Sleep Number’s NYC Shop Is a Tech-Lovers Experience Aimed at Challenging Mattress Startups

Everywhere you look, it seems mattress companies are opening sleep lounges with nap pods or attending major industry events like SXSW to showcase products that improve your sleep quality, and therefore your health. There’s so much competition in the mattress world these days—what does a mattress brand have to do to stand out? Enter Sleep… https://www.adweek.com/brand-marketing/sleep-numbers-nyc-shop-is-a-tech-lovers-experience-aimed-at-challenging-mattress-startups/