



Savoir x KEF Seventy Five bed £99,500

Sound asleep

Seamlessly engineered with speakers from KEF's The Reference range, Savoir's new Seventy Five bed makes getting a good night's rest easier than ever

CONTRARY TO WHAT YOU MIGHT THINK, when it comes to quietening the mind before sleep, silence isn't always the answer. Research has shown that listening to classical music can reduce your blood pressure and heart rate, as well as anxiety. "Music has the potential to transport us, which is exactly what we need to fall asleep," says sleep scientist Dr Rebecca Robbins. So with this in mind, Savoir has partnered with British audio specialists KEF to create the ultimate immersive experience: a bed that serenades you instead.

The Seventy Five – a reference to research showing that songs with 75 beats per minute coax the body into relaxation – is the result of 150 hours of handcrafting, and it's made with two state-of-the-art KEF Ci3160REFM-THX speakers integrated into the adjustable panelled headboard. The base, meanwhile, conceals six of KEF's Kube 8b subwoofers. The bed is upholstered in a Kvadrat x Raf Simons wool fabric, and on each side of the curved headboard you will find a table crafted from American walnut that doubles up as a wireless charging port.

This kind of engineering prowess is exactly what you'd expect from two trailblazing British brands. The bed itself feels "like sleeping on a cloud", as King Hassan II of Morocco once said (before ordering 24 for his palace). At the time, he was referring to Savoir's No. 2 bed, which was famously commissioned exclusively for The Savoy hotel in 1905. The Seventy Five uses that same mattress, plus the brand's HCa topper, which further enhances its sumptuous feel.

Since 1905, Savoir has firmly established itself as one of the world's best bedmakers and is renowned for its dedication to traditional crafting methods. Instead of relying on machines, the brand assigns each bed to a single craftsman to bring it to life. All the craftspeople are trained for a minimum of three years to perfect Savoir's time-honoured techniques – these include star-lashing individual springs, hand-teasing horse tail for the mattress filling, and stitching the brand's instantly recognisable trellis ticking fabric by hand. Once the bed is complete, its label is signed by the maker, ensuring it truly is one of a kind.

From one British heritage brand to another, award-winning KEF has been a leader since its inception in 1961, and its



The Reference series is the company's pinnacle design. It's crafted specifically for in-wall environments, such as home theatres, and is handmade in the brand's Maidstone workshop. The crisp, clear audio is achieved through a powerful 12th-generation Uni-Q driver, which ensures sound is dispersed evenly, as well as KEF's Metamaterial Absorption Technology, which absorbs 99 per cent of unwanted sound.

The Seventy Five bed gives you full control over your sleep environment. Whether you prefer to rest in a cocoon of music or an open expanse of soothing sounds, anything is possible – simply press play.