



HYPNOS
THE MOST COMFORTABLE BEDS IN THE WORLD

CASE STUDY



THE STORE HOTEL, OXFORD

When The Store opened its doors in May 2024, it reimagined one of Oxford's most iconic addresses. Housed within the historic walls of the former Boswells department store, the seven-floor, 101-room hotel has already become a destination where heritage meets contemporary style. With striking interiors, lifestyle collaborations, and a thriving social scene, The Store has firmly established itself as Oxford's new cultural hub.

Beyond its headline-grabbing rooftop bar with skyline views, destination restaurant Treadwell, and award-winning signature gin, The Store also places great emphasis on the details that make a stay unforgettable. Central to that experience is sleep – and that's where Hypnos plays a key role.



Photography: Adam Lynk

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Every one of the hotel's 131 beds is furnished with a Hypnos mattress, designed to deliver the perfect balance of comfort, luxury, and sustainability. For General Manager Simon Drake, this decision was as much about partnership as product:

"When you've done as many refurbishments and openings as I have, you begin to learn which brands are not only part of the opening and onboarding process but are there to support in the longer term."

"Hypnos are a great example, not just because of their sustainability pledge that aligns with us, but also because I could go to the factory, spend time with the team and discuss the demographic of our clients to select the right type of bed. In this instance, we opted for something more luxurious than in the corporate hotel I worked on previously – that was incredibly important to me."

Just as The Store blends Oxford's rich history with a forward-thinking approach to hospitality, Hypnos combines traditional British craftsmanship with a dedication to innovation and sustainability. All mattresses are handmade in the UK using responsibly sourced materials, many of which are natural and renewable. This commitment echoes The Store's own ethos of thoughtful, conscious luxury. For guests, the result is an elevated sleep experience that underpins the wider hotel stay – whether they are in town for business, leisure, or to explore the city's cultural offerings.

From the OSKIA spa and sleek Nohrd gym to curated window displays that celebrate Oxford's retail heritage, The Store is designed as a destination in its own right. Hypnos mattresses complete that journey, ensuring that when guests retreat from the city's energy and the hotel's vibrant social spaces, they are met with the ultimate in rest and relaxation.

The Store is proof that sleep is more than just a necessity – it is a defining feature of modern hospitality. And with Hypnos, The Store has chosen a partner whose values and craftsmanship mirror its own.