

## Sweet dreams in a bed made to measure

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Turkey's furniture sector leader İstikbal, has released its new range of beds with revolutionary sleeping technologies. The beds are developed by considering different body types, weights and even sleeping habits.

### Why it matters

Furniture quality is taking on a new level of personalisation. Will consumers one day come to expect more of their household products to match their personal needs so intimately, down to their shape, weight and habits?

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