

HEVEYA NATURAL ORGANIC LATEX MATTRESSES

Now available at **TREE** 28/Floor, Horizon Plaza



HONG KONG | SINGAPORE



100% NATURAL ORGANIC LATEX

Our Heveya mattresses and pillows are made of 100% natural latex, tapped from organically grown rubber trees without adding any harsh chemical or glue.



REMOVABLE & WASHABLE COVER

Apart from the latex core being naturally anti-dustmite and hypoallergenic, the cover can be removed and washed for extra hygiene.



Custom sizes available, contact us for more details.
13/Floor The Plaza LKF, 21 D'Aguiar Street, Central | +852 2870 1132
www.europeanbedding.hk

■ HORIZON PLAZA ■



TREE follows a design philosophy of seeking refined elegance in natural or recycled materials.

TREE

ECO-DESIGN HAS BIG IMPACT WHILE LEAVING SMALL TRACE

Sustainability and renewal go hand in glove with modern style at Hong Kong's leading eco-furniture boutique, writes **Andrew Sun**

TREE has been known as Hong Kong's pioneering eco-furniture boutique since 2005 offering sustainably produced home products with naturally beautiful style.

As the demand for eco-sensitive furniture heightens, TREE is doubling down on its environmental commitment by providing well-made household items produced with organic raw material.

At its 25,000 sq ft flagship store at Horizon Plaza, TREE offers a full selection of creative decor ideas. Customers can feel confident that all the naturally beautiful solid wood used is either reclaimed, recycled or FSC (Forest Stewardship Council) certified to ensure that every TREE product meets the highest conservation standards. The company is also committed to forest through a partnership with the Indonesia-based charity, Trees4Trees.

Sustainability has always been an important brand element and it's a major showcase in this summer's line of eco-chic products, from durable oak dining tables to artisanal crafted terracotta vases. There are also stylish mood-enhancing touches such as lamp shades woven with natural and renewable rattan. It's all designed to look good, feel relaxing and to make the lightest impact on limited resources.

Today's customers focus on things that last, reflecting a simpler but conscientious lifestyle. Instead of complete makeovers, the old disposable mindset is shifting towards investing in timeless pieces that can be refreshed easily with eye-catching details and finishing accessories.

Another highlighted trend is creating a cosy bed, achieved with a warm, substantial bedframe and plenty of comfy layers and texture. An eco-wood frame with beautiful grains and warm tone sets the stage for a domestic sanctuary. Neutral colours in bed linen and fabric, handwoven cushion covers and a gently draped throw all contribute to effortless comfort.



Timber used in TREE's products is reclaimed, recycled or certified by the Forest Stewardship Council.

Tactile, woven textures are a major look of the season. Imparting the suggestion of one-of-a-kind craftsmanship, they lend character and authenticity to any setting, their imperfections and variations the antithesis of mass-produced style.

The greenest of this season's traits is the embrace of natural tones. Conveying subtle elegance and simplicity, the clean and clutter-free ethos suggests a more comfortable than minimal lifestyle.

OKOOKO

Sleep tight with quality beds

Cornelia Zou

A good night's sleep is vital to physical and mental health. Since we spend about a third of our day sleeping, a selection of quality bedding materials is a priority for a natural, healthier lifestyle.

"More people are leaning towards natural materials nowadays as they are trying to live eco-consciously," says Thijs Veyfeyken, general manager at European Bedding. "Our organic latex mattresses and FSC-certified bed bases meet the criteria."

Okooko by European Bedding's Heveya Natural Organic Latex Mattress are made from the sap that is tapped from organically grown rubber trees, and contain no harsh chemicals or glues. The mattress is encased in a soft bamboo fabric with organic cotton padding that can be unzipped easily for cleaning. The mattresses are available in multiple thickness and firmness to cater to individual comfort.

Couples with different support preferences can even choose a different density for his/her side, all within one king-size mattress cover and bed frame. Combining lumbar support and natural materials, the Ergonomic Slatted Bed Base is made

from FSC-certified beech. It has a comfortable shoulder zone with softer suspension and contouring slats.

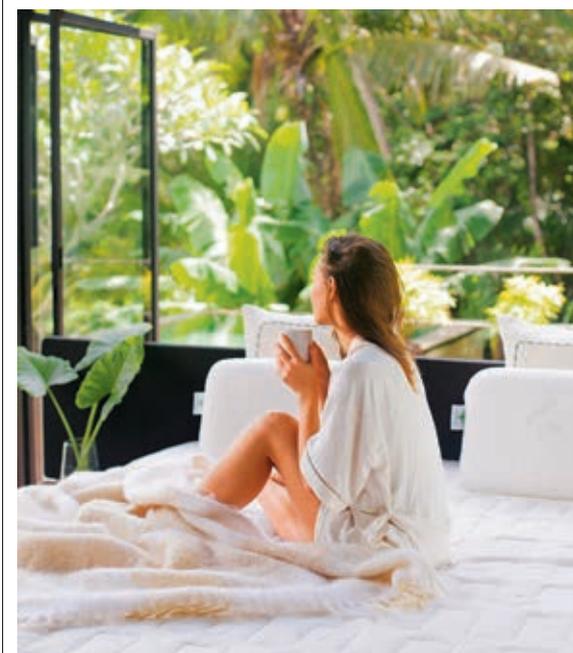
What makes it stand out is the adjustable firmness of lumbar and hip areas that can be customised with sliders to personal needs and sleeping positions. All you have to do is add a headboard and skirting.

The shop also provides a customisable all-round sleeping system whereby bed base, mattress and pillow work together to provide excellent back support for all ages, builds, sleeping positions and personal preference.

Okooko was founded in Hong Kong in 2006. In 2018, Okooko and Singapore-based sleep studio European Bedding joined hands, as they both share the same passion: promoting high-quality mattresses and bed frames that are produced in an eco-friendly and sustainable manner.

Now Okooko by European Bedding is a one-stop bedding store, focused on Natural Organic Latex mattresses, adjustable slatted bed bases and accessories that are all made of natural and sustainable materials.

The shop has moved to The Plaza in Central, but the mattresses can be found at TREE in Horizon Plaza



Okooko European Bedding focuses on natural materials.