

# ELITENESS

SLEEP & LIVE BEAUTIFULLY



MEDITATION FOR BETTER SLEEP?

THE PANDEMIC  
POSITIVE AND NEGATIVE IMPACTS ON SLEEP

DREAM DESTINATION



## SLEEP WELL WHILE RESPECTING THE ENVIRONMENT

*Elite mattresses are European Ecolabel certified promising to protect our natural resources and our customers. This means that all stages of manufacturing are rigorously controlled for durability and quality.*

**Elite** <sup>+</sup>  
SWISS HANDMADE SINCE 1895

# *We care about your well-being every night... and every day night*

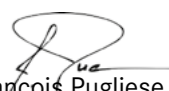
**Slow down...** *This word has been on everyone's lips for years. Many have a real desire to relax, put their feet up and enjoy more quality time. We are being forced into a phase of slowing down and we should take this time to consciously see life through different eyes and take this rare opportunity to become aware of the values that are important to us. Now more than ever, we have the opportunity to see how important it is to preserve our environment and continue to enjoy the beauty of our natural world.*

*This philosophy has always been part of Elite's DNA: Taking care of your health is just as important to us as preserving the planet. This awareness shapes our thoughts and actions and directly influences how we manufacture our products. Every Elite product is crafted with care using the finest natural materials, sustainably and locally sourced as much as possible. On the one hand, this guarantees the ultimate comfort and individual well-being and, on the other hand, protects our planet. This way of thinking and ethical manufacturing is gaining more and more supporters among responsible consumers and reflects the fact that our generation is more sensitive to ecological challenges and finding new solutions*

*While the comfort of a bed is essential for a good night's sleep, many other factors play an important role. We are expanding our field of vision and opening the doors to the land of dreams through meditation and aromatherapy - there are many tips for sleeping well to discover in this new edition of Eliteness.*

*We hope you enjoy reading - and sleeping!*

CEO & OWNER

  
François Pugliese







# CARING FOR YOUR SLEEP FOR MORE THAN 125 YEARS

*In 1895, the mattresses of the master saddler-upholsterer Jules-Henri Caillet were already renowned for their comfort.*

*Elite Beds have evolved over the last 125 years to offer you the ultimate in luxurious sleeping comfort while remaining respectful to the traditions and know-how handed down by our craftsmen.*



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## A MINIMUM OF SIX HOURS OF SLEEP

The National Sleep Foundation recommends a minimum of 6 hours of sleep per night for people between the ages of 18 and 64. A lack of regular sleep has negative consequences on health: it may become difficult to concentrate and cause memory loss and forgetfulness. Continued loss of sleep over time may lead to depression, increased blood pressure and cardiovascular disease.

# 6

## THE POWER OF THE MIND CAN AFFECT OUR SLEEP

A study of 22 people at the University of Fribourg showed that the instructions sleepers receive before sliding into the arms of Morpheus can influence the quality of their sleep. Those who were told to sleep "as badly as possible" took almost twice as long to fall asleep as their colleagues who were encouraged to sleep "as well as possible" or "normally".

## CHANGE YOUR LIGHTING TO SLEEP WELL

Light influences our internal clock: all the more reason to pay attention to the colour of your lighting. Blue light inhibits the production of Melatonin, our sleep hormone. In the evening and especially in your bedroom, warm shades of red lighting is preferred to increase the production of Melatonin. Candle-light is ideal, but for practical lighting, choose lighting bulbs of around 3000 Kelvin (K). Many are labelled as "warm light".



## SHORTER NIGHTS MAKE US MORE SENSITIVE TO PAIN

Lack of sleep could make us more vulnerable to pain. This has been shown in a study conducted by psychiatrists from the University of St. Gallen, highlighting the fact that lack of sleep decreases the activity of a part of the brain that is associated with motivation and the reward system.



## COVID-19 AND SOCIAL JET-LAG

A team of researchers took advantage of the Covid-19 pandemic and the increase in remote working offices at home to study a phenomenon called "social jet lag". As a result, the quarantine measures seem to have allowed many people to return to their natural wake-sleep cycle. Many of them were even able to wake without setting the alarm clock!



## THE HOME OFFICE AND SLEEP

Ideally, the remote home office should be located in a room other than the bedroom. If it's not possible, make sure you don't see it from your bed. Dr. Christine Blume, a sleep researcher at the University of Basel explains. "If it's too close to you, your thoughts may have a hard time switching off from your work, even when your day is over."

## CORONASOMNIA

The pandemic has increased sleepless nights. A study from the University of Southampton, United Kingdom, has shown an increase in the number of people suffering from insomnia in the country: from one in six before the pandemic, we have now reached one in four. Mothers, essential workers, women, and ethnic minorities are particularly affected. This is caused by increased anxiety linked to uncertainty regarding the future.



# THE PANDEMIC: POSITIVE AND NEGATIVE IMPACTS ON SLEEP

The stress and anxiety experienced since the start of the pandemic has and will continue to have many repercussions on mental health. Sleep patterns are disturbed for some by psychological stress that causes insomnia. For others, the quarantine and isolation made it possible to reconnect with their own biological clock.



According to some researchers, the Covid-19 epidemic is the biggest global health crisis since World War II

**The Office** of Federal Statistics published figures on the Swiss state of health and physical sleep disorders in 2017. It showed that 22.9% of the population suffered from "moderate" sleep disorders while 6.3% were considered "pathological" sleep disorders. What are the consequences of the pandemic's impact on sleep when psychological stresses can be assumed to be numerous for the entire population? What is happening in sleep clinics? We met with doctor José Haba-Rubio, a neurologist and medical co-director of the Florimont sleep centre. He is a specialist in sleep disorders and a lecturer and clinical researcher at the Faculty of Biology and Medicine of Lausanne; he is also a registered physician at the CHUV sleep investigation and research centre.

*Have your consultations increased as a result of the pandemic?*

It should first be noted that even before the pandemic, consultations for sleep disorders are extremely frequent. About a third of the general adult population sleeps poorly. This figure was confirmed in our last major "HypnoLaus" study on sleep, carried out in Lausanne. While we do not have to deal with a spectacular increase in the number of consultations since the quarantine, our patients do report to us in consultation that they suffer from more anxiety than before. Many are worried about the repercussions of the health crisis on their work, for example. All these uncertainties have an additional impact on sleep.

*What are the repercussions of this anxiety on our sleep?*

These concerns increase the risk of insomnia. Sleep is a very complex phenomenon. There are a lot of things going on in our brains that enable us to fall asleep. There are so many external and internal influences that can affect the quality of sleep. The quality of the mattress - of course - but also the presence of noise or light. In the midst of all of this, psychological factors play an extremely important role too.

*Is the fragile balance between the "awakening" cycle and the "sleeping" cycle strained?*

Yes, because the flood of anxiety-inducing information causes a state of hyper-arousal. The balance between the "waking" state and the "sleeping" state is very subtle and fragile. When all is well, the switch from one to the other happens naturally. During the "wakefulness" phase, it is this system that inhibits and slows down sleep. Once asleep, it is the "sleep" system that kicks in and inhibits and slows down the arousal system. Since this arousal system is very activated when we have anxiety, stress, preoccupations, we develop what is called hyperarousal. While the balance is very delicate between wakefulness and sleep, wakefulness tends to outweigh sleep and the individual has a much harder time falling asleep. It is then really necessary to accumulate a great need for sleep so that the scale tilts to sleep. But even at this point, when sleep has started, the arousal system is still very active. All it takes is the slightest noise for you to be fully awake again and the brain activated once again with negative thoughts. This is how insomnia develops.

*According to you, the lockdown made it possible to return to our natural biological rhythm?*

This is indeed the case: lockdown has enabled some patients suffering from sleep disorders to regain their natural biological rhythm.

Flexible time schedules allowed many to better sleep. It also gave us time to reflect on society's responsibility, which has imposed identical rhythms for everyone, even when we know that, for some people, these rhythms are not suitable. The simple fact of changing to flexible working hours allowed many people to rediscover their natural rhythm.

*What has the pandemic revealed about sleep?*

Observing sleep patterns for a few months cannot offer enough perspective into the real long-term impact of the pandemic on sleep. So far, our observation confirms what we already know about sleep physiology, namely the mechanisms that control sleep and the stress factors capable of disrupting it.

*Is it true that our immune system is more efficient when we sleep well?*

Of course. The impact of sleep on the immune system has been known for a long time, even though we still do not know the exact process. Sleep continues to remain a great mystery even to specialists! We still don't yet know exactly why we sleep. Some research in recent years has allowed some hypotheses on the essential functions of sleep. One of them, in particular concerned the regulation and stimulation of the immune system. During a study carried out on two groups after vaccination against hepatitis A, the first group was allowed to sleep as usual while preventing the second group from sleeping the night after the vaccine. It was observed that the second group developed significantly less antibodies than the first group, who were allowed to sleep. We still don't know exactly what happens during sleep that boosts the immune system. Another study also demonstrated this when administering tiny drops of rhinovirus to people who slept well and to people who lacked sleep. The second group developed the disease much more than the first group, who slept well.

When we are sick and have a fever, we are exhausted and need to sleep because our body produces pro-inflammatory substances that make us sleepy, which is probably the best way to fight infections. There is no doubt that good sleep improves our immune response.



# SLEEP WELL DESPITE THE PANDEMIC

9 tips from Dr. José Haba-Rubio, sleep specialist.

## SET BY NATURAL LIGHT

"Our biological clock is governed by a nerve centre, the suprachiasmatic nucleus, located behind the eyes and timed by information from the retina. When it sees the light in the morning, the body clock goes into wake-up mode."



## FIND COMFORT

"You need a good environment to promote quality sleep. The comfort of your bed, pleasant temperatures in the bedroom and making sure that there are no noises or light streaming into the room should all be considered."



## AVOID EXCESS BLUE LIGHT FROM THE SCREENS & DEVICES

"In order to not disturb the biological clock, we must avoid too much exposure to the blue light of our many screens at night. This particular light suppresses the secretion of melatonin - a substance that enables the communication between the body clock and the sleep mechanism - and therefore delays falling asleep."

## WAKE UP AT THE SAME TIME EVERY DAY

"The first piece of advice, at all times and perhaps even more so during a pandemic, is to cultivate and maintain a regular sleep pattern. The risk, Those who lose their jobs or who work reduced hours are at risk to not get up every day at the same time to go to work. To lose this rhythm is to risk disrupting your body clock. The most important thing to do is get up at the same time every day."



## GO TO BED WHEN YOU ARE TIRED

"Don't go to bed at the same time every day if you're spending time struggling to fall asleep and stressing when you can't. It is better to go to bed when we are sleepy and ready to sleep."



## AVOID EXCITEMENT

"Avoid coffee, black tea or Coke."



## LEARN TO RELAX

"Sleeplessness is a common response to all kinds of psychological stresses. Developing relaxing habits can help to calm this state of over-arousal."

## PRACTICE REGULAR PHYSICAL EXERCISE

"There is nothing like physical activity to make you tired and prepared for bed."



## GET UP IF YOU ARE CAN'T SLEEP

"If you wake up during the night and can't get back to sleep, you should avoid staying in bed. Staying in bed without sleeping maintains the sleep disorder; the brain really needs to know that the bed is the place to sleep."



# MEDITATION FOR BETTER SLEEP?

In recent years, meditation has established itself as an valuable technique to practice for anyone who wants to restore their peace of mind. It promises to open the doors to the world of dreams for us in one step. Should we venture there?

**All** meditators, no matter what practice they choose to follow, from Zen to transcendental meditation, will tell you that regular practice promises that you can achieve the desired outcome. That quietening the mind is the best way for you to spend fewer nights wrestling with thoughts that cause sleepless nights. Unfortunately, some never achieve this goal. So what good can it do to meditate?

When starting this practice, one should first aim to just enjoy being present and in the moment. For most, this task is difficult enough to devote ourselves and our time entirely to it, without any purpose. Indeed, when one tries to free one's mind from all the constraints and lists of "Urgent Things to Do" which monopolize our minds daily, instead of remaining as peaceful as a lake beside a quiet mountain on a beautiful windless day, we can become restless. When thoughts assail us, we try to control our minds and to push back, but alas, they come back even stronger...

At this stage, the budding meditator can become annoyed and revolts. After expecting to find a quiet space for well-being, calm and zen, the mind instead begins to embark on a maelstrom of thoughts, which may not be pleasant at all. What's going on? What is he doing wrong?

This process is normal, reassures Guénaël Boucher, a trainer in trans-

cedental meditation in Epalinges, in the heights of Lausanne. "When you start to meditate, lots of thoughts spring up," he says. "We tend to want to fight them or to say to ourselves that we are wrong because we often imagine that to meditate is to enter a state where we have no more thoughts. It is not true; in fact, it is quite the opposite. We should be happy to have these thoughts because it means that our mind is eliminating stress." he



## FULL CONSCIOUSNESS

Mindfulness-based stress reduction (see text on p. 16) uses what is there in the moment - body, breath, sound - to come out of thoughts and become grounded in the present. We can begin by taking a course, usually given over eight weeks, during which we meditate 45 minutes a day. "It may seem like a lot, but we believe that it takes some time to adopt a new habit," said Guillaume Fardel, a trainer in Valais. He has developed a course that takes place over only six weeks.



Meditation can help the body and mind relax.

concludes. There is no need to fight against everything that comes into the mind.

Each type of meditation has its unique approach to mindfulness and recommends not being carried away by these thoughts but watching them pass as a cow watches a passing train. In Zen, when the mind is agitated, you just come back to focus on the breath and your posture - that of the Buddha in the statue, the famous lotus position.

This brings us back to the original source of these practices, intimately linked to spirituality in the Orient and now very popular in the West. In the Indian Patanjali sutras, the founding text of yoga, meditation is cited as the seventh and final step that leads to the awakening of consciousness. It wasn't until the 1970s that the practice landed in the West, in the suitcases of a New York doctor, Dr Jon Kabat-Zinn. Passing this spiritual practice to the mill of Western science, he made it secular and transformed

it into a powerful tool for reducing stress: the MBSR ( Mindfulness-Based Stressed Medicine, in French, "reduction du stress based on mindfulness"). Today, more studies are validating its positive effects on our mind. All diligent meditators confirm that if they spend ten, twenty or sixty minutes sitting quietly on a daily basis, this helps them to "unplug" and take a step out of the internal circle of thoughts spinning in their head and they are able to find rest. Since the Beatles initiation into transcendental meditation in the "flower power" era, countless celebrities use meditation, from tennis man Novak Djokovic to filmmaker David Lynch. The business world also has many followers: Walter Isaacson, the biographer of Steve Jobs, the late boss of Apple, recalls that the founder of the apple brand practised Zen. "If you sit in an observant attitude, you will notice how talkative your mind is. And if you try to calm it down, it only makes it worse at first, but over time you eventually do. When you are more in the present, your intuition begins to flourish, and you can see things more clearly." said Jobs.

The only downside: while meditation can help the body and mind to relax and digest all kinds of tensions, it requires commitment. It is the consistency that makes the difference. Whether you are embarking on a daily five-minute practice or longer sessions, you have to organize yourself to fit them into an often already busy schedule. Joining a group and going to follow-up sessions can be a good thing to be sure that it becomes a positive habit.

## TRANSCENDENTAL MEDITATION

This unique type of meditation was introduced in the West in the mid-1950s by an Indian sage, Maharishi Mahesh Yogi. It is taught by teachers certified by the Maharishi Foundation and practised in effortless silence twice a day for twenty-minute sessions. It is performed in a comfortable sitting posture and a unique mantra - a sound -, is given to students to repeat when the mind wanders. The mantra helps to quiet the mind and return to conscious awareness.

## ZEN

One does not need to convert to adopt this Buddhist practice, brought to Europe by Master Deshimaru in the early 1970s. He founded the European Zen Association, which in 1979 became the International Zen Association (AZI). Its main pillars: the posture - the famous lotus - and the breath. We can join a group and go to the dojo to practice by following a certain number of rules, under the aegis of a master, who corrects the foundations.



Many people practice meditation to quieten the mind and find inner peace and harmony.



## SOME WAYS TO GET STARTED...

**A book:** *Meditating, day after day*, by Christophe André, ed. L'Iconoclaste, 2011. This book is easy to access and is accompanied by guided meditations in CD and MP3 format. The author gives a host of tips for adopting the practice on a daily basis to find inner peace and a positive mindset.

**In audio:** Meditation apps are on the rise on the App Store and Google Play. For a small cost a month, they are an excellent way to start. You can schedule a reminder to let you know each day that it's time to take time for yourself - it will help you anchor this new habit in your daily life.

**Bell of mindfulness** - This "bell of mindfulness", can be set to ring on your computer and invite you to take a break to breathe, reconnect to the present moment and stretch throughout your day. It works on Windows, Mac and Linux.

**Plum Village** - Zen master Thich Nhat Hanh is the author of many inspiring books on the art of mindful living and also founded several communities, known as "The Plum Villages". The first and most famous of which is in southwest France. This application takes up his teachings and offers guided meditations, songs, etc.



When it comes to meditation, it's the regularity that makes the difference.

**Headspace** - Headspace is a pioneer in the field of mindfulness. The app version offers scientific resources, explanatory animations and countless thematic series to work and support you according to what is happening in your life. It covers everything from concentration, sleep (yes, yes), anxiety, mourning, etc. The app is ideal for beginners and there are even modules for children.

**Petit Bambou** - This mindfulness app offers guided or free sessions and other resources in the form of cartoons. Ideal for getting started. Available in several languages, including German. For the record, one of its founders, Benjamin Blasco, was an executive at PayPal. In 2013, he discovered meditation, which changed his life. Petit Bambou was created in 2014. Perfect for those wishing to start this adventure.



## YOUR MATTRESS: THE KEY TO GOOD SLEEP

*The right mattress provides spinal support while relieving and relaxing the pressure points of the knees, hips, shoulders and head. Waking up feeling stiff and uncomfortable after a good night's sleep indicates that your mattress is not providing adequate support.*

**Elite** <sup>+</sup>  
SWISS HANDMADE SINCE 1895



# NATURAL SCENTS TO SLEEP WELL

Essential oils can help sweeten our night by helping us to relax and opening us up to the world of dreams. To make the most of their benefits, follow the advice of Michèle Clément-Pralong, FMH doctor and trainer at the French-speaking aromatherapy school.

**1** **Return to when it began.** Think about why and when did your sleep disorder begin? Is it due to a temporary difficulty - a stressful period or traumatic event such as illness, death of a loved one or dismissal? Or has this been a problem for years? This will help you find a single or combination of essential oils that are right for you.

**2** **Choose the right plant.** Roman chamomile, or Noble Chamomile, is superior for combating stress, anxiety and nervousness. Petit Grain obtained from the distillation of the leaves of the Bitter Orange tree has the same virtues. Rose geranium allows you to regain confidence and optimism. It will be your ally in times of stress and will relieve anxiety attacks. The oils can be used in combination. Do not hesitate to seek advice from a specialist.

**3** **When in doubt, bet on fine lavender (or true lavender).** The soothing properties of Lavender make it an essential classic for relaxation. From muscles to nerves to your mind, nothing can resist its relaxing power and delicate scent. For its use, see the following point.

**4** **Make the right moves.** The best way to use the oils is to apply them to the skin. Dilute your oil or essential oil combination - three to five drops in a teaspoon of neutral vegetable oil. The organic sunflower or sesame oil that you use in cooking will do just fine! Use this preparation to massage your stomach. Your children can also benefit (see box): massage their feet while you tell them a story, for example. In less time than it takes to finish the story, they will slip peacefully into dreams! The only risk you run is that they'll take a liking to it ...

**5** **Create a relaxation environment.** Dim the lights, store your phone and tablet out of the room, prepare your favourite essential oil and switch on your diffuser (you will easily find it in supermarkets or in organic stores) half an hour before you go to bed. Relaxation is guaranteed! Sweet Orange and Bergamot bring about good humour and optimism and are perfect for use in diffusers.

**6** **Use only the best organic essential oils.** The essential oil obtained by mechanical extraction, steam stripping or distillation, is a concentrate of the aromatic compounds of a plant. Unfortunately, the extraction process has the same effect on pesticides. "They are found in tenfold quantities in non-organic essential oils," warns Michèle Clément-Pralong.

**7** **Respect your biological rhythm.** "The sleep train runs every 90 minutes," recalls our specialist. When you begin to yawn, it is a sign that you have entered the station. If you miss it, treat yourself to a massage, turn on your diffuser and dive into a good book to wait for the next one. This will give you a chance to catch the next one.

"THE SLEEP TRAIN  
COMES AROUND  
EVERY 90 MINUTES"

Essential oils are generally not recommended for pregnant women. The use of hydrosols is recommended during the first three months of pregnancy. One or two teaspoons of orange blossom or lavender hydrosol in a cup of hot water can work wonders. Avoid applying any pure essential oil to your skin. If you want to put it in your bath, use milk, coffee cream or vegetable milk as a solvent, which allows the oils to dissolve in the water.

TWO RECIPES TO  
HELP SWEETEN  
YOUR NIGHTS

**Massage oil version:**  
In a small dish, prepare the following four essential oils:

Pure Lavender:  
5 drops  
Bourbon Geranium:  
2 drops  
Petit Grain Bigarade:  
2 drops  
Roman Chamomile:  
1 drop

Add two teaspoons of vegetable oil to the essential oil. "This mixture is sufficient for an adult or two children. Use it to massage children's feet. For adults it is ideal for massaging the stomach," emphasises Michèle Clément-Pralong.

**Diffuser Version :**  
Add 6 to 8 drops of sweet orange essential oil or bergamot in a diffuser, which you switched on half an hour before.

# THE BOXSPRING BASE

The boxspring base was invented in the United States in the mid-19th century and, together with a good quality pocket-spring mattress, provides incomparable comfort.



HIS INNOVATION  
COMBINED THE TWO  
TECHNOLOGIES AND  
TRANSFORMED THIS  
KNOW-HOW FROM  
THE WORLD OF  
SEATING TO THAT  
OF BEDDING

In private homes, hotels or cruise ships all over the world, the boxspring base has become synonymous with luxurious comfort. This word boxspring literally refers to a frame with springs. It creates the ideal suspension for the pocket spring mattress and is far superior to the slatted base.

#### *Two types of springs*

Two types of springs are used to make the boxspring base. The Bonell springs, shaped like an hourglass, are interconnected and are the champions of sustainability, offering long-lasting quality and support.

The Bagged springs are distinguished by their flexibility and used in the Windsor boxspring base.

Most Elite bases are manufactured with an exclusive spring developed by its founder, Jules-Henri Caillet, a master upholsterer inspired by the Bonnell spring and the technology used in the most comfortable seating at the time. His innovation combined the two technologies and transformed this know-how from the world of seating to that of bedding. The principle is simple: using conical shaped springs of different heights allows for differentiated support for each part of the body. This is the secret to the exceptional comfort of an Elite bed. His innovation combined the two technologies and transformed this know-how from the world of seating to that of bedding.

## FOR SUPERIOR COMFORT AND QUALITY SLEEP

#### *The "Woodenboxspring" is at the forefront of innovation.*

Over time, Elite has continued to improve the invention of Jules-Henri Caillet. In 2016, Elite proudly launched the Woodenboxspring base, an innovative new system created in partnership with the Bernese University of Applied Sciences. It was a response to a demand for those who favour 100% natural materials without metal components while still enjoying the comfort offered by a boxspring base.

#### *Box spring frame*

On a mission to increase well-being, Elite worked on the design to perfect the frame of its boxspring bases. The slightly bowl-shaped edges stabilise the mattress while making it easier to put the sheets in place for a perfectly made bed.

In addition to their exceptional support, boxsprings provide ideal ventilation for the mattress. Elite boxsprings are handcrafted from solid Swiss wood sourced from forests near the workshop in Aubonne.

Elite boxspring bases are repairable and last twice as long as those made by competitors. In addition, the natural materials emit no volatile organic compounds (VOCs). Unlike the inferior glue-laminated wood used by most commercial manufacturers, all Elite boxspring bases are made with dovetail joints, a sign of true craftsmanship.

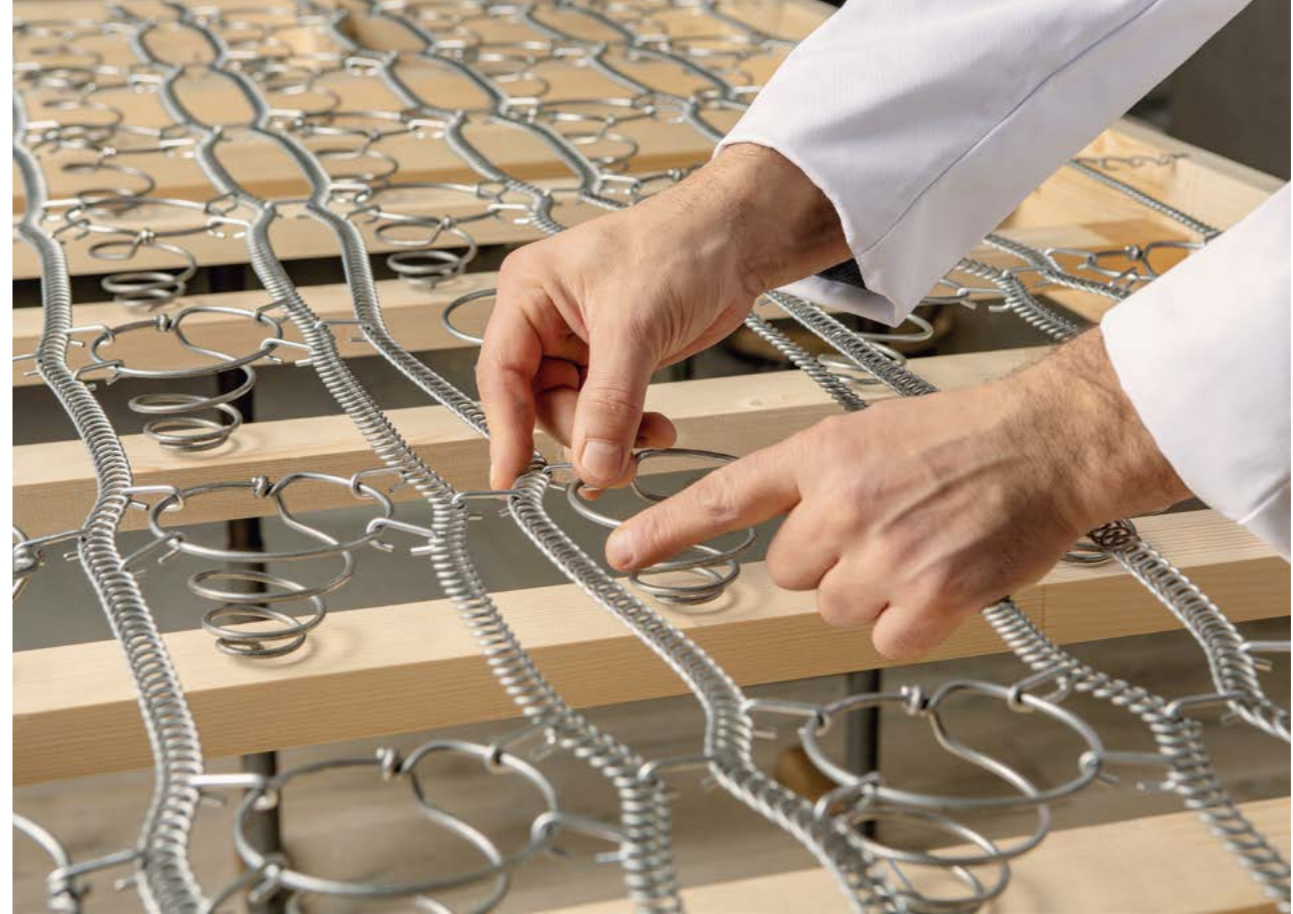
Over time, the boxspring base has also become a decorative element. Clients can choose from an endless variety of fabrics, colours and shapes. Integrated storage is also available.



Above, the "Windsor" boxspring, made with Swiss Pine sourced from sustainable forests



ELITE BEDS  
EXCEPTIONAL COMFORT  
IS THE SECRET



Above, a boxspring made with Bonnell springs in the shape of an hourglass.

Real longevity champions, these springs of different heights provide differentiated support to meet each body part needs.



WHAT IS THE ADVANTAGE  
OF AN UPHOLSTERED BASE?

The invention of the box spring base dates back to around the 16th century. Around that time, people began using slats under the mattress to protect them from dirt and extend the life of the mattress. Modern bases still play the role of giving a mattress the appropriate support it needs! Therefore, it is an important consideration when choosing a new mattress because a tired boxspring can destroy even a quality mattress in the space of a few weeks.

On the left: The "Woodenboxspring", a wooden spring developed by Elite in partnership with a Swiss University specialising in wood technology. This innovative spring is ideal for clients who consciously choose sustainable, natural and locally sourced products and still want to enjoy the luxurious comfort offered by a boxspring base.



Left the "Windsor" boxspring with pocket springs. Its uniqueness lies in its flexibility.

On the right, a mattress sitting on a "Windsor" boxspring.





# WOOL, A SUSTAINABLE FIBER

Wool is used in all our mattresses because it has all the properties needed to improve your sleep.

## *WOOL REGULATES BODY TEMPERATURE*

Its curly structure allows it to trap a large amount of air, which increases thermal protection, keeping us both warm or cool depending on the season.

## *WOOL IS A NATURAL MATERIAL*

No harmful substances are emitted from wool. The sheep are sheared twice a year, usually in the February and October, so that they are don't get too hot or too cold. The wool is then washed twice to remove the Lanolin oils before being dried.

## *WOOL KEEPS US DRY*

It can absorb up to a third of its weight in water without creating a feeling of wetness. It's a significant advantage when you know that you lose about half a litre of water per night.

## *THE WOOL IS OF LOCAL ORIGIN*

Most of our wool comes from Switzerland. It comes from different breeds selected for the quality of their hair. The Texel breed is appreciated for its length and Charolais for its volume.

## *WOOL IS ECOLOGICAL*

The animals are raised in the open air. They graze in pastures for nine months of the year where they are exposed to the elements and changes of the weather. These conditions are conducive to creating longer and more voluminous wool.



## 100% NATURAL MATERIALS SWISS WOOD AND WOOL

*In the heart of the canton of Vaud, in our Aubonne workshops, near the shores of Lake Geneva, our craftsmen use Swiss wood to make your bed. The wool used to make the mattress is locally sourced from Swiss Sheep.*

**Elite** <sup>+</sup>  
SWISS HANDMADE SINCE 1895



# DESIGN ... AND AT THE SAME TIME SUSTAINABLE

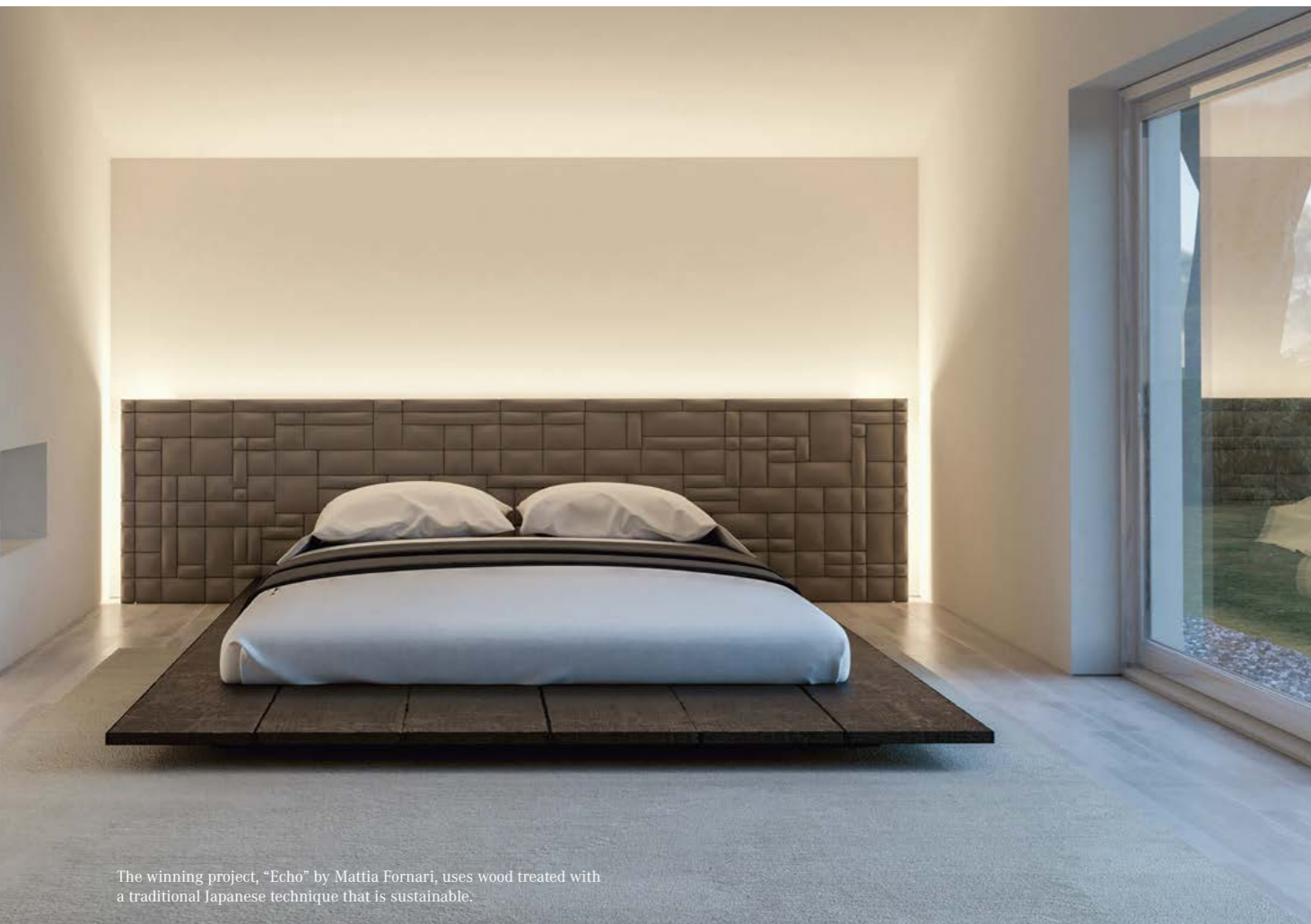
The Elite Design Award 2021 competition received more than 200 entries from creative designers who presented their interpretation of the theme of the year, "Upcycling", - aiming to reimagine the most diverse materials and make the best use of local resources for designer beds.



"Chiaro" by designer Jagoda Sergiel won 2nd prize using recycled materials in this project.



"Rana", by Maxime Lemarié, won the 3rd prize. The recycled materials used can easily be purchased locally.



The winning project, "Echo" by Mattia Fornari, uses wood treated with a traditional Japanese technique that is sustainable.

*Bertille Laguet, a local designer, blacksmith and jury panel member for the second time. The winning project, "Echo", uses wood worked with a traditional Japanese technique called Yasukuni. What made this project stand out from the rest?*

Yasukuni is a method of burning the wood's surface to protect it from moisture and insects. It was used to protect the wood from the natural elements in a time before chemicals were invented. It creates a unique finish that can be applied to the wood of trees that have been damaged by storms and used for high-end beds.

*Does this make it possible to use wood more sustainably?*

Yes, that's what won us over. In the luxury sector, we generally look for only the finest materials that are as perfect as possible. This generates a lot of waste, which is often not compatible with a sustainable approach.

IT CREATES A UNIQUE FINISH THAT CAN BE APPLIED TO THE WOOD OF TREES THAT HAVE BEEN DAMAGED BY STORMS

*This leather headboard designed in the style inspired by the famous Mondrian paintings makes quite a statement. Did this aspect also play a role in the choice of the jury?*

Yes definitely. Competition is fierce in the furniture industry, and original design is a great way to stand out. Products need to attract customers attention and tell a story. Manufacturing original designs like these

showcase Elite Beds modernity and artisanal know-how while promoting local resources such as wood.

*What attracted the jury to the other two winners?*

"Chiaro", won 2nd prize because of the intelligent and flexible design that al-

lows it to be used in various ways. It can be placed against a wall or stand in the centre of a room. The shelf and built-in bedside tables on either side create space for plants or books. Wood has also been used in this project, but this time it has been bent. The design will be challenging to manufacture and transport. I fell in love with "Rana", who won third prize. This design reflects Elite's spirit and brings freshness to the collection without totally revolutionizing things. I really like the extended bed base that creates the seat at the end of the bed. The recycled metal, textiles and materials could easily be sourced locally.



# FOR SUSTAINABLE SILKY SLEEP

Our new collection of bed linen has been tailored from the finest materials to add to the comfort of your bed so that you can enjoy its sustainable quality for longer.

**You** love your Elite mattress, and we know you will love our new collection of pillowcases, sheets and duvets. Made according to the same philosophy as our mattresses, they are an exquisite combination of elegance, comfort and quality. The soft silky fabrics are the ultimate luxury in which to enjoy the best sleep in your Elite Bed. In line with Elite's philosophy to support regional suppliers and value traditional know-how, the collection is manufactured in Lyon, a city renowned for its incomparable quality fabrics for centuries.

We selected the finest 600 thread-count, double twisted Egyptian Cotton woven in Italy for our cotton collection. Its smooth feel and elegant silky finish are incomparable. Double twisting the yarn makes it stronger and creates a longer-lasting fabric compared to fabrics woven with single yarns.

For the linen collection, we chose a 115 thread count. We selected timeless and classic designs that transcend fashion trends to ensure you spend many nights sleeping and dreaming between your favourite sheets. Whether you prefer soft pastel colours such as pink and blue or stronger colour tones, such as navy blue or burgundy red, our choice of classic, contemporary or modern designs adapt to any bedroom style.

Finally, to dress your mattress with elegance down to the smallest detail, we have designed two fitted sheets. The first is made from the same Italian cotton sateen 600 double twisted as our sheets. The second, in Austrian jersey, contains 8% elastane, which allows it to stretch over your bed without leaving a crease, ensuring your unparalleled comfort.

SOFT SUSTAINABLE  
COMFORT



## UNSURPASSED KNOW-HOW

*Each mattress in our collection is custom made, sewn and padded by hand. The quality and comfort of our beds are created by the hands and the know-how of our master craftsmen. For more than 125 years, our pursuit of excellence has remained unchanged. These perfect details and finishes make them the most beautiful handcrafted beds in the world.*





# "WE SHOULD CREATE A MINISTRY OF SLEEP!"



In his book, "Le sommeil malmené", Nicolas Goarant, a sleep specialist, shows that this theme deserves to be taken out of our bedrooms and become an open discussion for public debate. He explains why ...

*Sleeping well is a concern for many people and a recurring topic in the media today. What about in the political world? Surely it should be a topic of interest?*

Unfortunately not! When I was working as a member of the National Assembly, I realised that while there were groups dealing with all kinds of issues, none were ever about sleep.

*Is the subject too private to be the discussion of a public debate?*

No, because it is linked to too many various factors. In 2016, I came across a note from the Terra think tank

which summed it up well: in essence, it said that the decision to sleep is personal and the quality of our sleep is largely conditioned by our physical, cultural and social environment. This statement caught my eye. We are interested in babies' sleep, in people who snore, insomniacs or those who suffer from Apnea or have back pain. Sleep is just as vital for good health as food and exercise. Food has a ministry; surely sleep should too. We must create one!

*Have you not taken advantage of your situation in the National Assembly to try to make a difference??*

I opened a sleep-themed pop-up store in Paris. I used to sell a "bed in a box". Foam mattresses delivered to your home in a big box with other accessories related to

sleeping well: from the awakening scent to hot water bottles and herbal teas. This confirmed that this issue is of great concern to the public in its various aspects.

*Are there many factors that play a role when it comes to getting a good night's sleep?*

The issue of noise, for example, is becoming predominant in our societies. In France, we invest billions in cleaning up the roads, installing sound-absorbing coatings,

making sure that two-wheelers do not make too much noise and installing noise barriers. It takes time for that to happen. At the same time, more and more people are complaining that noise is preventing them from sleeping well. During the lockdown, especially in towns and around major highways, many people realised they were sleeping better as activity declined and their surroundings became quieter than usual.



Nicolas Goarant believes sleeping is vital and as important as eating.

*Do you think that creating a ministry of sleep would address all the issues around the complex subject of good sleep?*

Absolutely! This would prevent it from being considered from an only urbanistic or medical point of view. This is important because shops and services

are now accessible at all times, blurring the lines between day and night. We observe the same phenomenon between work and leisure time since our digital devices keep us connected at all times, eating away at our normal sleep and rest time.

*It is an unfortunate fact that our modern society continues to praise those who sleep only a little ...*

Our head of state, Mr Macron, claims that he only sleeps four hours a night! Arianna Huffington, founder of the Huffington Post too, before

her burnout. We tend to believe that nothing important happens in life while we're sleeping, but of course this is not true: Jeff Bezos, CEO of Amazon, sleeps eight hours a night. Marshal Joffre, says he made no important decision without taking the night to sleep on it. In reality, many look at these moments of pause with suspicion because instead of relaxing and unwinding, we could be producing or consuming.



# ELITE BEDS

The iconic palace, Hôtel de Paris Monte-Carlo lives up to guests expectations with excellent services. Since 2017, the 5-star luxury establishment has offered guests the exceptional sleeping comfort of Elite mattresses.

## AT THE HEART OF EXCELLENCE



We interviewed Ivan Artolli, the general manager, who has recently renovated and refurbished this legendary hotel, ideally located on the Place du Casino.

*How did you find Elite?*

The renovation allowed us to rethink the quality of our guest's sleep and led us to

Elite, an ideal partner renowned for its excellence in the sleep industry. Delighting our guests and exceeding their expectations has always been the ambition of our legendary hotel. The comfort of our bedding and our customers' sleep experience has always been close to our heart.

*What do you consider important criteria when purchasing mattresses?*

One of the objectives of the Principality of Monaco, the Société de Bains de Mer and our

hotels is to respect nature and the environment and to prove it by benefiting from an international certification for sustainable tourism. Elite bedding has the EU ECOLABEL certification, which has enabled us to be GREEN GLOBE certified for 3 years. We have a very informed and aware clientele who care about the ecosystem and the impact of our choices. Elite's sustainable bedding is considered an advantage for our hotel guests as well as our employees.

## FALL IN LOVE WITH MONTE-CARLO!

The iconic palace hotel in Monaco, The Hôtel de Paris Monte-Carlo, offer a combination of various exclusive experiences that meet the expectations and desires of their privileged guests: new exceptional suites, 3-star restaurant in the Michelin Guide (the Louis XV - Alain Ducasse), the jewellers' courtyard, privileged access to Thermes Marins Monte-Carlo, the Casino de Monte-Carlo and the haute couture boutiques of One Monte-Carlo. Everything here converges into an unforgettable 5-star experience.





## "RAISE YOUR PEN!"

She is a designer, stylist, illustrator, author of comic books, humourist and calligrapher! "People think that I change jobs often, although I see that they are all linked by the fact that I always have a pen in my hand!" Meeting with Mine Vander.

**Yasmine** Vanderauwera (artist name MINE VANDER) writes as she breathes. "My brain works like a popcorn machine!" She uses writing to bring the raw material of her sketches to life on paper: her travels (184 escapades in fifteen years) or her conversations captured in a café. Her bed is, at times, her workshop: sometimes out of necessity when travelling or for pleasure as well. "To write is to be nowhere and everywhere at the same time. I love that feeling. I also see it as a way to archive the past, organise the present and plan for the future. I encourage everyone to give it a try; pick up your pen and drop your phone: you'll put your mind in order! Adding to the pleasure of writing is the gift of slowing down. This precious moment is magnified by a candle that she lights at the beginning of the practice and extinguishes when she finishes.



**NOTA BENE** She writes books but also lives! She created "Chorégraphic" with a DJ, a dance performance planned to take place in front of more than a thousand people on the Place des Nations in front of the UN in Geneva. Unfortunately, this event was cancelled due to the pandemic. Her hands were to be filmed writing words chosen by the audience in calligraphy and projected live onto a giant screen while being accompanied by the beat of electronic music. We note that this event was only postponed!



Images : Sophie Franklin-Kellenberger

## DISCOVER AN ELITE BOUTIQUE CLOSE TO YOU

Since 2017, Elite has established its own network of shops, the "Elite Gallery", all over Switzerland and in the two design capitals, Paris and Milan and in Cape Town. They enable us to advise you as best as possible to meet your personal sleep preferences.



|| François Pugliese, CEO of Elite, sums it up: "Choosing a mattress is 80% technique and 20% feeling." The house of Elite offers some sixty options - each model comes in three different comforts, from the firmest to the softest and most enveloping. When choosing a mattress, it is particularly important to receive advice from someone who knows the range inside out. This is why we have been developing our own network of stores, the "Elite Gallery". These cocoons situated in the heart of cities and the most beautiful Alpine resorts are entirely devoted to Elite products.

### Personalised advice

Discover our wide selection of beds at our galleries, as well as a full range of bedding accessories; duvets, bed linen (see p. 24), slippers and throws - in elegant settings that characterises the essence of the House of Elite.

In this cosy atmosphere, our attentive and caring advisers will attend to your personal preference to help you achieve the sleep of your dreams. "Many clients come to us complaining of poor sleep caused by pain and discomfort when they sleep," says François Pugliese. Our

experienced and trained advisers will quickly identify and select two or three models most likely to suit you. Similar to testing perfumes, your body will be willing to try no more than four or five mattresses.

### The only question : comfort

To test a bed, it is not essential to spend an entire night on it. Just relax and lay down. This is why we have created showrooms with a private and relaxing environment where you can feel comfortable. Ten minutes is enough to become aware of any unpleasant pressure points.

It is when choosing the future companion of your dreams is personal and subjective.

It is a worthwhile investment to take time and visit an Elite Boutique to determine if you prefer the dynamic support of a pocket-spring or the enveloping feeling of foam or latex.

If, for some reason, you are not entirely happy with the feel of

the mattress and experience any discomfort during the first three months after receiving it, our "Sleep & Dream" warranty system allows you to change the firmness of your mattress. Nothing compares to the perfect nights' sleep.

### The final choice: the bed design

Your final choice is to decide if you want your bed to enhance the decor and become the bedroom's centrepiece. The headboards, bases and mattresses, are entirely handcrafted by our craftsmen in our Aubonne workshops close to the shores of Lake Geneva.

We design each element to create an atmosphere in your bedroom that is customised to suit your personal preferences, whether your taste in style is classic or at the forefront of cutting edge design.



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## YOUR SLEEP DETERMINES THE QUALITY OF YOUR DAYS

*Your mattress should adapt to your body shape and support your spine. A mattress that is too soft prevents your muscles from relaxing, but if it's too firm it may create pressure points on certain areas and cause pain. When you find the perfect Elite Bed for your body type and preference, you will enjoy feeling like you are sleeping on a cloud.*

**Elite**   
SWISS HANDMADE SINCE 1895





## A SETTING FOR RESTFUL NIGHTS

*The quality of your bed impacts directly on your health and wellbeing and is the centrepiece of any well-designed bedroom and the perfect place to enjoy restful sleep. We take care of every design detail, from the ideal mattress to choosing the colour, fabric and design to make the bed of your dreams. The house of Elite collaborates with the best architects and designers in the world to ensure you're sleeping and living well every day.*

**Elite** <sup>+</sup>  
SWISS HANDMADE SINCE 1895