



Lifestyle Solutions partners with Serta International

Introducing



Dream Studio

Serta Dream Convertibles is a new collection of furniture by Serta that transforms from a perfect sofa by day to a perfect bed by night. Fitted with a patented Vise Protection System, each piece of Dream Convertibles has been carefully and tastefully designed to combine function, form and versatility into furniture piece.



Dream Convertibles

Customers are not able to match luxurious Serta mattresses to Dream Studio bedroom furniture pieces- transforming bedrooms into a stylish personal oasis. The very first Dream Studio collection – the Sasha Collection – features clean bold lines of transitional design in Deep Mahogany finish with subtle distress accents. Each piece is lovingly crafted from select quality hardwoods to create for customers a product of distinct quality and style.

Serta International announced on July 10th 2007 an exclusive Licensing agreement with Lifestyle Solutions, granting Lifestyle Solutions the rights to manufacture a new line of European style klick-klack convertibles using the Serta brand name. Additional licensed products include a line of wood beds and case goods (Dream Studio). Now, retailers have the opportunity to sell Serta bedroom furniture to go along with their Serta Mattresses. Serta Dream Studio as well as the Dream Convertibles were recently previewed in the Lifestyle Solutions showroom (Bld. A, Space 716) at the Las Vegas Market.

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