

## Benjamin's new bedding wraps guests in luxury

By CATHY URELL

NEW YORK— The Benjamin, An Executive Suite Hotel here that has become known for its Sleep Guarantee, has a new custom bedding ensemble to further ensure a good night's rest for its guests.

The ensemble includes Anichini linens wrapping the Benjamin Bed, which has a Serta mattress that was created exclusively for the hotel. The mattress features specially engineered, convoluted, foam cushioning and layers of quilted fibers for a luxurious surface feel. The bed also has a custom headboard covered in Anichini's ivory Veluto Lino, which is a linen and cotton velvet; a matching bed skirt; and decorative pillows. The ivory, Egyptian cotton matelasse coverlet that adorns the bed is in Anichini's signature pattern, Nevada, a Renaissance floral and vine design.

The bedding ensemble also includes a duvet cover in ivory Ara, a tone-on-tone stripe sateen, and euro shams in Tibet ivory matelasse, an intricate paisley design. The bed is triple sheeted with 400 thread-count sheets from Anichini.

"The bedding gives the room a luxurious image. The Renaissance floral pattern on the coverlet has an Old World, European feel," said Anya Orlanska, the sleep concierge for the Benjamin, which is operated by the Denihan Hospitality Group. "The ivory coverlet and off white sheets are quiet, relaxing."

There are several components in the sleep program at the Benjamin, which has 209 rooms and suites. First and foremost is the Sleep Guarantee, which promises that if a guest does not get a good night's rest, the cost of the night's stay will be refunded.

Since the Sleep Guarantee was implemented in 1999, only one guest has requested a refund according to Orlanska "and that

*continued on page 46*



Anya Orlanska  
The Benjamin

# NYC's Benjamin hotel makes sleep experience a major hallmark

## Sleep program provides guarantee, pillow menu

*continued from page 38*

was because of outside noise rather than the bedding. We do not get many complaints," she said. In fact, the Benjamin's windows are double-glazed with argon gas between the panes to keep the rooms quiet.

Additionally, a guest can arrange for the use of a bedside white noise machine that will electronically drown out any stray background noise.

The sleep program includes a selection of 13 different pillows including down; upper body; buckwheat; satin; hypoallergenic; water-filled; magnetic therapy; a five-foot body cushion; Swedish memory; and a maternity pillow.

There is also a Gelly Neckroll pillow that has a removable core that can be warmed, a Snore-No-More pillow designed to prevent the user from snoring and a lullaby pillow that has micro speakers to plug into an MP3 player, CD player or radio.



The Benjamin hotel in New York has a new custom bedding ensemble that conveys a sense of luxury.

"The Swedish memory pillow is the most popular," Orlanska said, noting that it was designed by NASA. The pillow is made of a high-density, self-molding foam and reacts to body temperature to keep sleepers cool in the summer and warm in the winter.

Guests are notified via e-mail prior to their arrivals about the pillow menu, so their rooms can be made up to suit their tastes, Orlanska said. "And once they've arrived, they can always exchange the pillows if they don't like what they chose. Sometimes guests who are here several days will do that just to try something new," she said.

The bedding is now available for purchase on the hotel's website, Orlanska added. "The pillows are especially popular," she said.



The Benjamin hotel, which has 209 rooms and suites, offers a multi-faceted sleep program that includes a sleep guarantee and pillow menu.

Another element of the Benjamin's sleep program is a special menu of late night snacks. "We've designed it with comfort food like peanut butter sandwiches, chocolate cookies and milk, things that will help guests relax so they can sleep," Orlanska said.

Additionally, the hotel has an Executive Nap program. "We will do turndown service during the day if the guest wants to come back to the room after a meeting for a nap. We'll give them a Benjamin eye mask and wake them up in an hour if that's what they request," Orlanska said. **HB**