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**Casa Poggesi and Magniflex Bring Luxe Italian Bedroom Style Stateside**

NEW YORK, May 17 /PRNewswire/ -- Casa Poggesi, purveyor of premium quality couture linens from Tuscany, Italy, has teamed with Magniflex, Italy's largest and most prestigious mattress producer, to open a co-branded New York flagship store in Manhattan's Soho district today. The companies, leaders in the European bedding industry, unveiled during their grand opening gala a number of their signature Italian-made bedding products, ranging from everyday linens to couture linens, organic mattresses to 22-carat gold pillows.

Casa Poggesi has a long history producing artisanal home textiles for members of high society throughout Italy and Europe. Today, the company offers three collections that are each inspired by different regions of Italy, ranging in price from \$240 to \$420 per sheet set in Queen size. The company will also make special order, custom-designed linens, enabling customers to embed artwork of their choosing to create their own unique set.

"Casa Poggesi is broadening the appeal of fine quality Italian home linens for daily use; it is no longer an exclusive product for the very affluent," said David Poggesi, chief executive officer and designer of Casa Poggesi. "Partnering with Magniflex enables us to bring the whole package of fine Tuscan living to the American consumer -- in a way that upholds tradition while remaining affordable."

Magniflex is well known throughout Italy for having the finest quality in luxury bedding. At the New York store, the company offers a mix of foam mattresses including the Argento sterling silver mattress, its Magnimodel Merino wool-topped mattress, and the new "GeoEthic" soy-based organic mattress. All mattresses generally sell from \$1,200 to \$3,999 in Queen size, with the exception of its flagship, 22-carat gold model that retails for \$24,000, along with a matching 22-carat gold pillow retailing at \$1,000.

Magniflex's U.S. dealer network is being developed by Henry Burney and Irwin Pearl, two U.S. sales veterans. They have a dozen U.S. sales representatives to build the brand.

As part of their grand opening, Casa Poggesi and Magniflex announced their donation of 10 percent of sales made now through June 30 to The Partnership for the Homeless, one of New York's most renowned non-profit organizations committed to breaking the cycle of homelessness. For more information, contact the Casa Poggesi & Magniflex showroom at 59 Crosby St., New York, NY 10012, by phone at (646) 233-3438 or e-mail at info@casapoggesi.it.

About Casa Poggesi & Magniflex

The Poggesi brand of Italian linens has a long history defining and highlighting bedrooms throughout Europe with its mark of simultaneous simplicity and elegance. Magniflex was founded more than 50 years ago in Prato, Italy, a suburb of Florence. Today more than 20 million people in 45 countries sleep on Magniflex mattresses. For more information on Casa Poggesi & Magniflex visit their U.S. showroom at 59 Crosby St. in Manhattan or call (646) 233-3438.

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