

Manhattan Sleep Number® store Design

On Aug. 9, 2018, Sleep Number opened a revolutionary new retail concept in the Flatiron District of Manhattan that showcases the company's new [Sleep Number 360® smart beds](#). Located at 136 Fifth Ave., (on Fifth between 18th and 19th streets), the store takes Sleep Number's best-in-class retail experience to yet another level, with interactive technology and digital experiences in a loft-like setting:

There are several new features and experiences, including:

- A large digital map illuminates by neighborhood [how New Yorkers are sleeping](#) – when they're waking up and going to sleep, captured by the company's powerful sleep tracking and biometric technology [SleepIQ® technology](#).
- An immersive, 3-minute "ride" experience makes quality sleep come to life. Customers can see, hear and feel the Sleep Number 360 smart bed automatically and effortlessly adjusting on each side. They also can understand how Sleep Number's technology delivers proven quality sleep.
- A bedding design lab where customers can experiment with a digital bedding planner to mix-and-match bedding and create their ultimate bedroom retreat.

Five-Room Floorplan

The first room introduces the customer to the brand and SleepIQ technology. Interactive content, powered by SleepIQ® data, shows Manhattan by neighborhood waking up and going to sleep.



The second room features temperature-balancing solutions, including the [DualTemp™ layer](#).



The center of the store offers an introduction to the Sleep Number 360 smart bed.

Customers can see, hear and feel the Sleep Number 360 smart bed automatically and effortlessly adjust on each side. The exclusive “ride” experience brings Responsive Air® technology and quality sleep to life.

The immersive IndividualFit® 3-D imaging technology enables the customer to see and feel the bed as it adjusts to their perfect level of comfort in real time — demonstrating how a customer’s pressure points melt away as they find their perfect Sleep Number® setting.



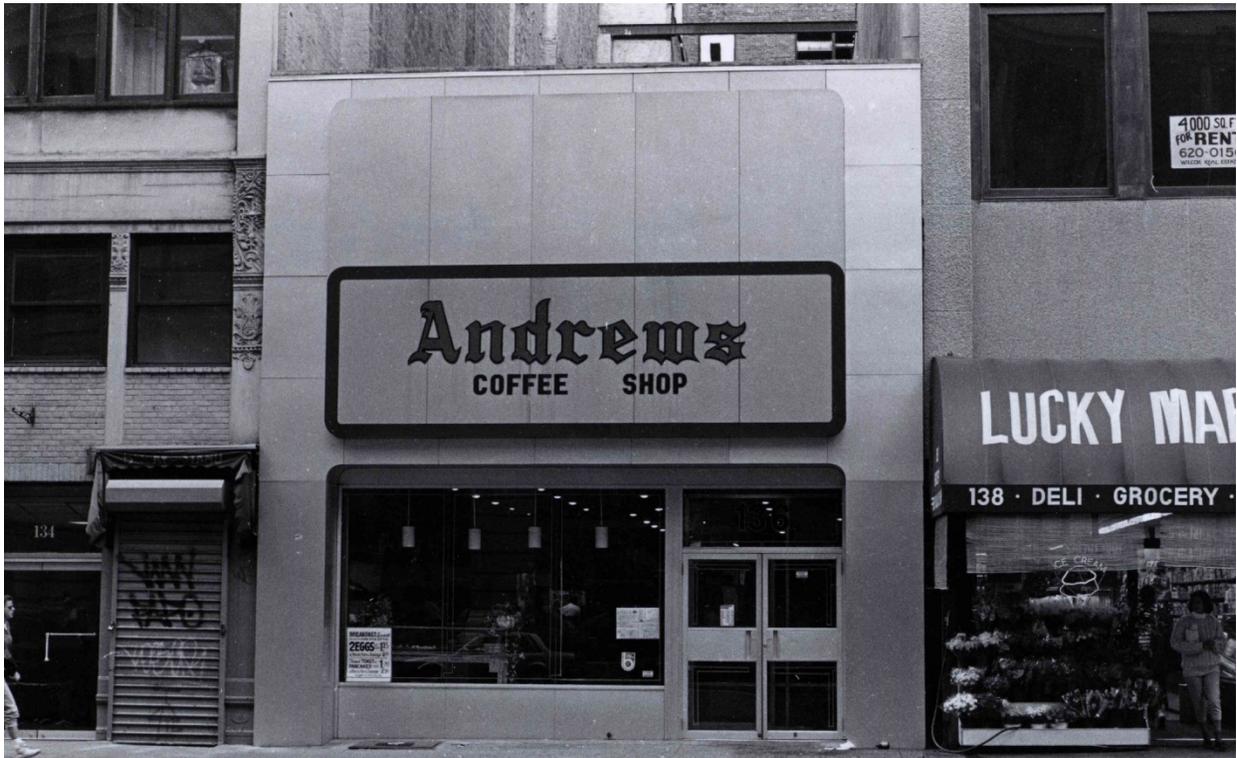
The fourth room features an oversized, interactive SleepIQ® app, complete line of pillows and the Sleep Number 360 c2 smart bed – offering customers proven quality sleep starting at \$999.



The back of the store features the bedding design lab for customers to complete their individualized sleep experience. In this luxury closet, customers can play with the interactive bedding planner and full-size samples to visualize the bed of their dreams.



The one-story building on Fifth Ave., was built in the 1850s, and was a coffee shop in the 1960s.



136 Fifth Ave., NYC
(circa 1960)

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