

HOME FURNISHINGS

Hstens launches 'Sleep to Perform' in support of emerging talents

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By AMIRAH KEATON

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Helping launch a first-time talent program for emerging

visual artists, chefs, fashion Swedish bedding manufacturer Hstens is teaming up with world-class tennis champion Maria Sharapova to help advance its longtime mission of improving lives through exceptional sleep.

The brand has partnered with the athlete for a campaign that speaks to the role of rest in enabling achievement. Hstens is additionally using its moment in the limelight to introduce a new talent program called "Sleep to Perform," handpicking four emerging leaders operating across visual arts, culinary, fashion and sports to resource and mentor as part of the philanthropic initiative.

"At Hstens, we are on a mission to make the world a better place and make people's lives better by providing the best beds and adjacent products for sleep," said Jan Ryde, CEO of Hstens and author of *When Business Is Love*, in a statement.

"Collaborating with Maria Sharapova on the Sleep to Perform program is an amazing opportunity for everyone involved," Ms. Ryde said. "Her unwavering dedication to excellence and performance perfectly aligns with our values and vision.

"We are excited to support these talented individuals and showcase the profound impact of quality sleep on achieving one's full potential."

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