



Princess Cruises Introduces New Princess Luxury Bed to give Guests the Most Comfortable and Rejuvenating Sleep at Sea

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Princess Cruises has unveiled its new Princess Luxury Bed, designed to deliver the ultimate night of sleep at sea.

The cruise line will roll out more than 44,000 of the new beds to every stateroom across its fleet by the end of 2018 following collaboration with experts in both the science and beauty of sleep.

Developed exclusively for Princess Cruises by the manufacturer of some of the most well-known and comfortable hotel beds in the world, the new Princess Luxury Bed will envelop guests in opulent style and pure comfort.

The bed features a plush, five-centimetre thick mattress topper, a 22-centimetre, single-sided medium firm mattress for enhanced support, individually wrapped coils for less partner disturbance, a European-inspired duvet and 100 per cent luxurious Jacquard-woven cotton linens.

Princess worked closely with US sleep expert Dr Michael Breus to develop the bed, bridging his scientific knowledge of sleep with the latest technology in comfort to design the optimal mattress for guests to experience true relaxation. Known as “The Sleep Doctor”, Dr Breus is the best-selling author of two sleep books.

Princess Cruises Vice President Australia & New Zealand Stuart Allison said the cruise line was committed to ensuring guests come back from their cruise holiday feeling refreshed, rejuvenated and renewed.

“With our guests’ overall wellness in mind, we’ve invested in the design and development of our new Princess Luxury Bed with leading experts in both the science of sleep and design to offer the most comfortable and rejuvenating sleep at sea,” Mr Allison said.

Dr Breus said he was thrilled to share his expertise with Princess Cruises.

“It’s important to remember that above all, sleep is a sensory experience and all five of your senses must be prepared for slumber in order for sleep to come easily and last all night long,” Dr Breus said.

“I believe we’ve come up with some really unique aspects for not just the bed itself, but the entire experience that will allow guests to sleep really well.”

The new Princess Luxury Bed also features electronically tempered springs to enhance support and full foam casing to provide greater edge support and an increased sleeping surface.

Princess also enlisted the help of US TV design star Candice Olson to ensure the bed makes an immediate visual impact as guests enter their stateroom encouraging them to relax and unwind, with

design features including fine bed linens and king-sized down pillows.

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