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Sleep Retailer's Companies To Watch: 2018

Every year, the editors of Sleep Retailer compile a list of innovative bedding manufacturers that are poised for retail success in the coming year. This year, we have spotlighted a group of industry veterans and emerging disrupters that not only have their fingers on the pulse of the latest trends – but are actively moving the needle. From new advanced technologies to smart business strategies and creative marketing campaigns, these companies are helping retailers reach new customers in more meaningful ways.

Here are the bedding brands you should be paying attention to in 2018.

Eclipse



Keenly aware of the constant evolution of the bedding industry, Eclipse has strategically positioned itself as an early leader of seamlessly blending e-commerce with brick-and-mortar shopping. The company's newest offering, the Velika bed, is the culmination of two years' worth of consumer research and is developed specifically to straddle the divide between online purchasing and in-store buying.

Designed especially for the 71% of women who sleep on their sides, Velika reduces pressure points and motion transfer and features Eclipse's patented LifeEdge perimeter support for total sleep surface comfort. In addition to quality components like all-natural Talalay Latex and luxury Pima cotton, Velika also offers customer personalization. With a choice of two leg styles, three platform finishes and three herringbone side panel color options, consumers can build a bed that reflects their specific tastes.

Perhaps the most unique aspect of Velika is how Eclipse plans to market it. With the company's comprehensive "clicks-to-bricks program," retail partners will be able to spotlight the Velika on the showroom floor for in-person rest-testing, but avoid the hassles of having to carry inventory. Once consumers select their finishing touches, they can place the order right in-store or from the comfort of their own home via Velika's dedicated website, with the bed shipping directly to their door. This creative and unique approach to marketing establishes Eclipse – already a long-trusted and reliable bedding brand – as a true pioneer at the forefront of today's retail spectrum.

