

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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