

## **Furniture Today Product Charts**

### **MLILY – High Point Market- April 2022**

**Showroom: Plaza Suites, 1-542**

**Contact: Jane Chero, Steinreich Communications; [jchero@scompr.com](mailto:jchero@scompr.com); 212-491-1600**

**Category: Mattresses**

Continuing with its tremendous success at retail and to better serve its dealers, MLILY USA will focus its High Point Spring Market line-up on its in-stock and ready to ship bestsellers. The collections being showcased include the PowerCool sleep system, Fusion Luxe and Fusion Supreme hybrid models and Harmony Chill.

#### **PowerCool**

Designed with strategically placed fans, the PowerCool base marries with the mattress designed to facilitate the air flow to deliver a cooler sleep experience. The base includes an articulating head and foot, LED underbed lighting and USB ports. It also has a pre-set zero gravity position to relieve stress on the lower back region.

The new, firm model features a blue tape-edge piping, while the original plush model has its signature red. The different colors allow consumers to distinguish between the two models on the retail floor.

The PowerCool firm sleep system is priced to retail at \$5,999 for the queen-size mattress and power adjustable base. The mattress features a knit fabric cover and ventilated bamboo charcoal memory foam that work in tandem for a cooler sleep. A layer of MLILY's proprietary Smart Foam delivers the benefits of latex, and a layer of breathable comfort foam work together to create a more supple feel and well-balanced sleep product.

#### **Fusion Luxe**

Also featured for the Spring Market is MLILY's Fusion Luxe. One of the company's most popular mattresses Fusion Luxe is a hybrid model with memory foam, individually pocketed spring coils and a cooling cover. This best-seller has a medium-plush feel that actively adapts to the contours of every individual, providing pressure relief to side sleepers. The Cooling Knit Fabric Cover not only breathes, but the air flow creates a cooling sensation that keeps consumers comfortable. Backed by science, the highly advanced fabric stays cool-to-the-touch due to its superior breathability and temperature regulating properties that move heat away from the body. The Gel AeroFusion™ memory foam layer promotes airflow and a cooler sleep all night long. Fusion Luxe sells for from \$1,999.

#### **Harmony Chill**

The bestselling Harmony Chill includes MLILY's exclusive phase changing materials that absorb and release body heat throughout the night. With a very soft-to-the-touch feel and the

important ability to let air flow easily, the fabric offers comfort, function and durability. MLILY USA maintains a strong in-stock position for Harmony Chill, Fusion Luxe and PowerCool with its five domestic warehouses that are strategically located across the country to support quick delivery.