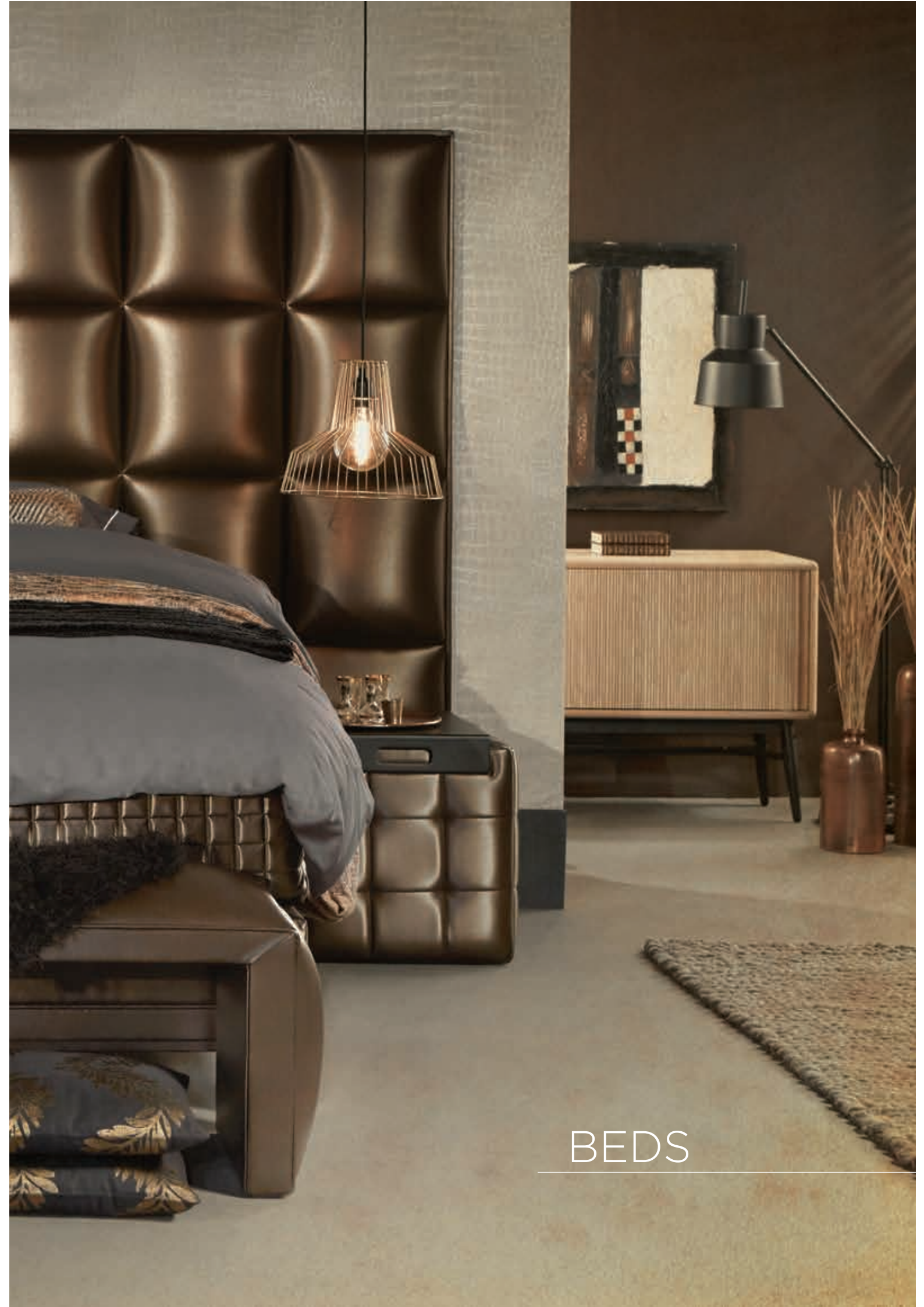
- Visco material injected with thousands of capsules to create a temperature-regulating mattress.
- Reduces sweating while improving inner bed air circulation with improved cell permeability.

-Hypoallergenic fabric

- Hypoallergenic woven fabric made from natural fibres.







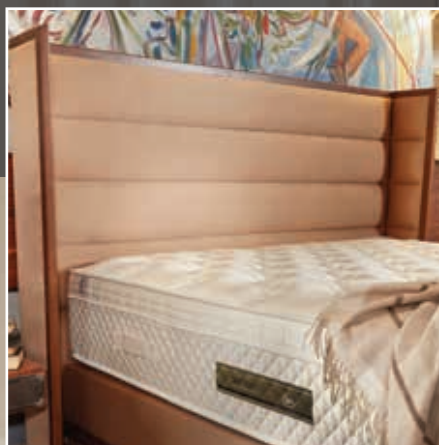
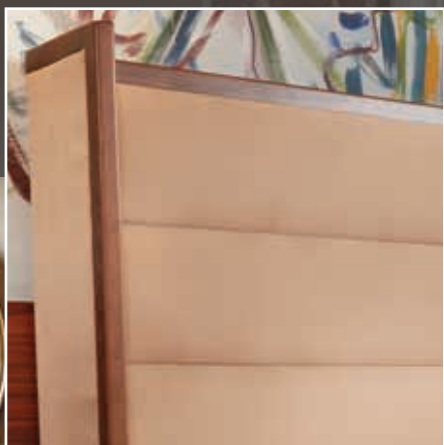
BEDS



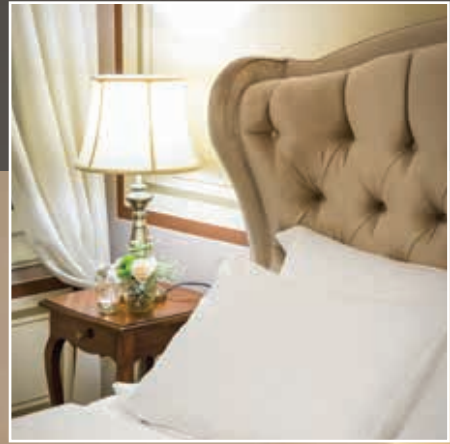
HAND MADE
for
PERFECT SLEEP







PALAIS ROYAL



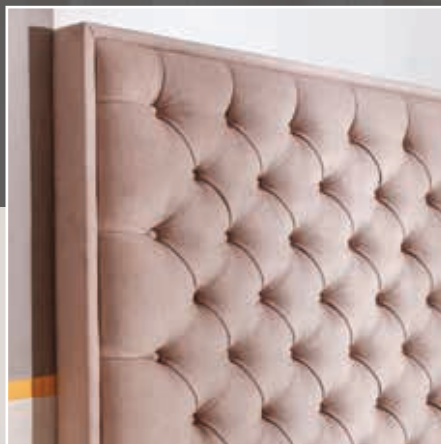
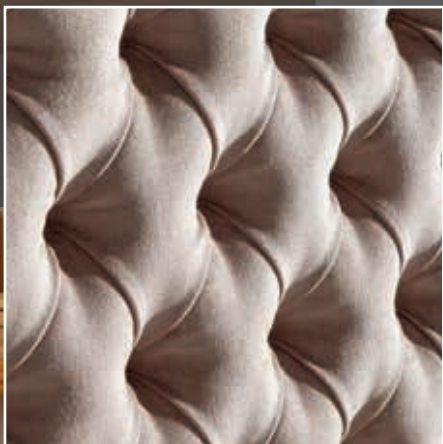


CHEVALIER

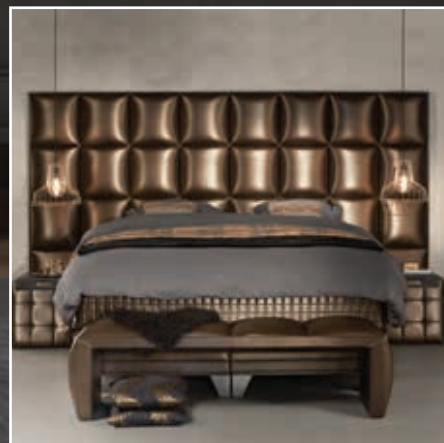
Strong and striking...

An innovative design combining the meticulous work of talented craftsmen, classical forms create a glamorous atmosphere in the bedroom. The marquis reflects the same style to the refined details that complete the set including buttons used in the furnishings and bed skirts covering the edges.





SYMPHONIE



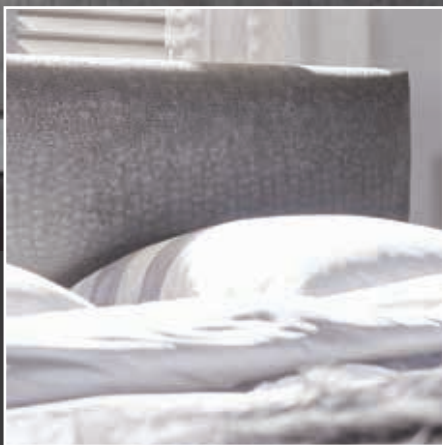


MAGNUM

Energetic and majestic...

A different model favoured by those who want to create a striking atmosphere in the bedroom. It is also possible to increase the impression created with the high headboard with bedside cabinet and marquis details that complete the set.

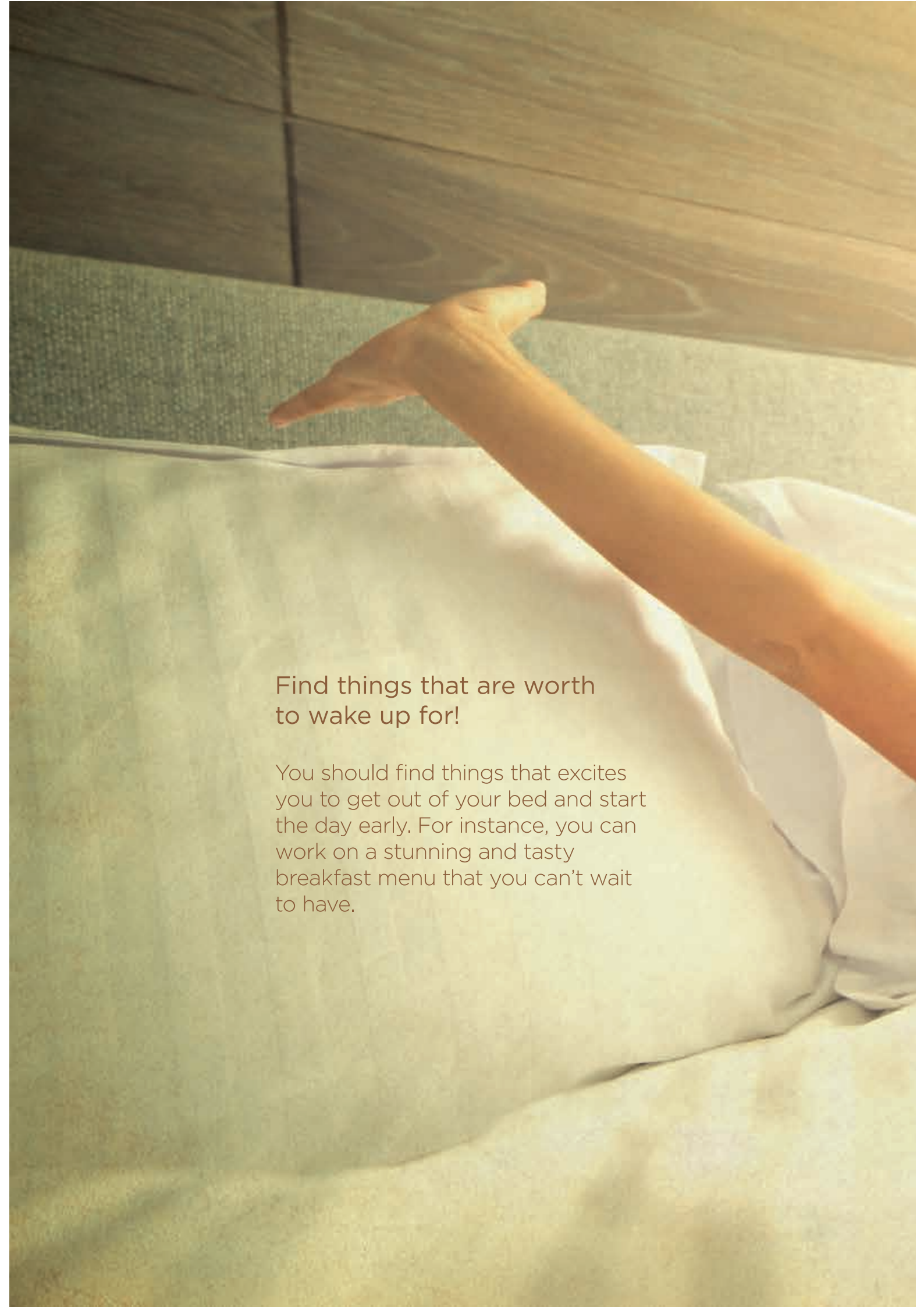




LOUNGE

Inviting you for endless joy...

A design to bring further joy to your time in bedroom elevates the perception of comfort to a whole new level with its modern look and unprecedented comfort. If you are after practical and aesthetic solutions, you may also consider bedside cabinet option.

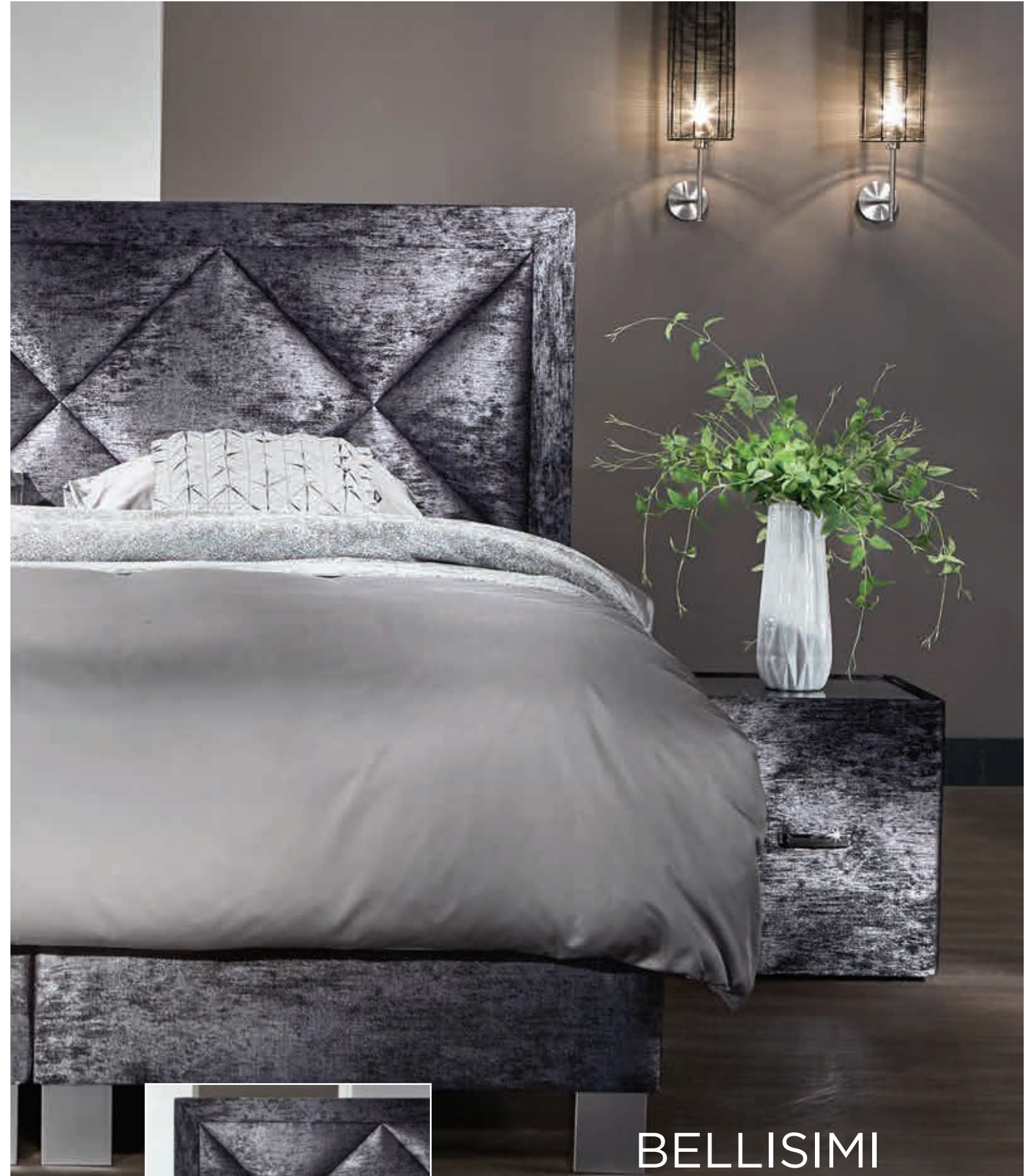
A close-up photograph of a person's arm and hand reaching out from a bed. The hand is positioned near a wooden headboard, with the index finger pointing towards it. The bed has white sheets and a green textured headboard. The lighting is warm and soft, creating a cozy atmosphere.

Find things that are worth
to wake up for!

You should find things that excites
you to get out of your bed and start
the day early. For instance, you can
work on a stunning and tasty
breakfast menu that you can't wait
to have.








BELLISIMI





SERAFIN



A person wearing a light blue long-sleeved shirt is shown from the side, with their right arm raised high towards a window. The room has light-colored walls, a white door with six small square windows, and a television on a wooden stand. A large white object, possibly a bedsheet or a large bag, is in the foreground.

Motivate yourself!

Ask and reply to yourself why you should wake up early in the morning and what will you get by waking up early. Waking up for a purpose helps you to start a new day cheerful.







WE MAKE THE WORLD'S
BEST MATTRESS.™

LUXASU

Beds & Dreams

Friedrichstraße 151 (Eingang Dorotheenstraße 63) 10117 Berlin

Tel: +49 30 206 44 155 Email: [info\(at\)luxasu.de](mailto:info(at)luxasu.de)