



WHITE  
HELLENIC PREMIUM MATTRESSES

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**YOU ARE HERE**

UNAPOLOGETIC LUXURY IS HAVING NOWHERE TO BE AND NO ONE TO PERFORM FOR.  
GO WHERE YOU ARE MOST YOURSELF. GO TO BED. SEE YOU IN THE MORNING.

**BEDTIME STORY**

**THERE IS THIS  
SOFT MOMENT OF  
TRUTH. YOU LIE  
DOWN AND THE BED  
HOLDS NOT YOUR  
BODY – BUT EVERYTHING  
YOU DIDN'T SAY.  
SLEEP WILL  
NEVER JUDGE. IT JUST  
WAITS FOR  
YOU TO FALL  
BACK INTO  
YOURSELF.**



**| 1**

**| MANIFESTO  
WHY WE ARE**

**WHITE WITH**

**THE**

**A MANIFESTO ON  
SLEEP AS CULTURE,  
PRESENCE AND  
GENTLE RESISTANCE.**

**Our mission is simple, yet radical. To dignify sleep.  
To bring softness where the world hardens us.**

Sleep is not waiting for the sun to rise. It's what makes us human. Sleep is not a pause. It's a gentle choreography of re-becoming. The quiet architecture that supports everything we do while awake. Invisible like breath, yet powerful enough to reshape and authenticate us.

We design impeccable sleeping realities with care for the human needs and the quality of the space we grow in. We dream of a fresh, more natural world. And create it.

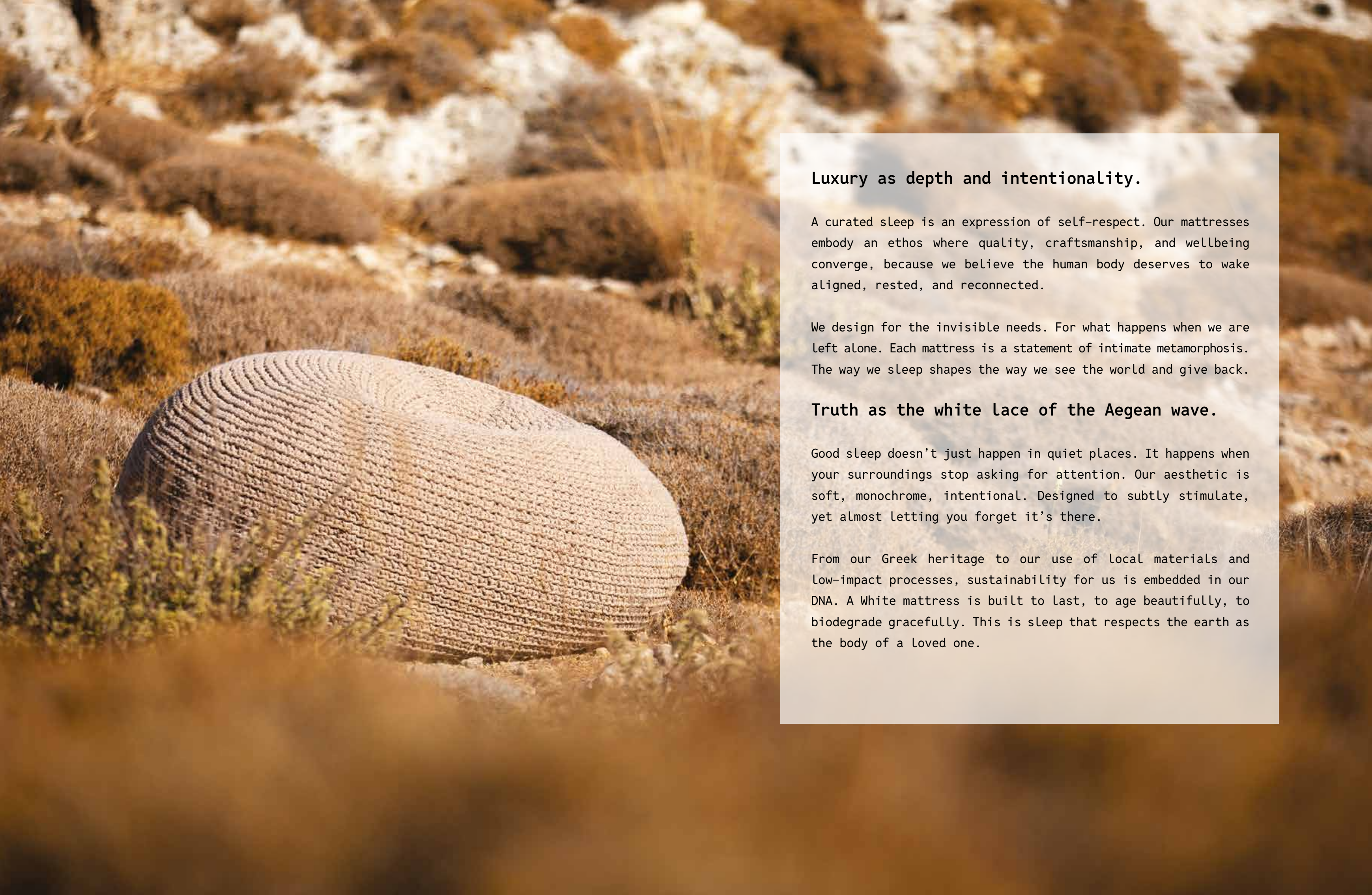
**At WHITE Mattresses, we chose white not as a color, but as a gesture of community.**

White gracefully lets everything else just be. It's the absence of noise and the fullness of stillness. White does not dress up rooms. It undresses the world around them. So what remains is real.

Our philosophy is built on purity, intention, and the pursuit of human calm. In a world that praises volume, we design for honesty.

Our vision begins and ends with honoring the night as a silent revolution against randomness. We craft not mattresses, but moments of permission to just be, free and undefined.

We think of bedtime as a moment that can't be rushed. We invite you to take your time. We do so, in every stitch. So that our guests remember how being expected feels, every night.



## **Luxury as depth and intentionality.**

A curated sleep is an expression of self-respect. Our mattresses embody an ethos where quality, craftsmanship, and wellbeing converge, because we believe the human body deserves to wake aligned, rested, and reconnected.

We design for the invisible needs. For what happens when we are left alone. Each mattress is a statement of intimate metamorphosis. The way we sleep shapes the way we see the world and give back.

## **Truth as the white lace of the Aegean wave.**

Good sleep doesn't just happen in quiet places. It happens when your surroundings stop asking for attention. Our aesthetic is soft, monochrome, intentional. Designed to subtly stimulate, yet almost letting you forget it's there.

From our Greek heritage to our use of local materials and low-impact processes, sustainability for us is embedded in our DNA. A White mattress is built to last, to age beautifully, to biodegrade gracefully. This is sleep that respects the earth as the body of a loved one.

## Sleep as culture, presence, and gentle resistance.

Sleep is a universal ritual transcending borders and beliefs. It is deeply woven into the fabric of our societies, influencing everything, from architecture (think of our bedrooms as sanctuaries) to storytelling (lullabies, bedtime stories, dream interpretations).

When we prioritize sleep, we are participating in a fundamental aspect of human culture – the cyclical nature of life. We acknowledge that our worth is not solely tied to our productivity, but also to our capacity for stillness.

In our hyper-connected life, true presence is a rare commodity. Our minds are scattered in an endless scroll. Sleep takes us by the hand and leads us inward. We are left with the subtle stirrings of our subconscious, embracing our innate need for repose.

The most radical aspect of sleep is its power as a form of gentle resistance. We glorify busyness, encouraging an “always-on” mentality. To choose and protect sleep is to push back and assert our autonomy over our time. It’s a quiet refusal to be perpetually available. A declaration that we deserve an act of care.

When we allow ourselves the luxury of true rest, we are being revolutionary.

where the noise ends,  
we begin.

**GOODNIGHT**

WHEN THE DAY FADES TO  
DARK FROM WHITE,  
REST EASY. YOU'VE EARNED  
THIS NIGHT.  
GOODBYE  
SHOULD NEVER BE LOUD.  
IT SHOULD FEEL LIKE  
LINEN BEING FOLDED.  
LIKE BREATH LEAVING  
A ROOM THAT STAYED WARM,  
LONG AFTER YOU LEFT IT.

**BEDTIME STORY**

**BETWEEN ONE DAY AND THE NEXT, A  
QUIET ROOM, A MATTRESS  
WAITING,  
THE INVISIBLE HOUR. SHE LAY  
DOWN SLOWLY, AS IF SHE COULD  
AVOID  
DISTURBING THE WORLD.  
THE MATTRESS GREETED HER,  
SILENT  
AND FAMILIAR. EACH BREATH  
BROUGHT HER DEEPER, UNTIL SHE  
FELT  
WEIGHTLESS. THE DAY FADED,  
SMALL AS A COTTON BALL  
LOST IN HER HAIR.  
SHE NOW HANGS SOFTLY  
FROM THE EDGE OF AN EYELASH.**

# FRAGMENTS OF THE COLOR WHITE.

Sea salt on eyebrows. Linen washed by hand. Milk before it cools. Moonlight on a marble statue. Linen drying in island wind. Mist between olive trees. Flour on your mother's fingertips. Crushed shell powder. The rind of a peeled fig. The laced edge of the Aegean wave. Sugar on lips. The space between heartbeats. A wedding dress never worn. Steam rising from rice. Mid-day cotton fields. A cloud at dawn. Cold linen in a hot summer. A sheep you count in bed. Winter light through soft curtains. The pause between goodbyes. Light leaking under a door you long to open. Raw almond flesh. A room waiting. The distant smell from bread ovens. First dawn in a hotel. A page not yet written. The sound of thought. The moment between you and sleep.

IR2

ETHOS  
| HOW  
WE DREAM



**UNDERSTANDING  
HANDS. MANSHIP,  
AUTHENTICITY  
AND SUSTAINABILITY.**

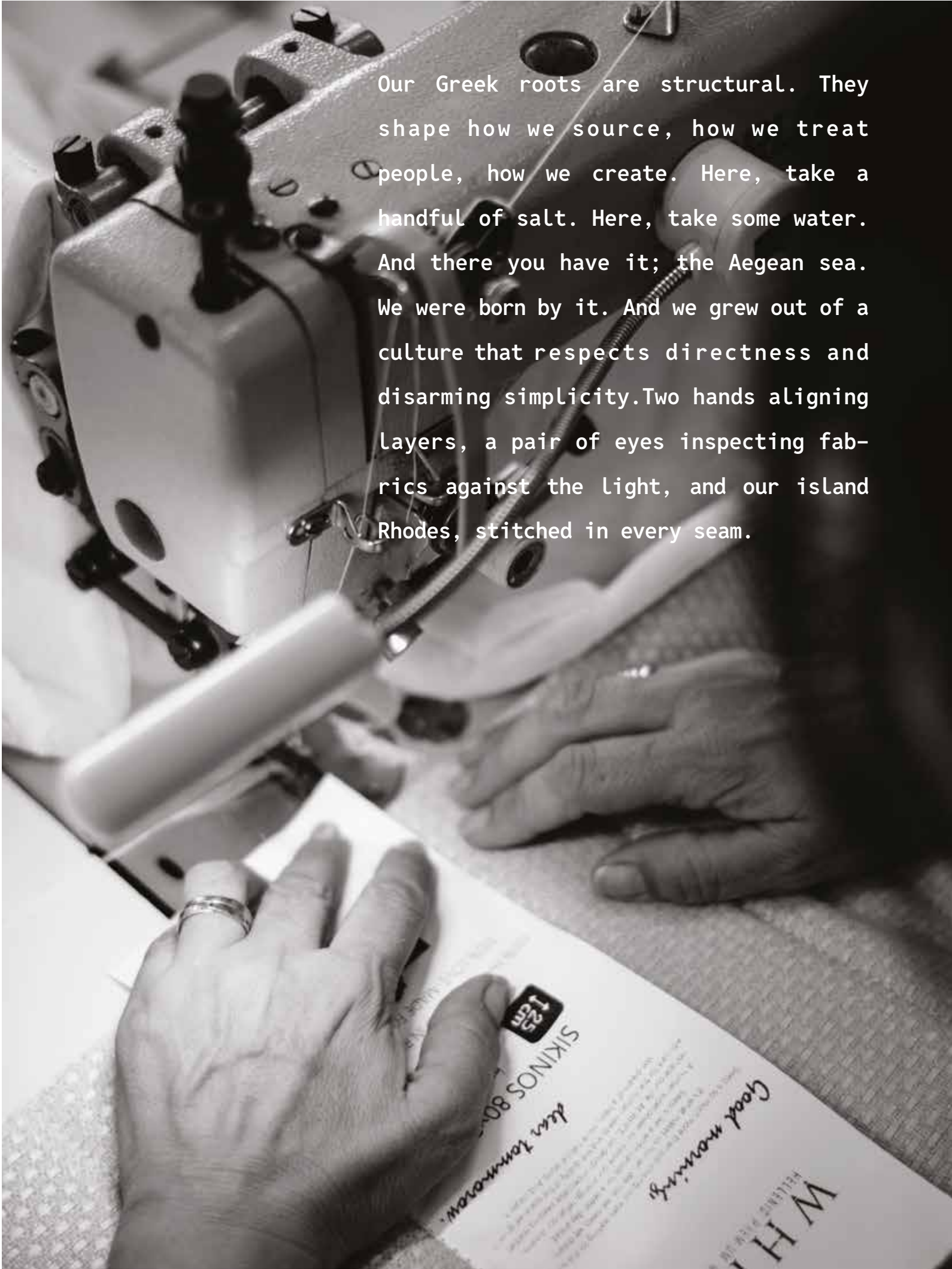
OUR  
MATTRESSES  
ARE MADE  
THE HARD  
WAY. BY  
PEOPLE.

Our materials are chosen not simply for performance. The way a surface yields. The way a body exhales. Our craftsmanship follows a philosophy:

**We create mattresses the way one might grow a tree.**

We deliberately choose human touch over algorithms and automation. We resist. Because how we rest must reflect the life we dream. And we want both to be kind.

A mattress begins long before the stitching, out in the fields. **Raw hands, fresh cotton, natural latex, layers of horsehair, delicate threads of linen and truth. Nothing is selected superficially.** Each component is chosen for what it gives and for what it withholds. The air that breathes through it, the silence it preserves, the memory meant to last. Our materials breathe, adapt, support. Not just to impress your touch, but to learn from it. We choose to listen to the body without ever speaking over it.



Our Greek roots are structural. They shape how we source, how we treat people, how we create. Here, take a handful of salt. Here, take some water. And there you have it; the Aegean sea. We were born by it. And we grew out of a culture that respects directness and disarming simplicity. Two hands aligning layers, a pair of eyes inspecting fabrics against the light, and our island Rhodes, stitched in every seam.

# HANDS AND MATERIALS

Our craftsmen are part of a lineage of makers rooted in Rhodes. Honoring the island's grace and resourcefulness. They trust the grain of the wood, the smell of clean wool, the uneven beauty of the handmade. **Our artisans know how cotton yields, how wool listens, how horsehair breathes.** They weave layers of tradition, origin, passion, and precision in every stitch.

As a final move, they add a non-negotiable layer: Mediterranean sun. Because the final stitching echoes something older than instruction: instinct. Perfectionism, yes. Devotion, yes. We are makers and dreamers.

# SUSTAINABILITY ABILITY

For us, sustainability is a return to the local, the honest, the essential. The sleep we offer is not mass-produced. Our materials are harvested not only for their qualities but for how gently they age. We are actively working towards a less tired and sustainable planet. We have adopted zero-waste certified production methods since our foundation, eliminating our environmental footprint with proper distribution and recycling of waste.



**Giorgos, Carpenter**



**Lala, Upholsterer**

To craft a mattress is to craft trust.



**Michalis, Production Assistant**



**Saby, Production Manager**

**Dimitris, CEO - Brand Creator**

We love to snooze every morning too. We are human. But we love our mission more. The well-being of our community is keeping us up at night. We know that the more passionately we work to better our craft, the better humanity rests.

**Georgia, Sales Associate**





Vasilis, Mattress Machine Operator



Areti,  
Accounting Manager

**WE ARE ACTIVELY  
SUPPORTING OUR LOCAL  
COMMUNITIES  
IN EVERY WAY WE CAN,**



Meral, Cutter

**DEVOTED TO KEEP GROWING  
THE POSITIVE IMPACT OF  
OUR CORPORATE SOCIAL  
RESPONSIBILITY.**



Argyro,  
Social Media Manager



Souzana, Seamstress



Vaso, Fabric  
Constructions  
Manager

**WE ARE ON A HUMANS-CREATING-  
FOR-HUMANS POLICY.  
IT FEELS GOOD THAT WAY.**



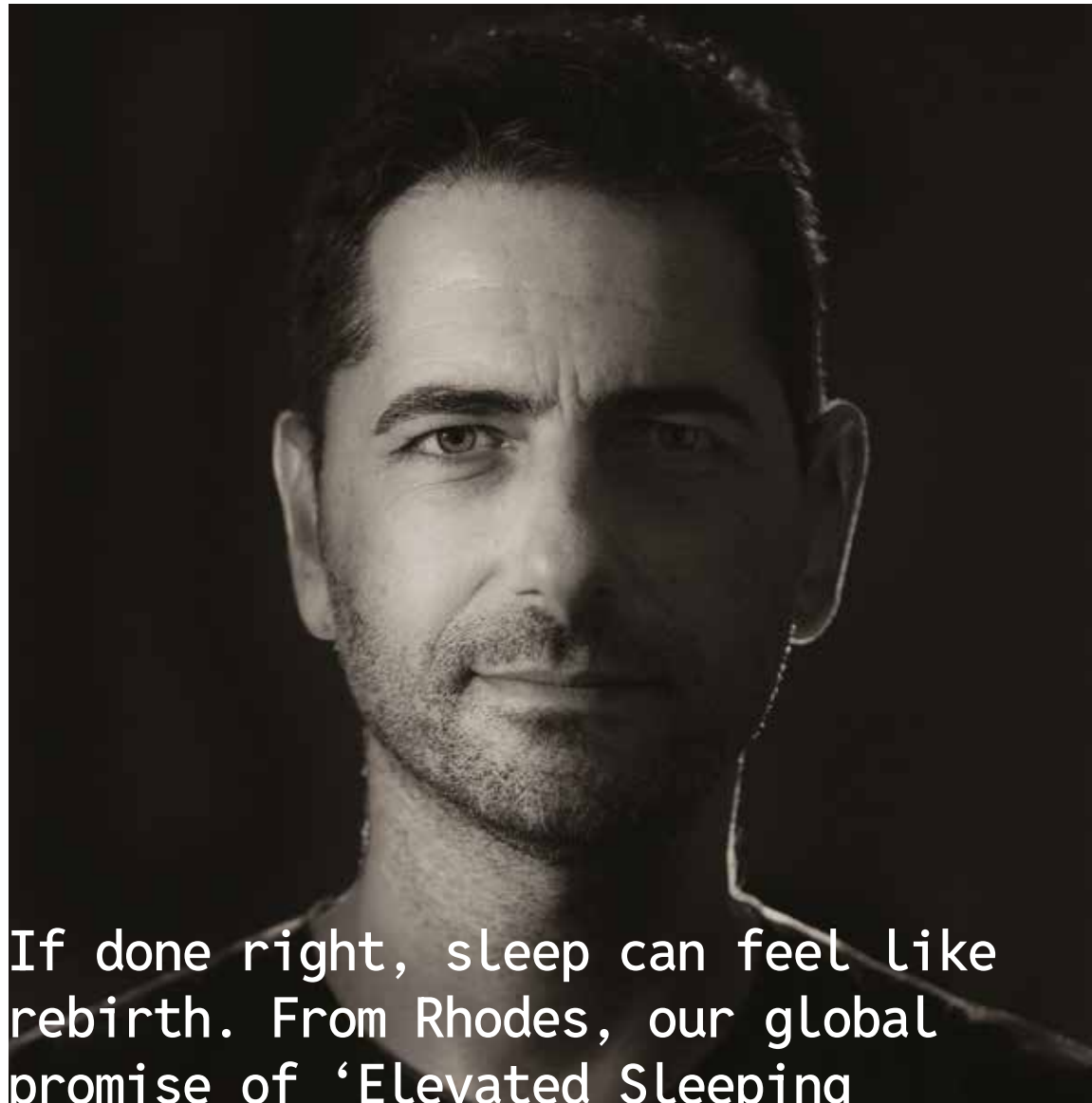
Nikos, Orders Manager



Eirini, Seamstress



Mara, Sales Associate



“ If done right, sleep can feel like rebirth. From Rhodes, our global promise of ‘Elevated Sleeping Realities’ is simple: to create a safe space for deep rest and a fuller life the morning after. ”

Dimitris Lizardos, CEO, Brand Creator.

#### HOW IT ALL STARTED

Our long and knowledgeable journey in creating premium sleeping environments goes three generations back. Our team’s leaders continue and honor the inherited ethos, traditions and signature passion of their pioneer grandfathers who were both renowned for their well-established hotel-furnishing businesses.

In 2015, our team’s brand creator Dimitris Lizardos introduced ‘REBRANDING HOTELS’ a premium company dedicated to turnkey hotel interiors curation, followed by WHITE PREMIUM HELLENIC MATTRESSES with the pivotal co-management support of Kyriakos Salahouris and the intention to shake the industry of state-of-the-art sleeping, launching a mattress collection of incomparable quality.

Dimitris Lizardos and Kyriakos Salahouris infuse the company’s dynamic team with their disruptive creativity and open-mindedness, sharing their common love for quality and authenticity.



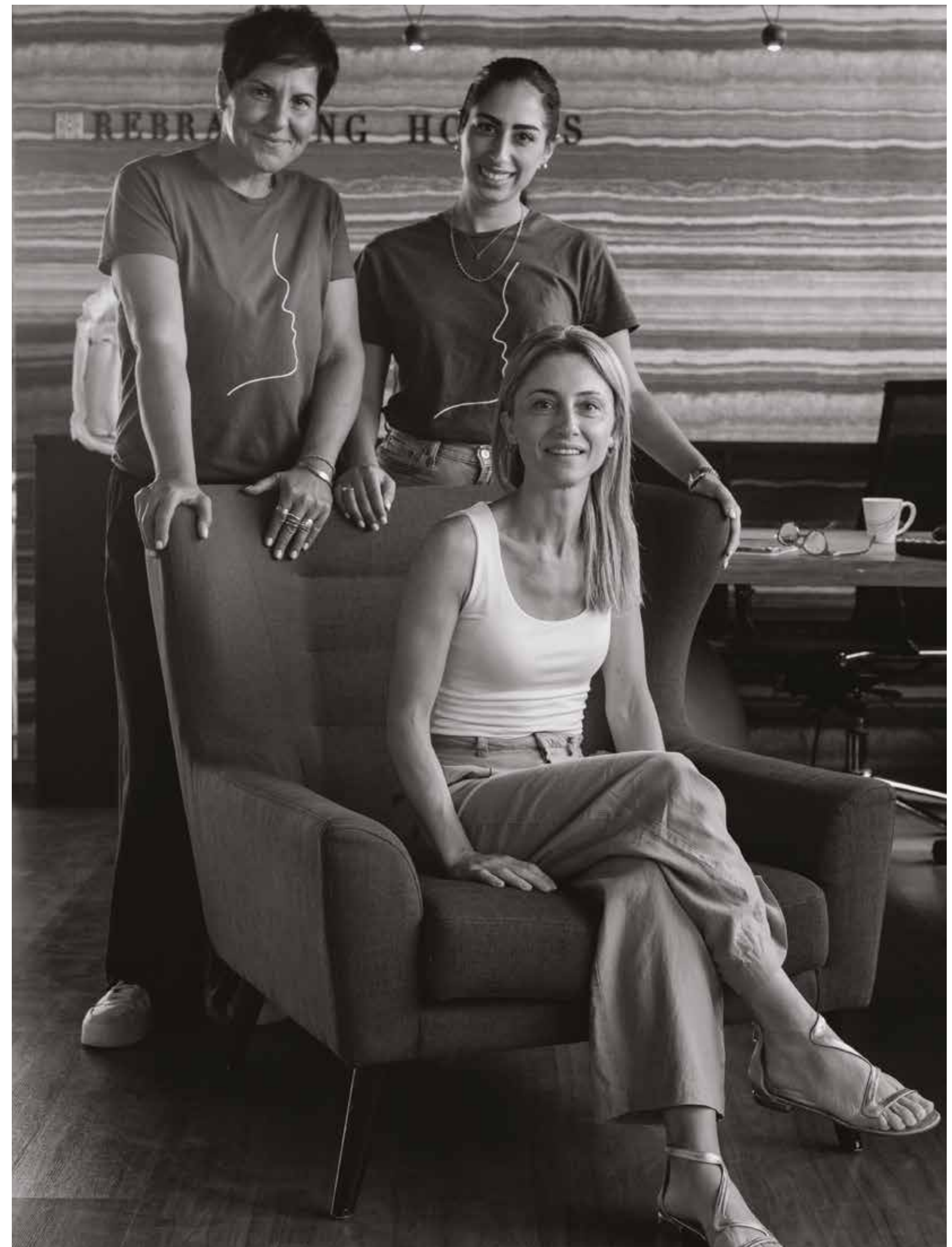
**Kyriakos Salachouris, CFO**



**Meral, Cutter**  
**Eirini, Seamstress**  
**Souzana, Seamstress Cutter**  
**Vaso, Fabric Constructions Manager**



**Nikos, Orders Manager**





Mr. Michalis,  
Mattress Production Technician



## SALONE DEL MOBILE



**" OUR DREAM IS TO CREATE THE BEST MATTRESS HUMAN HANDS CAN MAKE. "**

**KNOWING HOW CLOSE WE ARE, IT FEELS GLORIOUSLY HUMBLING. "**

Dimitris Lizardos, CEO, Brand Creator.



We take extra pride in participating to world-renowned exhibitions, like Salone del Mobile Milano and Maison & Objet Paris, promoting greek entrepreneurship and ingenuity to the world.



**LUXURY IS A HAND ON YOUR SHOULDER,  
AND THE VOICE OF A MOTHER, SAYING:**

**"YOU ARE HOME".**





He stitched quietly,  
the needle guiding  
threads through layers  
of wool, pure,  
like an unscripted language.

He imagined who might sleep here.  
A woman reading poetry,  
a child dreaming of oceans.  
A man who says I missed you.

He knew he'd never meet them,  
but his hands would.  
The pulse of the maker.  
You lie down and feel it—  
not as fabric,  
but as time spent with it.

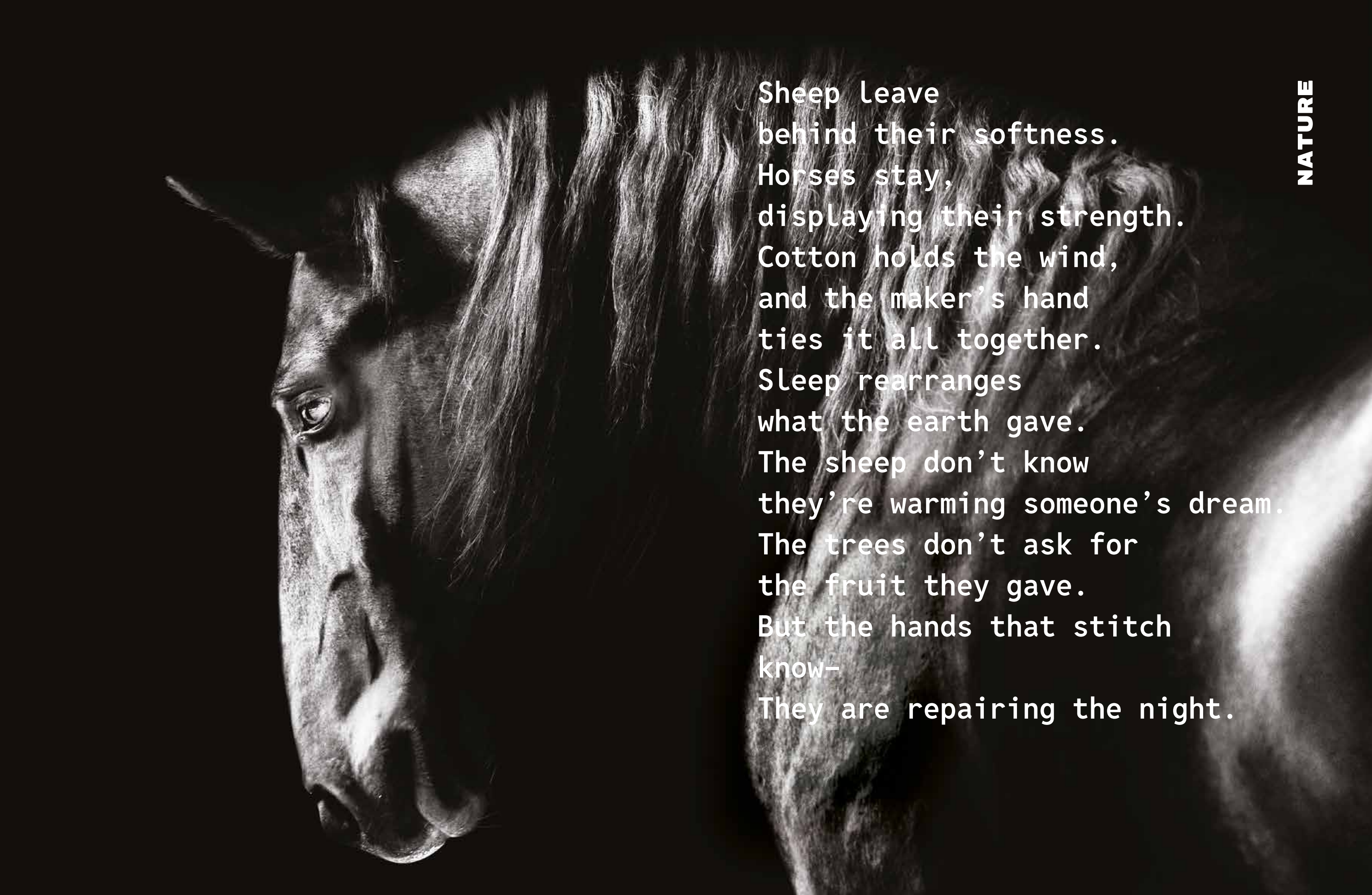
He worked in silence,  
except for a radio  
that hummed old Greek songs.

He did not rush, though  
the orders came in fast.  
He said every mattress was like  
building a home.

His hands were steady, rough,  
each thread —a prayer.



It breathes  
before we do.  
Clean, no  
apologies.  
A thread,  
a weave, a hush.  
The way comfort  
would feel  
if it ever  
said the words  
“I am here for  
you”.



Sheep leave  
behind their softness.  
Horses stay,  
displaying their strength.  
Cotton holds the wind,  
and the maker's hand  
ties it all together.  
Sleep rearranges  
what the earth gave.  
The sheep don't know  
they're warming someone's dream.  
The trees don't ask for  
the fruit they gave.  
But the hands that stitch  
know—  
They are repairing the night.



An island

Like loose thread of the sea  
pulled by hand.

And sleep that smells  
like thyme.

Greek sun weaves in  
its patience.

That happy lamb over there  
sleeps under the same sky you do.

The hands that curated your dream  
once planted an olive tree.

SOME THINGS  
ARE NOT MADE.  
THEY ARE HANDED DOWN.

**SWEET  
DREAMS  
ARE MADE  
OF THIS.  
WHO AM  
I TO  
DISAGREE?**





# TELLING STORIES IN LAYERS.

TOPOLOGY OF REST.

THE COLLECTIONS AS EMOTIONAL GEOGRAPHY.

An invitation to sleep intentionally. Each collection is a reflection of identity and culture. The ordinary act of lying down elevated into something almost ceremonial.

**For those who fall fast. For those who carry too much. And those who have finally let go. No two sleepers are alike.**

Our collections belong to a greater sleep map. Each collection traces a place and evokes a state of being. It is not about destinations but a democracy of moods, tempos and thresholds. The reality of sleep begins as linear and unfolds as spatial. Every sleeper finds their own coordinates.

Everything we create while you are asleep is anchored to the luxuriously unapologetic life one can have in Greece.

Our sleeping scenarios bring the essence of Greece -its marvels and its values- to the bedroom.

Naming our creations after greek landmarks and meaningful greek words has always been the most natural, deliberate choice. The colors white and blue, the softness of the people, the honesty of island life, the Aegean breeze, the feel-goodness of sunshine; Our abundant raw materials define our brand's experience.



**LET THE WORLD  
FADE.  
YOU HAVE  
FINALLY  
ARRIVED TO  
YOURSELF.  
WHO YOU'LL  
BE  
TOMORROW IS  
DECIDED  
EVERY  
NIGHT.**



**THE  
HAND  
MADE**

## PSERIMOS



Contemporary state-of-the-art materials and timeless vintage hand-sewing artistry, made with traditional needles. A multilayered, premium anatomical mattress, named after a small Greek island in the Aegean Dodecanese Archipelago. Offers a personalized sleeping experience with holistic body support. It adapts to the body's natural movement, with zero pressure points or oscillating discomfort. Encourages free air flow, regulates humidity and body temperature, with state-of-the-art insulation, anti-mould, antibacterial, and hypoallergenic properties. Designed to fit the Greek microclimate regarding temperatures and humidity.

Full Specifications on page 210.



**PSERIMOS**



## TELENDOS



A handmade masterpiece crafted from nature's rarest materials, including Sea Island cotton and Vicuna wool. Its cotton-silk fabric delivers soft luxury and natural freshness, while layers of linen, tencel, and the finest wools provide breathability, balanced temperature regulation, and a naturally hypoallergenic sleep environment. Designed to fit the Greek microclimate regarding temperatures and humidity. Named after a small Greek island in the Aegean Dodecanese Archipelago, near Kalymnos island.

Full Specifications on page 210.



**TELENDOS**





## SKANDILI



An ode to human well being, where stillness becomes presence and fine artistry meets cutting-edge support. Named after a small, uninhabited isle in the Aegean Sporades Archipelago, this premium, multilayered anatomical mattress represents rebirth, graceful adaptability and undemanding luxury. Its highly customizable structure offers specific support zones for tailored comfort and contoured anatomical alignment. It features individually wrapped Calico pocket springs, prized for their durability, natural feel, and quiet performance, as they do not generate noise when compressed, while it offers a quiet, breathable, and enduring sleep surface for enhanced airflow and zero heat retention.

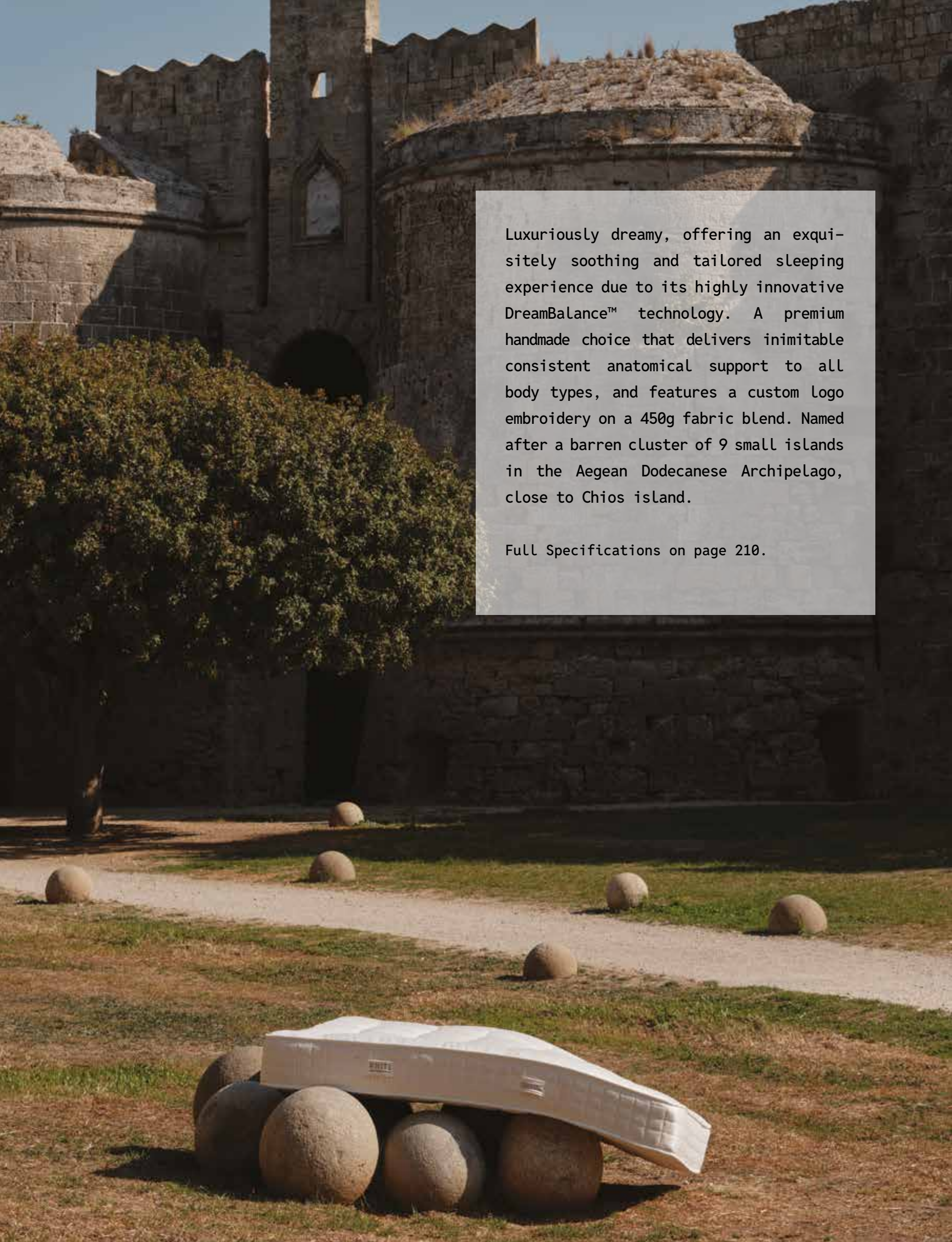
Full Specifications on page 210.

**SKANDILI**





- 1 Silk - Cotton Fabric
- 2 Wool
- 3 Cotton
- 4 Linen
- 5 Horsehair
- 6 Coco Fiber
- 7 Latex
- 8 Calico Pocket Unit Low
- 9 Calico Pocket Unit high
- 10 Bio Cotton
- 11 Cotton
- 12 Silk-Cotton Fabric



Luxuriously dreamy, offering an exquisitely soothing and tailored sleeping experience due to its highly innovative DreamBalance™ technology. A premium handmade choice that delivers inimitable consistent anatomical support to all body types, and features a custom logo embroidery on a 450g fabric blend. Named after a barren cluster of 9 small islands in the Aegean Dodecanese Archipelago, close to Chios island.

Full Specifications on page 210.

## OINOUSES



**OINOUSSES**

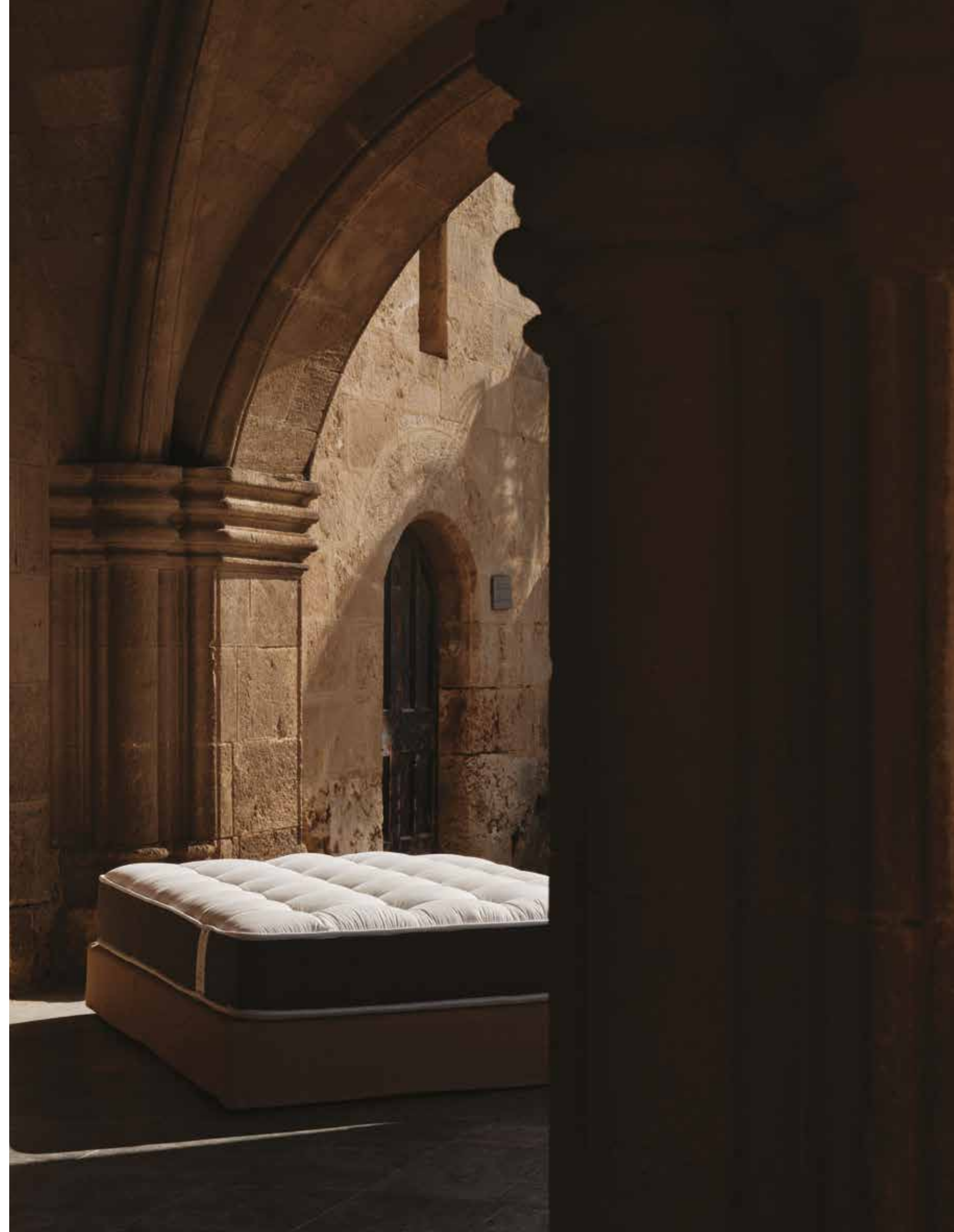


## SESKLI

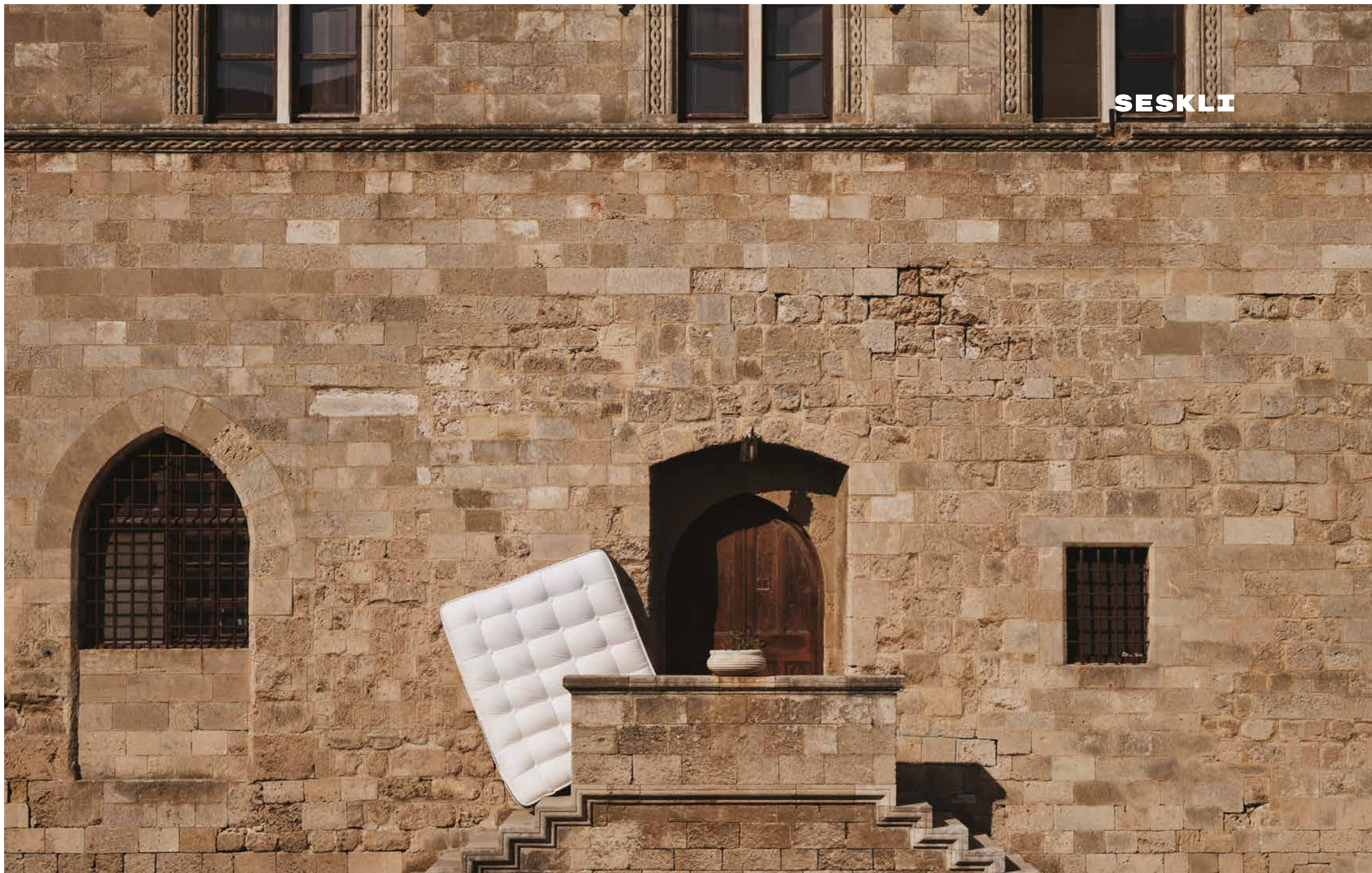


A luxurious cocoon-like mattress that offers exquisite tailored comfort, featuring DreamBalance™ technology and FeatherPure™. It delivers consistent anatomical support to every body type and a dreamy aesthetic with a custom logo embroidery on 250g cotton percale. Named after an uninhabited isle in the Aegean Dodecanese Archipelago, close to Symi island.

Full Specifications on page 210.



**SESKLI**



**PAUSE.**

*It's the only*

**luxury left.**



**THE  
NATU  
RALS**



A soft or medium, all-natural mattress that redefines anatomical comfort without the use of metal. Handmade for full-body alignment, it offers a truly holistic sleeping experience with zero pressure points. Its open, breathable structure encourages free air flow, regulates humidity and body temperature, with state-of-the-art insulation, anti-mould, antibacterial and hypoallergenic properties.



## **MEGISTI**

Designed to fit the Greek microclimate regarding temperature and humidity. Fully biodegradable and recyclable, it represents sustainable luxury at its purest. Named after the most remote island of Greece, located on the easternmost edge of the Aegean Dodecanese Archipelago (commonly known as Kastellorizo).

Full Specifications on page 212.

**MEGISTI**





## **NIMOS**



A clean, quiet, and sustainably luxurious choice. Fully natural and entirely metal-free, handmade with eco-conscious materials, designed for premium orthopedic support. It adapts to the body with zero pressure points and balanced anatomical structure and is engineered to regulate temperature and moisture, while promoting airflow and offering antibacterial, anti-mould and hypoallergenic protection. Its natural layers are both breathable and resilient, designed to harmonize with Greece's unique climatic rhythms. Named after a tranquil, uninhabited isle of the Aegean Dodecanese Archipelago, near Symi island.

Full Specifications on page 212.

**NIMOS**



LAUGH , SEE , WALK , TOUCH , KISS   RUN , DREAM ,   HUG , TALK , THINK

LISTEN , FORGIVE , SLEEP , DRIVE , READ , MOVE , BREATHE , WRITE LOVE

SHARE , SWIM , ASK , LEARN , EXPLORE , CREATE , GROW

STRETCH , SING , DANCE ,   CLIMB , BUILD , REST , FOCUS

CONNECT , SHOUT , HOLD , RELEASE , PROTECT

PLAY , SCULPT , TEACH TRAVEL , REPAIR , REACH

**RESIST , EMBRACE , WITHSTAND**

**WANDER , FORGIVE , THANK , DANCE**

**DON'T JUST GO TO BED .**

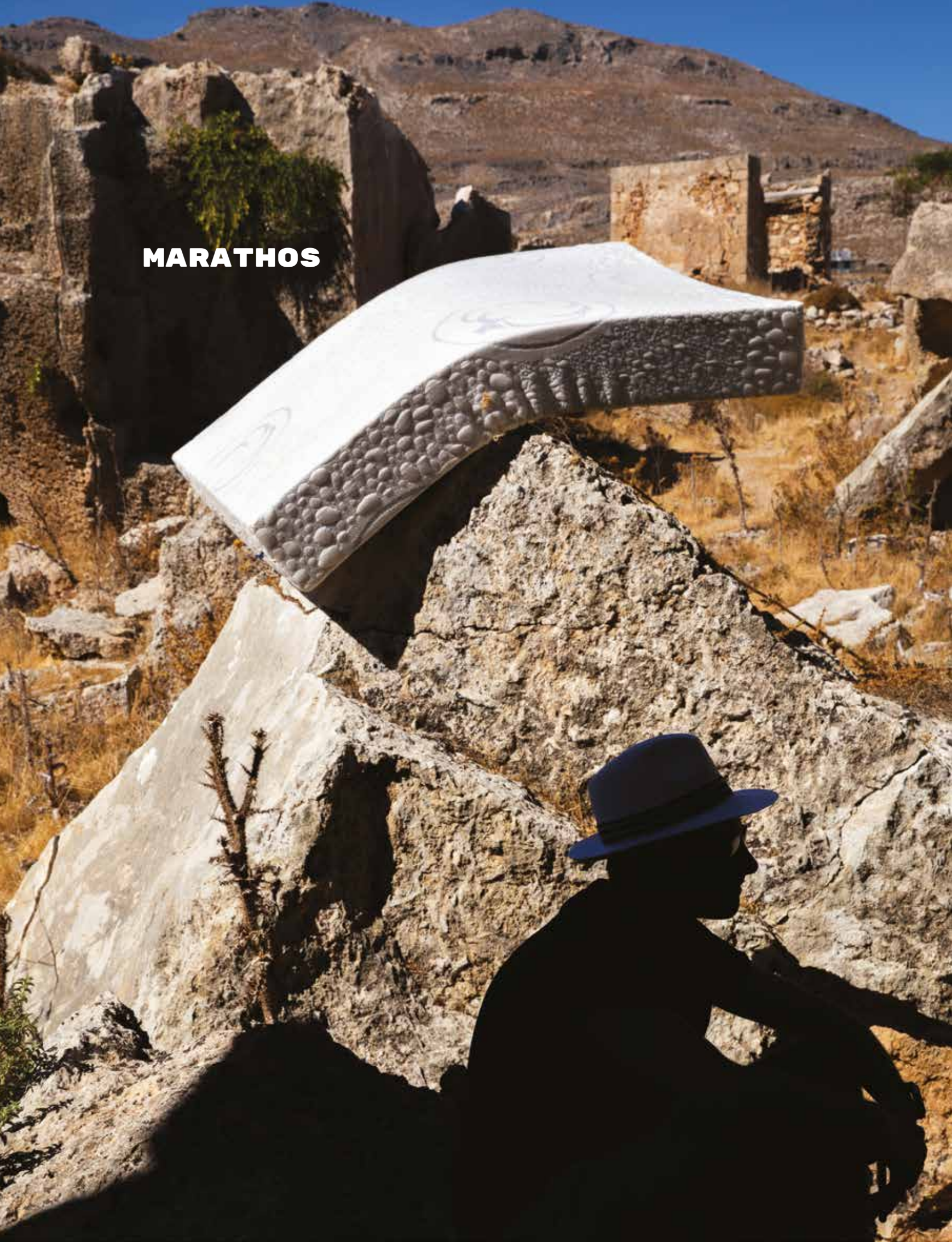
**THE HUMAN BODY DOES**

**SO MUCH . REWARD IT .**

# THE CLAS SICS



# MARATHOS



A pioneering ergonomic mattress, handcrafted using patented Octaspring® Aerospace technology – engineered to revolutionize comfort. Its innovative structure is 50% lighter, with 8x better breathability and 3D flexibility, offering advanced support, motion adaptation, and thermal regulation.



Named after a small islet in the Aegean Dodecanese Archipelago (part of the Arkioi cluster), it embodies resilience and is designed specifically to complement the Greek climate, while also delivering on well-being as it is antibacterial, anti-fungal, and hypoallergenic, by nature.



Full Specifications on page 214.

**MARATHOS**



**MARATHOS**



## SIKINOS



A premium anatomical mattress, offering excellent value with superior comfort. It is built to deliver personalized support through individual pocket coils, contouring to every movement and relieving pressure without disruption. Named after a peaceful Greek island in the Aegean Cyclades Archipelago, it is designed to fit the Greek microclimate and combines insulation, airflow regulation, and hypoallergenic protection –a trustworthy everyday mattress that performs quietly and reliably.

Full Specifications on page 214.



**SIKINOS**





## ANTIMILOS



A premium anatomical mattress, made with natural materials, offering a highly personalized sleeping experience. Carefully designed for premium, holistic orthopedic support, it encourages free air flow, regulates humidity and body temperature, with state-of-the-art insulation, anti-mould, antibacterial, and hypoallergenic properties.



Designed to fit the Greek microclimate regarding temperatures and humidity. Named after a small Greek island in the Aegean Cyclades Archipelago, opposite Milos.

Full Specifications on page 214.



**ANTIMILOS**



# LEVITHA



Designed with extra care for a fuller-figure body type, handmade with natural materials that provide a cooling effect. It offers holistic body support fully adapted to the human natural movement. It encourages free air flow and regulates humidity and body temperature, with state-of-the-art insulation, anti-mould, antibacterial, and hypoallergenic properties. Designed to fit the Greek microclimate regarding temperatures and humidity. Named after a small Greek island in the Aegean Dodecanese Archipelago, near Kalymnos island.

Full Specifications on page 214.



## KINAROS



A premium anatomical mattress for a highly personalized sleeping experience. Named after a small island in the Aegean, the second westernmost island of the Dodecanese Archipelago. It provides holistic body support, constantly adapting to each natural movement, with zero pressure points or oscillating discomfort. Promotes free airflow, regulates humidity and body temperature, and incorporates state-of-the-art insulation with anti-mold, antibacterial, and hypoallergenic properties.

Full Specifications on page 214.

**KINAROS**





**STRONGILLI**

Handmade with natural materials this orthopedic mattress offers holistic body support and fully adapts to all natural movement. It encourages free air flow, regulates humidity and body temperature and features state-of-the-art insulation, anti-mould, antibacterial, and hypoallergenic properties. Designed to fit the Greek microclimate regarding temperature and humidity. Named after a Greek islet in the Aegean Dodecanese Archipelago, near Kastellorizo island.

Full Specifications on page 214.

**THE POET DREAMS IN SUBTTLLES .  
SHE ALWAYS FALLS ASLEEP WITH  
ONE SOCK OFF. HE LIES STILL  
FOR 28 MINUTES, EXACTLY. AND  
OFF HE GOES. THE CHILD BUILDS  
FORTS WITH PILLOWS, EVEN NOW,  
AT 43. SHE TUCKS A NOTE UNDER  
HER PILLOW. HE ONLY SLEEPS  
FACING THE DOOR. THE INSOMNIAC  
READS MANUALS FOR APPLIANCES  
SHE DOESN'T OWN. THE TRAVELER  
BRINGS HIS OWN PILLOWCASE .**

**HE TALKS IN HIS SLEEP -- NOT  
WITH WORDS, HE SINGS. SHE  
WRAPS HERSELF IN THE BLANKET.  
THEY FALL ASLEEP TOUCHING  
KNEES, NOTHING MORE. SHE  
COUNTS BACKWARDS FROM 999 BUT  
NEVER REMEMBERS THE END.  
HE STARTS WRITING A GOODNIGHT  
TEXT, AND FALLS ASLEEP MID-  
SENTENCE. SHE NEEDS TO HEAR  
THE RAIN TO FALL ASLEEP. HE  
NEEDS TO HEAR THE DOLPHINS.**

**SECOND NATURE**



**EVERYTHING THAT  
SURROUNDS  
US REFLECTS OUR  
HOLISTIC TAKE  
ON FEEL-GOOD  
NESS. OUR STORY  
IS HARMONIOUSLY  
COMPLETED  
WITH HIGHLY  
CURATED OBJECTS  
AND BEDDING  
IDEAS, CREATED  
WITH NATURE-  
LOVING  
MATERIALS**

## STOOLS





Full Specifications on page 220.

## **DECO ITEMS**

**CHAIRS | CLOTHES STANDS**





# LINEN



Full Specifications on page 218



**BEACH TOWELS**

**TOWELS**



The shape of you  
turning at 3:07.  
The dream you told  
nobody.  
The breath that slows  
as the night decides -  
to forgive the day.

Some nights,  
you fall like stone.  
Others,  
you float like a leaf.  
Someone knows  
the difference.  
And lets you be both.

# THINGS FOUND IN NIGHT STANDS

A single  
earring.

A chocolate  
wrapper from  
a night you  
were kind to  
yourself.

A tiny  
flashlight  
that no  
longer  
works.

A half-read  
book with a  
pressed flower  
inside.

A folded  
receipt from  
a favorite  
hotel.

Two  
mismatched  
socks.

A to-do list  
with nothing  
crossed off.

A lip balm  
used once  
last winter.

A sleep mask  
tangled in  
headphone  
cords.

A notebook  
with a  
single  
sentence:  
“at last  
I can sleep.”



# SOUNDS THAT MAKE SLEEP FEEL SAFE

Rain  
threading  
its fingers  
through  
the curtains.

The sea  
breathing  
beyond  
the window.

The distant  
sound of a  
fork on  
a plate.

Your pulse  
echoing  
in the  
pillow.

The hush  
of linen  
unfolding.

Pages  
turning  
two rooms  
away.

**WORDS SAID JUST BEFORE SLEEP**

It wasn't such a bad day, was it?

Tell me again about the time you -

Wake me if you need anything.

Leave the light on,  
just in case.

Goodnight.

I'm glad we talked.

Goodnight again, just to be sure.



14

ART  
| THE THREADS  
THAT  
CONNECT US

ON ART, COMMUNITY AND BUILDING

# AWAKENINGS

MEANING BEYOND SLEEP.

**WE ENTER ROOMS AND LEAVE THEM SOFTER. WHITE PREMIUM HELLENIC MATTRESSES SEEKS CREATIVE DIALOGUE AND SYNERGY WITH ARTISTS, VISIONARIES, AND ALL KINDS OF DREAMERS. WE BELIEVE IN SHARED AUTHORSHIP. OUR WORK INTENTIONALLY EXTENDS BEYOND OUR FACILITIES, INTO THE WORLD OF ART, HOSPITALITY, AND SOCIAL RESPONSIBILITY, WITH EVERY SYNERGY BEING AN ECHO OF THE SAME VISIONARY INTENTION: TO ELEVATE REST INTO A MEANINGFUL, RADICAL ACT OF CO-EXISTING EVEN WHEN ALONE IN OUR BEDROOMS. OUR ART COLLABORATIONS AND OUR CORPORATE RESPONSIBILITY ARE NOT SIDE PROJECTS. THEY ARE OUR WAY TO STAY HUMAN, HUMBLER AND AWED. WE DO NOT EXIST ALONE. WE REST ON OTHERS AND WE OFFER REST IN RETURN. FROM ARTISTS TO HOTELIERS, FROM CAUSES TO CURATORS, OUR WORLD DRAWS MEANING BY THE PEOPLE WE WORK WITH.**

# THANASIS LALAS X FLOGA X WHITE



A dreamscape  
as a gesture  
At the 2023

Painted Live  
of connection.  
Xenia Metro-

politan Expo, artist Thanasis Lalas transformed our exhibition space into a vibrant landscape of color and spontaneity – a world born in real time. Alongside fellow artist Alexandra Benaki, he painted his signature art live, during visiting hours, as an unfolding dialogue. Once completed, the works were auctioned, with all proceeds donated to FLOGA, the Association of Parents of Children with Neoplastic Disease. Lalas, an insightful storyteller and a surrealist, creates art as a lived experience. His work reveals the invisible bonds between people and dreams, with his vivid lines and poetic immediacy, connecting emotion to object, and memory to matter. Our collaboration was a kindred act, and a reminder that creativity, like rest, is a shared human right.



LIMITS

KEEP DREAMING

KEEP DREAMING

THE ART OF SLEEPING

KEEP DREAMING

WHITE



DREAMS ARE SWEET DREAMS

THE ART OF SLEEPING

DELIVERING THE MESSAGE

FLYING DREAMS

HELLEN PREMATT



WHITE PSERIMOS



**A GOOD NIGHT'S SLEEP IS ART.**



**THE BODY - EVERY MORNING, A NEW GALLERY OPENING.**





A canvas becomes a mattress. A dream becomes texture. British artist Jo Burtenshaw brought her quietly transformative visual language into our world of sleep. With her intuitive layering of light, memory, and movement, she painted her own version of a dream – a single canvas born from her sensorial nature, the seasons, and almost invisible contours of a landscape rather than language, a softness and quiet boldness, unmistakably hers. Jo's original canvas, first exhibited as a work of art, was then translated into a tactile surface: a premium textile that now dresses a limited-edition art series of White mattresses, infused with all the values we hold dear: softness, intention, and a reverence for the natural world.





SEE STORY



## | VISIONARIES | CABÚ X WHITE

# SLEEP ON IT: Synergy, Lived in.

In the quietly radical world of CABÚ Hotel, we restitch the experience of sleep as an entirely new culture. WHITE's handmade SKANDILI mattress, our masterpiece of grace and resilience, is featured in all the suites, while its layered cross-section is presented by the reception carrying the message: "SLEEP ON IT". Guests sleep on it and experience their deepest and most luxurious rest. They can then tailor a SKANDILI mattress like the one they enjoyed in their suite and have it delivered back home. A collaboration that works as a lifetime reminder that the kind of rest that feels like home can – and must – travel.



SKANDILI

WHITE  
Elevated Sleeping Realities



**| VISIONARIES |**  
**KIMISOO X WHITE**

KIMISOO, derived from the Greek verb for “sleep,” creates spaces where intimacy and calmness merge into understated luxury. KIMISOO resonates deeply with our hand-crafted values. They embody sustainability, ethical responsibility, and meticulous attention to detail, while their collections stand as living definitions of tenderness, beauty, balance, conversation, and Grecian heritage. Our collaboration celebrates total sensorial harmony. We dress the KIMISOO beds with our mattresses and become part of a broader tapestry: one where rest is curated, and guests feel alive yet restful, luxurious yet unassuming. In this collaboration, sleep is a dialogue between material and meaning.

**An  
ecosystem  
of serenity  
and  
alignment.**



**| SOCIAL RESPONSIBILITY |  
SUPPORTING YOUR BACK.**

We are determined to support our local communities in every way we can. We build sleeping realities, but found ourselves building bridges.

During the roughest times of the pandemic we made and donated 10.000 protective masks to all primary schools in Rhodes and kept actively growing our Corporate Social Responsibility ever since.

**WE  
COLLABORATE  
TO REMEMBER  
THAT SLEEP  
LOVES US ALL,  
UNCONDITIONALLY.**

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**HOSPITALITY**  
**|**  
**A HOME**  
**EVERYWHERE**



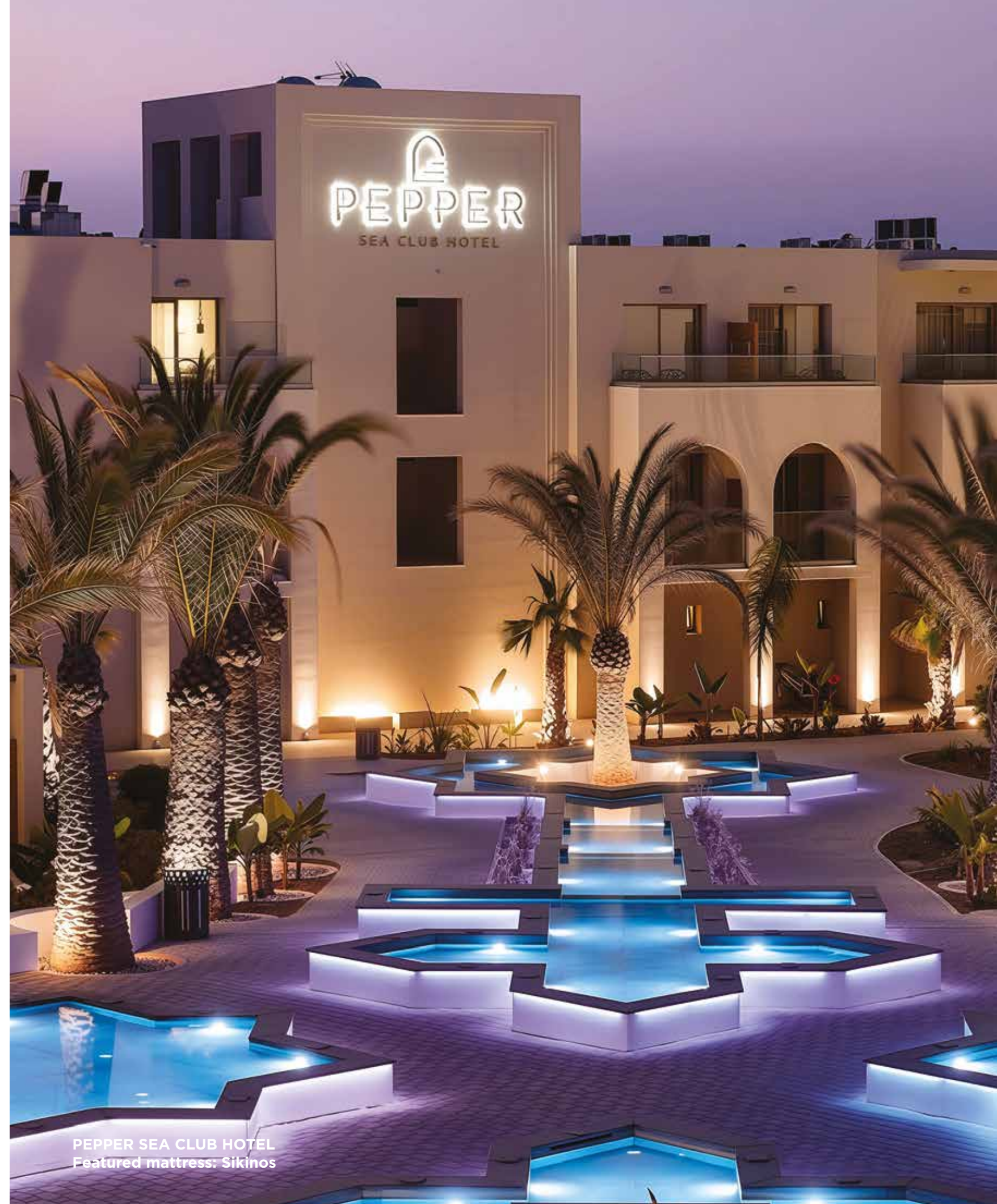
CABÚ HOTEL Featured mattress: Skandili

**A good night's sleep away from home is a rare luxury. We care enough to transform guest rooms into places that echo familiarity. Every guest must feel expected and seen. The bed of each guest must feel new yet familiar. A good night's sleep is part of a place's subtle vibration. We only partner with hospitality spaces that understand the difference between service and presence. We collaborate with premium hotels that share the same vision. We design bespoke sleep experiences that enhance the stay, often as its most remembered part. When a guest wakes rested and asks for the mattress by name, we know we've done our part. And it happens a lot.**

**HOTELS  
AND  
SPACES  
THAT  
HOST  
WHITE.**



MILO YACHT  
Featured mattress: Pserimos



PEPPER SEA CLUB HOTEL  
Featured mattress: Sikinos



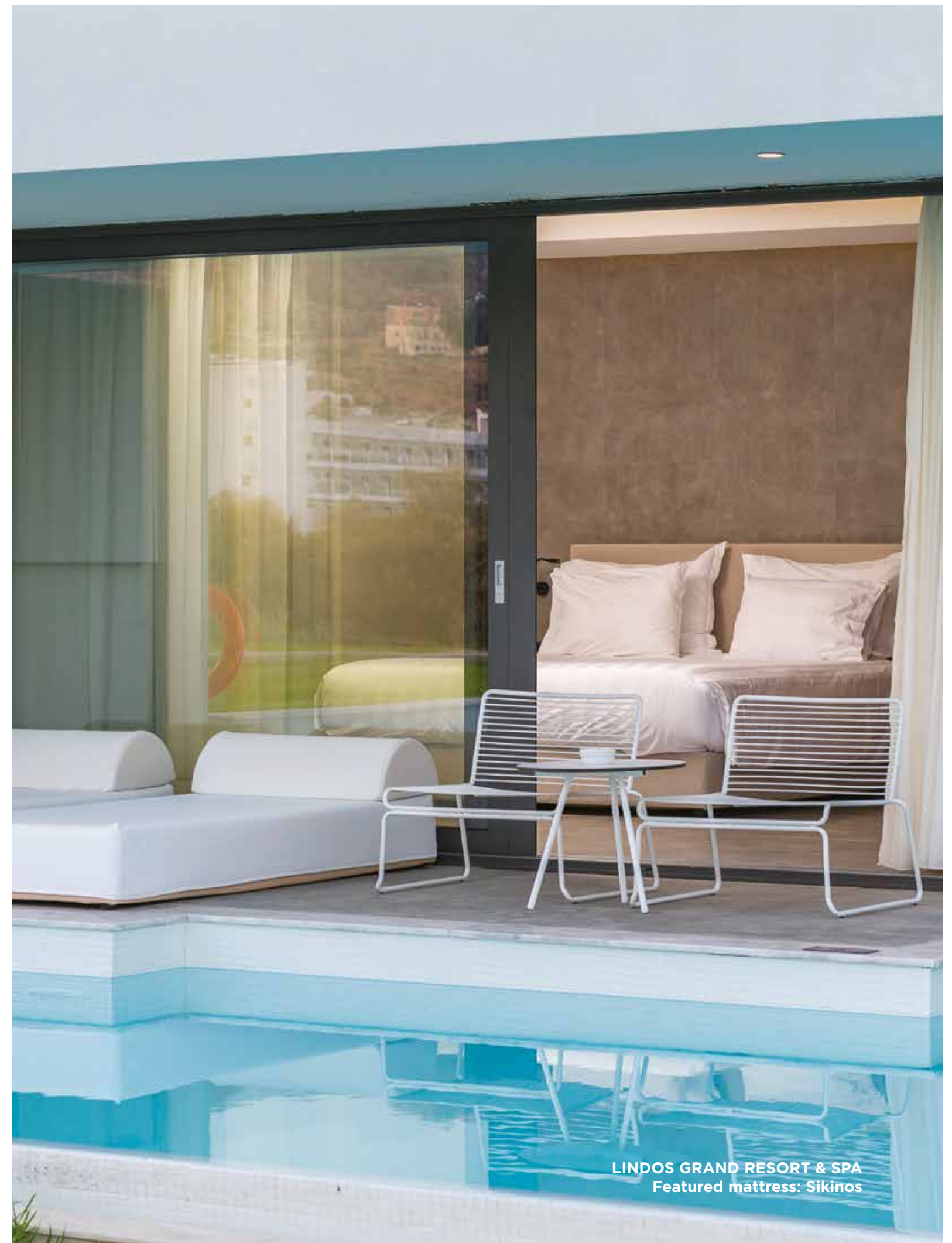
LINDOS AQUA TERRA  
Featured mattress: Oinousses



**ELEONAS BOUTIQUE HOTEL & SPA**  
Featured mattress: Antimilos



**COLORS URBAN HOTEL**  
Featured mattress: Marathos



**LINDOS GRAND RESORT & SPA**  
Featured mattress: Sikinos

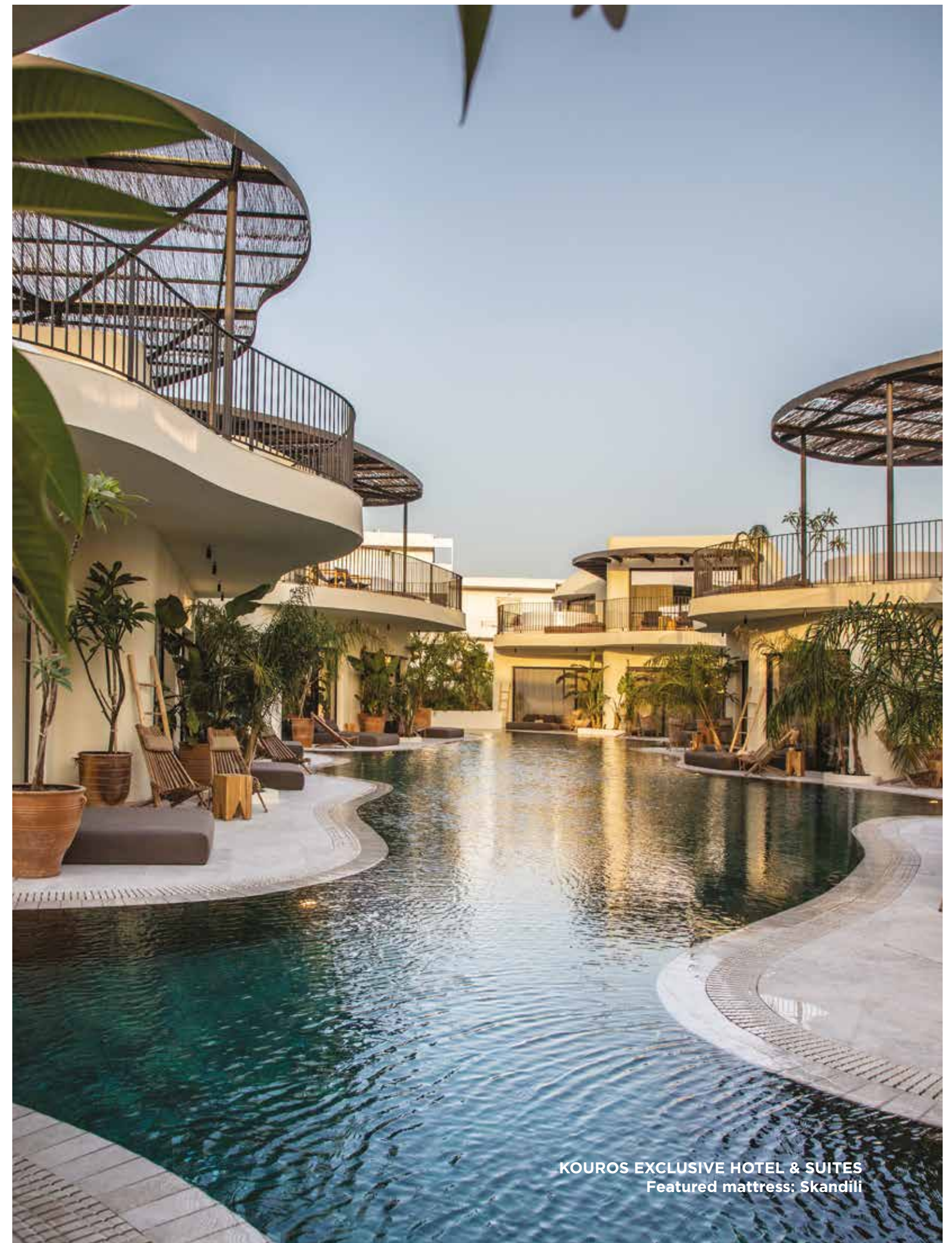




507 ATHENS - BOUTIQUE ACROPOLIS APARTMENTS  
Featured mattress: Skandili



ADAM & EVE BIANCO VILLAS  
Featured mattress: Marathos



KOUROS EXCLUSIVE HOTEL & SUITES  
Featured mattress: Skandili



SCUOL PALACE Featured mattress: Oinouses

**THE MOMENT  
A GUEST  
DECIDES  
"THIS BED  
FEELS LIKE  
A LAZY SUNDAY  
AFTERNOON".**



## Room 304

She remembered  
the name of the hotel.  
But mostly she remembered  
the feeling.  
The sheets were crisp and cool,  
like the inside of a lemon.  
The air folded in half like linen.  
The bed didn't resist her.  
She thought of everything  
and nothing.  
Her jet-lag, was it even there?  
She slept like a cloud.  
And Woke like cotton.  
She checked out.  
But never left the key.



**WE CURE JET-LAGS,  
WE CRADLE LOVERS,  
AND EMBRACE  
THE LONELY.  
THE FUTURE IS SLEEPING  
EVERYWHERE,  
AS IF YOU'RE HOME.  
IT'S NOT JUST A BED.  
IT'S A TRUCE BETWEEN  
YOU AND THE DAY.**

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— EPILOGUE  
SLOWING  
DOWN

# ON THE BEAUTY OF LETTING GO.

**SLEEP MARKS  
ENDINGS AND  
BEGINNINGS. SLEEP  
IS A ROOM THAT STAYS  
WARM, LONG AFTER YOU  
LEFT IT.**

**WE INVITE YOU TO  
REFLECT ON**

**THE IMPORTANCE OF  
SLOWING DOWN.  
IT'S TIME WE HONOR  
SLEEP AS REBIRTH.**

**THANK YOU FOR  
JOINING US. YOU ARE  
ALWAYS WELCOME  
TO STAY - IN BED.**

# BEDTIME

Linen that  
carry the scent  
of someone  
you love.  
A voice saying  
nothing.  
The first  
minute  
under the  
blanket.  
The last  
moment  
of you,  
uninterrupted.

Your breath  
deepens,  
your shoulders  
drop,  
you forget  
your phone,  
you fall  
asleep  
mid-thought.

# THE DREAM

I woke up  
with a  
sentence in  
my mouth –  
not actual  
words,  
just the  
shape of  
them  
and a  
distant  
taste of  
watermelon.  
I held  
still,  
tried to  
trace the  
words back  
through the  
folds of  
sleep.  
Gone.  
And yet  
the air  
still tasted  
like salt,  
As if  
something  
lovely had  
just been  
said.

# THE ALARM

It rang at  
7:00.  
I woke up  
at 6:57.  
This  
three-minute  
awakening.  
The pleasure  
of waking up  
by yourself,  
alone,  
already  
rested.

# THE CURTAIN

Every morning,  
it resists.  
It clings to  
the window  
as if light  
is a debt.  
When I pull  
it aside,  
it floats  
for a  
second,  
like a bee  
that escapes,  
and falls back  
into place  
–with grace.  
It kindly  
reminds me  
to accept  
my role  
in my story  
of brightness.

# TOGETHER IN THIS

Two bodies,  
two clocks,  
two stories  
melting  
into the  
same warmth.  
One turns.  
The other  
waits.  
One dreams  
in colors.  
The other  
in echoes.  
The mattress  
doesn't  
choose  
sides.  
It holds  
both,  
–and calls  
it love.

**100%  
LOVE  
MADE IN  
RHODES,  
GREECE.**



# THE ENDLESS










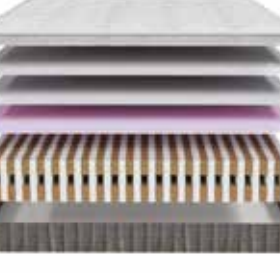
**\*Some stories never end.**

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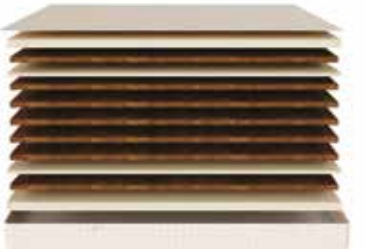
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PRODUCT


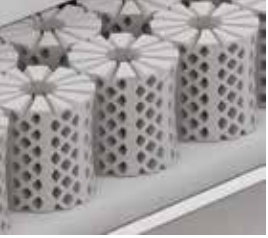






SPECIFICATIONS

	Comfort & Technology	Height	Dimensions	Border	Fabric	Materials	Sustainability & Certification	
<b>PSERIMOS</b> 	Medium-to-soft feel. With individual pocket coils wrapped in non-woven fabric.	38cm	Fully customizable.	Hem with cord.	Extra durable 700g/m2 fabric, soft to the touch.	Wool, Natural Rubber Latex, Horsehair, Pocket Springs, Low Pocket Springs, Nano Pocket Springs, Biofelt.	OEKO-TEX® certified. 7-year warranty.	
<b>TELENDOS</b> 	Medium-to-soft feel. With Pocket Spring Systems and multi layers of Nano Pocket Springs. <small>(featuring 1,886 independent springs in the 90x200 cm size).</small>	32cm	Fully customizable.	Hem with cord.	Cotton and Silk blend.	Linen, Tencel, Vicuna Wool, Sea-Island Cotton, Pocket Springs, New Zealand Wool, Shetland Wool, Merino Wool, Nano Pocket Spring, Wool Felt.	OEKO-TEX® certified. ISO 9001:2015 certified. 10-year warranty.	
<b>SKANDILI</b> 	Medium-to-soft feel. With individually wrapped Calico pocket springs wrapped in soft cotton.	32cm	160x200cm 180x200cm	Hem with cord.	Blended Cotton and Silk.	Latex, Horsehair, Coco Fiber, Wool, Cotton, Linen. High and low Calico Pocket Spring units.	OEKO-TEX® certified, ISO 9001:2015 compliant. 10-year warranty.	
<b>OINOUSSES</b> 	Medium-to-soft feel, powered by DreamBalance™ spring system for the most precise responsiveness <small>(featuring 1,886 independent springs in the 90x200 cm size).</small>	25cm	Fully customizable.	Hem with cord.	Blended Cotton and Silk.	Wool, Cotton wadding, Horsehair, DreamBalance™.	OEKO-TEX® certified. ISO 9001:2015 certified. 10-year warranty.	
<b>SESKLI</b> 	Medium-to-soft feel, powered by DreamBalance™ spring system for the most precise responsiveness <small>(featuring 1,886 independent springs in the 90x200 cm size).</small>	25cm	Fully customizable.	Hem with cord.	100% cotton percale 250g	FeatherPure™, DreamBalance™, Natural Wool, Eco-Latex, Natural Biofelt.	OEKO-TEX® certified. ISO 9001:2015 certified. 10-year warranty.	




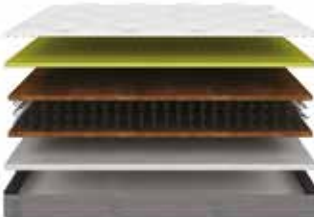
# THE NATURALS

	Comfort & Technology	Height	Dimensions	Border	Fabric	Materials	Sustainability & Certification	
<p><b>MEGISTI</b></p> 	<p>Soft feel. Multi-layered 7-zone natural rubber latex with maximum ventilation holes.</p>	20cm	Fully customizable.	Hem with zipper.	100% organic cotton, free of chemicals from cultivation to production, removable and machine-washable.	7-zone natural rubber latex.	<p>OEKO-TEX® certified. 100% recyclable. Most parts biodegradable. 7-year warranty.</p> <p>Optional mattress topper in 3cm latex for a softer feel, or polyester fibre for a cushioned snuggle-up effect.</p>	
<p><b>NIMOS</b></p> 	<p>Medium feel. Natural rubber latex mattress with built-in air pockets.</p>	25cm	Fully customizable.	Hem with zipper.	Organic cotton with elastane. Removable and machine-washable.	7 Layers of Biodegradable Coco Fibre, Natural Rubber Latex.	<p>OEKO-TEX® certified. 100% recyclable. Most parts biodegradable. 7-year warranty.</p> <p>Optional topper in 4cm latex for extra softness, or polyester fibre for cozy comfort.</p>	

# THE CLASICS

	Comfort & Technology	Height	Dimensions	Border	Fabric	Materials	Sustainability & Certification	
<b>MARATHOS</b> 	<p>Medium feel. Ergonomic design with Octaspring® Aerospace technology for enhanced 3D flexibility and thermal breathability.</p>	30cm	Fully customizable.	Hem with cord.	Blended Cotton with signature WHITE 'pebble stitch' quilting, removable and machine washable.	Octaspring® Aerospace, Eco-Latex, and HR Foam with perforations.	OEKO-TEX® certified. ISO 9001:2015 compliant. 7-year warranty.	
<b>SIKINOS</b> 	<p>Medium-to-soft feel. Individual pocket coils wrapped in non-woven fabric (1.8mm).</p>	25cm	Fully customizable.	Hem with cord.	Antibacterial, Quilted with Polyester Wadding and Soft Foam.	Biofelt, Soft Foam, Polyester Wadding, Pocket Springs.	OEKO-TEX® certified. 7-year warranty.	
<b>ANTIMILOS</b> 	<p>Medium to soft feel, powered by DreamBalance™ spring system for the most precise responsiveness (featuring 1.886 independent springs in the 90cm×200cm size).</p>	33cm	Fully customizable.	Hem with cord.	Blended cotton, polyester.	DreamBalance™, Biofelt, Memory Foam, Soft Foam, Polyester Wadding.	OEKO-TEX® certified. ISO 9001:2015 compliant. 7-year warranty.	
<b>KINAROS</b> 	<p>Medium-to-soft feel. With individual pocket coils wrapped in non-woven fabric (1.8mm pocket springs).</p>	25cm	Fully customizable.	Hem with zipper.	Blended Viscose 400g/m <sup>2</sup> .	HR Foam, Pocket Springs, Blended Viscose fabric.	OEKO-TEX® certified. ISO 9001:2015 compliant. 7-year warranty.	

# THE CLASICS

	Comfort & Technology	Height	Dimensions	Border	Fabric	Materials	Sustainability & Certification	
<b>LEVITHA</b> 	Hard-to-medium feel. With Mini Bonnell spring units.	25cm	Fully customizable.	Hem with cord.	Antibacterial, Quilted with Cotton Wadding and Soft Foam.	Rubberized Coco Fibre with Liquified Natural Rubber Latex, Mini Bonnell, 3D Air Mesh and Memory Foam.	OEKO-TEX® certified. 7-year warranty.	
<b>STRONGILLI</b> 	Medium feel. With Bonnell springs.	30cm	Fully customizable.	Hem with cord.	Antibacterial fabric 300g/m <sup>2</sup> , quilted with Polyester Wadding.	Rubberized Coco Fibre with Liquified Natural Rubber Latex, Mini Bonnell, HR Foam and Memory Foam.	OEKO-TEX® certified. 7-year warranty.	

# TECHNOLOGIES

## DreamBalance™

DreamBalance™ is an innovative independent pocket spring technology created exclusively for White Hellenic Premium Handcrafted Mattresses. At its core is a dual coil system: two independent springs, set apart by a 5cm gap, working in quiet succession. When the first spring reaches its compression limit, the second engages—providing support only when and where it's required. This layered design moves in harmony with the body's rhythm, delivering a sleep experience that feels precise, effortless, and profoundly balanced.

## Octaspring®

Octaspring® is a patented foam spring technology that brings aerospace-inspired innovation to rest. Its unique honeycomb structure adapts fluidly in three dimensions, contouring with ease to the body's form and movement. Offering eight times more breathability than conventional foam, Octaspring® ensures a cooler, fresher, and more hygienic sleep. Lightweight yet supportive, it creates the sensation of drifting on air—where technology and tranquility meet.

## FeatherPure™

FeatherPure™ is an advanced synthetic fiber engineered to recreate the luxurious softness of a mattress topper, seamlessly integrated into the mattress itself. It mirrors the plush feel and thermal insulation of natural goose down while remaining cruelty-free and sustainable. FeatherPure™ is softness redefined—wrapping the body in a cocoon of comfort that is indulgent, modern, and conscious.

# TOP PERS

## Lethe topper



Named after “Lethe” (Λήθη / oblivion), the river of forgetfulness in Greek mythology, this anatomical topper is crafted from natural latex to invite the body into a deep release. It adapts to every curve, easing pressure points with quiet precision, and guiding the sleeper toward restful bliss.

## Mneme topper



Taking its name from “Mneme” (μνήμη / memory), the muse of remembering, this memory foam topper embraces the body with sculpted precision. By relieving tension in the shoulders, back, and hips, it restores balance and relaxation, leaving comfort imprinted in every moment of rest.

## FeatherPure™ topper



A premium topper that uses FeatherPure™. A technologically advanced, synthetic fiber designed to bring the luxurious feel of a premium pillow-top directly into your mattress. It perfectly mimics the exceptional softness and thermal insulation of natural goose down, yet offers a cruelty-free and more sustainable alternative.

# LINEN

## Duvet Covers



**Dimensions**  
200 X 200 cm  
200 X 220 cm  
**Material**  
100% Cotton

## Pillow cases



**Dimensions**  
50 x 70 cm  
**Material**  
100% Cotton

# PILLOWS

## Ypnos



**Dimensions**  
50 x 70 cm, 1000 g  
**Filling**  
Microfibe  
**Fabric**  
Cotton percale

## Morpheus



**Dimensions**  
50 x 70 cm  
**Filling**  
Comforel  
**Fabric**  
Upholstery

# CHAIRS

Black & white



**Dimensions**  
H77 x 58 x 72 cm  
**Material**  
Oiled teak wood

Wicker



**Dimensions**  
H79 x 70 x 84 cm  
**Material**  
Oiled teak wood

Coat Hunger



**Dimensions**  
H79 x 70 x 84 cm  
**Material**  
Oiled teak wood

# STOOLS

Tooth Shaped



**Dimensions**  
H43 x 27 x 27 cm  
**Material**  
Suar wood,  
natural oil finishing

Black large



**Dimensions**  
H42 x 27/23/28 x 23/28 cm  
**Material**  
Wood, black finishing

Black medium



**Dimensions**  
H42 x 18/22/28 x 18/22 cm  
**Material**  
Wood, black finishing

Black small



**Dimensions**  
H32 x 18/22/28 x 18/22 cm  
**Material**  
Wood, black finishing

# BEDS

Nykta



**Dimensions**  
Fully customizable  
**Material**  
Ply wood, wood

Anema



**Dimensions**  
Fully customizable  
**Material**  
Ply wood, wood

Hremia



**Dimensions**  
Fully customizable  
**Material**  
Ply wood, wood

# HEAD BOARDS

All headboards are fabric-upholstered, featuring removable covers and the option to select fabric from our collection. Available in four designs: Straight, Curved with French seam, Bombe slim at the top and fuller at the base, and Square.



**BOOK CREDITS | ABOUT THE CREATORS**

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Concept, copywriting, original poems & bedtime stories **KATERINA ESSLIN | Published Author, Creative Director**  
Design & branding direction **DOMNIKA GREGORIADES | Designer, Creative Director**