

Dave Perry – Furniture Today

## Restonic's Biltmore mattress line tells stories of comfort, hospitality

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The 2018 bedding season kicked off in Asheville, N.C., amid the beauty of the Blue Ridge Mountains that ring this city. And it began with a question: "What would George Vanderbilt have thought about this new [Restonic](#) mattress line?"

I posed that question to a top Biltmore licensing executive while we were seated comfortably in the Library Lounge at The Inn on Biltmore Estate, on Mr. Vanderbilt's grounds. He found this site in another century, but its power endures today.

Timothy Rosebrock, vice president and general manager of licensed consumer products for Biltmore, thought for a moment and then responded to my question. He was one of my lunch companions that day, and, like me, he was enjoying a fine salad of Brussels sprouts.

By now you may have read in the Jan. 1 issue of Furniture Today about [Restonic](#)'s new partnership with Biltmore, the growing lifestyle brand originally rooted in the Biltmore Estate but one that has spread its wings across the region and the country.

Under the tutelage of Bob and Barbara Sherman, the bedding leaders who have long appreciated the power of licensed lines, Restonic has become the first mattress licensee of Biltmore. The producer will be showing those lines at the upcoming market in Las Vegas.

My trip to Biltmore was one of the highlights of my November and December road trips to see the key new mattress lines that will be introduced to the trade shortly.

There is a good story to be told about the gracious hospitality that George and Edith Vanderbilt extended to the guests who visited them at their Biltmore Estate. Restonic retailers have the chance to tell that story this year as they offer the Biltmore mattress line to their customers.

Good story-telling will be important for the mattress industry this year if we want to avoid falling into the trap of falling prices, one that has ensnared much of the industry. Telling credible stories is one of the ways that we turn mattresses from low-priced commodities into vital health products. And that is how we win in the mattress arena, by giving consumers products that transform their lives. A good night's sleep is worth much, but too often we reduce it to a discounted mattress with a free box spring, and perhaps even a free adjustable base, too.

That's something to think about in this new year.