

PerDormire®

CULTURA DEL BENESSERE

GOODNIGHT BECOMES BEAUTIFUL

New beds from PerDormire:
design at the service
of your rest.

— page 9 —

GIVE A MAGICAL NIGHT. EVERY NIGHT.

With our ideas,
the Christmas shopping
rush has never been
so relaxing.

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DESIGN
DEMOCRATICO ITALIANO

*Discover Abito and the
other beds designed by
Fabio Novembre.*

— page 3 —



FOR THE WELLNESS YOU
DREAM OF, JUST GO TO SLEEP

*Look after your sleep with a bed system
designed to meet your needs.*

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PERDORMIRE. THE ITALIAN FIRM THAT MAKES THE DREAM OF A GOOD NIGHT’S SLEEP COME TRUE.

Antonio Caso – president of Materassificio Montalese, which was founded by his father Michele in 1971 – and Paolo Luchi – sales and marketing director – tell us about the firm that created PerDormire, a brand which today boasts over 100 stores and promotes a culture of “design for wellness”.

Antonio Caso, what does this firm mean to you?

“My childhood was spent surrounded by my father’s day-to-day work, which taught me that constant commitment, passion, honesty and respect are essential. It was an extremely important lesson to learn: work is still a great passion for me today.”

What was your father’s vision for the business, and how have you turned an artisan firm into a high-level industry?

“My father always saw the firm as a family, and he built clear, loyal relationships with his employees. Today, as then, we believe that businesses are made of people, who for us are an essential strategic resource for achieving our goals.”

How would you define your company policy today, and what is your vision for the future?

“We’re focused on innovation; we want to continue improving within our sector. This is why we’ve launched a new challenge to the sector: we want to change the way we buy bedding in Italy. We’re doing this on the strength of the international experience we’ve accumulated over the years and our ability to design and manufacture high-quality products. Our aim is to fill a gap in Italian distribution which has been evident to us from the outset, by creating the largest chain of direct distribution: specialised stores in which customers can choose not only the most suitable mattress for their needs but also all the other items to create their own personal bed system.”

Luchi, you work for a very special firm...

“I’d say it’s very unusual. In the course of 50 years we’ve changed from a small workshop to a structured industrial business: from 40 to more than 3,000 mattresses produced every day, almost 20,000 beds per year and 150,000 pillows, all strictly Made in Italy.”

When did your career begin?

“I’ve been with the firm since the year 2000 and I’m proud to say that we’ve grown together, moving from a revenue of 10 billion lire to a turnover approaching 70 million euros, 65% of which is from the domestic market. The current situation is the opposite of what it was: back then, 70% was from exports. Even the PerDormire brand, launched in the 1990s, grew overseas initially: until 2008 we had a really small presence in Italy.”

An exponential growth. Does the credit lie in your unusual distribution arrangements?

“Our network of 110 stores – all owned by us – is an integral part of our offer: an innovative business model in our sector and consistent with the two fundamental pillars of our strategy, competitiveness and competence. The first of these can be improved only by shortening our distribution chain, and we produce and sell directly, thus eliminating any barrier to purchase. The second – competence – is embodied in our sales staff, who undergo a period of in-house training before entering a store, to make sure they’re prepared to support customers in their choice of a bed system.”

Is this the meaning of the PerDormire brand?

“Absolutely. The brand expresses the concept that inspires our firm: to offer technological value,

innovation, aesthetic quality and creative design – as is the case, for example, with the ‘Una Fiaba PerDormire’ collection by Fabio Novembre – in a single place, the PerDormire store, where customers are received by expert consultants and guided in their choice of a comprehensive and comfortable bed system that meets their needs at an affordable price. For us, all this is summed up in the concept of ‘design for wellness’.”

And in terms of comfort, how has support for sleep changed?

“If we look at the evolution of mattresses, it has been marked by three key moments in its history: the shift from traditional springs to pocket springs, from pocket springs to independent pocket springs, and the arrival of latex, which adapts ergonomically to the weight of the body. This new material had a considerable impact on the sector, motivating every manufacturer to research its various applications. With PerDormire, Materassificio Montalese has developed its own exclusive materials and patented more than 20 new technologies. An example is **Clima Fresh**: a memory foam (polyurethane) which is activated by contact with the body and maintains a constant temperature. Or **Air Technology** – a unique product, which can increase the mattress’ breathability and reduce the accumulation of moisture. Our laboratories are constantly engaged in the search for new solutions, materials and applications which allow us to offer our customers maximum comfort, so that they can benefit more from the third of their lives spent sleeping. It’s a culture of wellness that’s waiting to be built.”

DESIGN DEMOCRATICO ITALIANO.

Design within the reach of all.

A bed is an item of furniture whose essence lies in its function, but this does not mean we can neglect the aesthetic aspect.

This is the idea that led to PerDormire's Design Democratico Italiano: a project that crystallised in a new line of designer beds that

are affordable and 100% Made in Italy. The first collection - 'Una Fiaba PerDormire' - was designed by architect Fabio Novembre: six beds distinguished by a unique style, perfect functionality and a price affordable by all, with endless possibilities for customisation for individual customers.

DESIGN
DEMOCRATICO ITALIANO

Abito bed
from
999€



Abito Special Edition double bed in denim, "Una Fiaba PerDormire" collection.

Luna bed
from
999€



Luna double bed, "Una Fiaba PerDormire" collection.

Nuvola bed
from
999€



Nuvola double bed, "Una Fiaba PerDormire" collection.



FABIO NOVEMBRE

The designer of dreams.

“I always ask myself why I’m doing something; I want to know the meaning, if what I’m doing is right, if it’s ethical.”

Fabio Novembre, born 1966, is an architect and designer. In the course of his career, Fabio has worked for international clients, designing exhibition spaces, shops and stands for shows and events. His projects are often the result of his interpretation of the emotional and sensory soul that lies concealed within objects and their functions. He combines a lively creativity with an ethical approach, which he describes in these words: “I always ask myself why I’m doing something; I want to know the meaning, if what I’m doing is right, if it’s ethical.” And this is the spirit in which Novembre began his collaboration with PerDormire on the Design Democratico Italiano project: “Bringing creativity to bear on a product whose very essence lies in its function, in order to take the bed into a dreamlike, emotional dimension, as suggested in fairy tales.

This is the thinking behind “Una Fiaba PerDormire”

Here we talk to Fabio Novembre about his experience with PerDormire’s Design Democratico Italiano.

Fabio Novembre, why PerDormire?

“I admire the company’s philosophy, it’s a brand that has an ambition to reach everyone, so I wanted to design something that was equally simple. Thinking about going to sleep took me back to the bedtime stories of my childhood. The idea came by itself, in two words: ‘a fairytale’, and that’s how Una Fiaba PerDormire started: it must be the best way of going to sleep. I designed the beds by imagining them as vehicles to a dreamy dimension, the quintessence of fairytale land. These are extremely simple pieces, inspired by icons we carry with us from childhood. It was a question of simplifying and storytelling: I have two young daughters, so it came naturally to me to think of a place where I’d like to read them a bedtime story.”

You speak as though it’s almost a magical place...

“I imagine a bed as a vessel that takes us into the world of dreams, a place where you can let yourself go, float away for eight hours of sleeping and dreaming.”

A remedy that brings us back to the concept of wellness in sleep accessible to everyone...

“This is the concept of Design Democratico Italiano. I like the fact that this firm combines a scientific and research-based approach with a democratic aspiration. I approve of a brand that’s committed to creating a high-quality product that brings a benefit to absolutely everyone, without distinction or difference. My ‘designer beds’ are available to the public at affordable prices, with no extra charges.”

Apart from the bed, what’s your idea of home?

“Other than my own home, I’ve never done houses. This is because I believe in space as an accumulator of energies: your home should be a portrait of you, your reflection. We should make our home - our nest - exactly as we wish and for the people we are. It’s pointless trying to make a home for someone else. Who wants to live in a showroom? I’m convinced that everyone should design their own home, taking the ingredients they want, to create an atmosphere that resembles them, that’s an emanation of their personality.

How much does quality count in furniture and decor?

“I believe our conscience evolves, and that we should give people tools, and we’re doing this more and more, so that everyone can access information. Today you can map a product, find out where it comes from, how it got here, who sewed it; it’s as if the DNA of the product can be identified. When you talk about lots of possible options, you’re enabling the customer to choose or not choose something, with knowledge and conscience. And that’s truly important.”

And is PerDormire heading in that direction?

“It’s completely heading in that direction. The name itself sounds like a manifesto of intention; it states its own mission: making systems for sleeping. What’s more, with the Design Democratico Italiano project, it takes a product with a high degree of technology, designed and made to excellent standards in Italy, and puts it within reach of everyone, of the end customer.”

FOR THE WELLNESS YOU DREAM OF, JUST GO TO SLEEP.

Design for wellness: your idea of wellbeing,
our systems for achieving it.

When we talk about rest, everyone has their own needs and focuses on a different aspect: from the temperature of the room to the state of the mattress, from dust mites to unpleasant odours. This is why PerDormire offers not only the highest quality mattresses, but comprehensive and personalised bedding systems, to meet every need for rest and wellness.

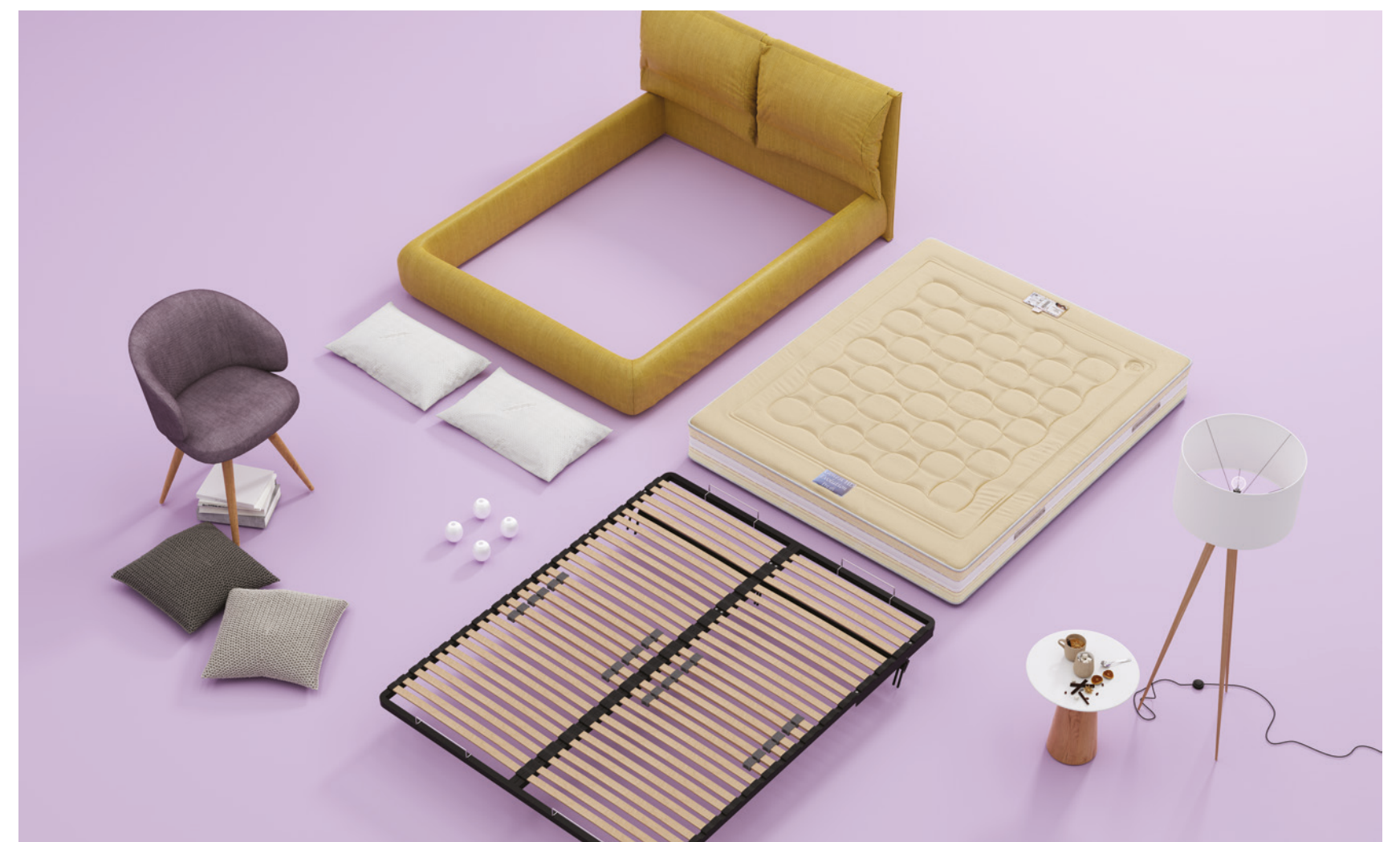


The pleasure of personalisation is all yours.

Your wellbeing every day depends on your rest every night. That's why it's essential to take great care in your choice of mattress, but also your bed base, frame and bedlinen. At PerDormire we give you the opportunity to personalise everything you choose and construct your own bed system from A to Z.

A bed system that sorts out your rest.

Our beds are more than just beds: they are meticulously designed systems to guarantee maximum comfort and help you to discover wellness. In all our stores you can choose the bed whose design is best suited to your bedroom, check out our bases, try our mattresses and pillows and accessorise your new bed with an anti-mite mattress cover, or a set of sheets in satin or cotton. Because we research the system, but you personalise it.



Your bed, endless possibilities for personalisation.

GOODNIGHT BECOMES BEAUTIFUL

New PerDormire beds: design and comfort are a luxury for all.



With the latest arrivals at PerDormire, aesthetics, functionality and comfort can be found under one roof: that of your bedroom. In fact our new bed systems are designed to enhance the rooms that house them and facilitate rest for all. Clean lines that are minimal and distinctive, comfort guaranteed by tailor-made bases and mattresses and roomy under-bed storage. Because we know your choice has to be practical too.

Sofia bed
from
699€



Nizza bed
from
1390€

Premium



Laura bed
from
699€



Caterina bed
from
699€

GIVE A MAGICAL NIGHT'S SLEEP. EVERY NIGHT.

Relax: we've got your Christmas shopping all planned.
Discover all the ideas.

Hi-tech gifts. High-quality rest.

Sleep Dot

Did you sleep well? Now Sleep Dot can tell you: it's a practical accessory that monitors the quality of your sleep and sends a report to your phone, via a special app. Sleep Dot can be fixed to your pillow and does not emit radiation, so it's perfect for keeping an eye on children's sleep too.

96,00€ > 58,00€



Nox Aroma

Lamp, diffuser, alarm clock or speaker? Nox Aroma is all these: it's a device designed to help you fall asleep, with soft light, relaxing aromas and peaceful sound effects, and it's programmed to monitor the quality of your sleep every night.

140,00€ > 84,00€

Love storage solutions

Tidiness creates time, space and beauty. The LOVE organiser set helps you to keep your under-bed storage in perfect order, thanks to three rigid boxes and a soft container with a PVC window where you can store blankets, sheets and bedlinen. Available in three sizes, the boxes also come with space-saving bags to reduce the bulk of even the thickest duvets.

The Love collection is completed by a practical linen basket, which can also be used as a storage box or a toy box for the kids. The romantic heart pattern in white and beige makes the basket perfect as a decor accessory too.

*small: 25,00€ > 15,00€
medium: 31,00€ > 18,50€
large: 41,00€ > 24,50€
soft: 9,00€ > 5,50€
basket: 24,00€ > 14,50€*



Blankets and throws

To warm up the coldest afternoons, we've created blankets and throws in wool or fleece that go perfectly with the on-trend colours of winter and make your beds, sofas and armchairs even more cosy. They're available in two shades: grey and beige. Who can you give a cosy Christmas?

*British fleece: 35,00€ > 21,00€
Melrose blanket: 85,00€ > 51,00€*



Daydream with the new fragrances

PerDormire chose Mr&Mrs Fragrance, the specialists in room fragrances, to offer quality Made in Italy products which can convey positive feelings of energy and happiness, to be enjoyed at home in private or shared with the people we love.

*diffuser with fragrance sticks: 43,00€ > 26,00€
spray: 30,00€ > 18,00€*



Sheets and duvets

- To complete and embellish any bed with all the quality of Made in Italy.
- bedlinen set in cotton or satin, in 36 different colour options;
 - warm, cosy duvet, available for single, small double and double beds.



cotton bedlinen set for double bed: ~~133,00€~~ > 80,00€
double duvet 300gr.: ~~158,00€~~ > 95,00€



Nuvola

A quilted microfibres mattress cover, available in 3 colours, ideal as an anti-mite barrier and to keep your mattress clean and dry.

double: ~~83,00€~~ > 39,99€

Flower

A 100% cotton quilted mattress cover that adds softness to any mattress and ensures maximum comfort all year round.

double: ~~100,00€~~ > 55,99€



At Christmas, PerDormire supports the work of Fondazione ANT

During the Christmas period, when you buy the Memory Moore pillow, you help the Fondazione ANT, a no-profit organisation which has supported cancer patients and their families for 40 years. Memory Moore is a pillow filled with viscoelastic memory foam and a cover treated with a probiotic to naturally reduce allergies and asthma. It is available in 9, 12, 15 and 18 cm thicknesses.

~~82,00€~~ > 49,00€



IN 2018 WE DIDN'T STOP THINKING ABOUT YOUR SLEEP FOR A MOMENT.

Our Design Democratico Italiano was on centre stage at Milan's Design Week with a special installation: an interactive glass box for the presentation of the Una Fiaba PerDormire bed collection by Fabio Novembre in the exclusive setting of Piazza XXV Aprile.

WE PRESENTED DESIGN
DEMOCRATICO ITALIANO AT
FUORI SALONE.

WE FELT AT HOME WITH
CASAFACILE

Our passion for beautiful things has led to many events in collaboration with CASAFACILE. Over the course of the year, a stylist from the renowned magazine was sent to our stores and created veritable worlds with our beds, helping our customers to imagine and create the bedroom of their dreams.

PerDormire's sales and marketing director Paolo Luchi was a "Boss in incognito" in the Rai2 programme of the same name, involving the entire firm in a truly unique experience. His journey into the lives of the firm's employees, told in the course of an entire episode, highlighted the strengths and weaknesses to be focused on in order to develop the brand, but more than anything it demonstrated the enormous value which the management places in those who work every day to contribute to the success of PerDormire.

WE STARRED IN A
TV PROGRAMME

WE TRAINED WITH
THE ROLLING DREAMERS.

In 2018 we also had the opportunity to get into sport, our great passion. We accompanied athlete Matteo Venzi and the youngsters of the Rolling Dreamers group as they prepared for a major challenge - the triathlon - and supported them at every stage of their training, which naturally includes high-quality sleep.

From 12 to 18 November we celebrated a major achievement: 100 stores in Italy. With the "Improvvisamente 100" initiative, we held a series of events in some of our showrooms, including the screening of a video starring our managers, retailers, ambassadors, experts and stakeholders, who spoke about their relationship with PerDormire and with sleep.

WE MADE IT TO 100.

www.perdormire.eu

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