



HYPNOS
THE MOST COMFORTABLE BEDS IN THE WORLD

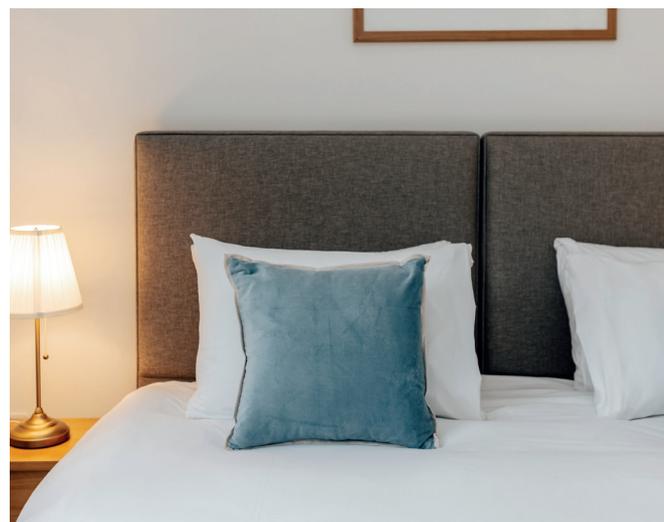
CASE STUDY



NUNEHAM ESTATE

The Nuneham Estate in Oxfordshire combines centuries of history with a modern commitment to sustainability. Set in the heart of the English countryside, the estate offers beautifully renovated holiday lets within a historic rural setting. These homes preserve the estate's rich heritage while embracing eco-friendly practices – and at the core of the guest experience is a restful and sustainable night's sleep, made possible by Hypnos beds.

The rich heritage of Nuneham Estate dates back to the middle Iron Age. However, it was during Georgian times that the estate became one of England's most significant landscaped gardens. The Harcourt family transformed the estate with contributions from renowned designers like Capability Brown and William Mason, shaping striking gardens, Nuneham House, and parkland that attracted royal visitors.



Products specified: Beaumont Pillow Top Mattresses, Classic Divan bases, Faye Headboards



Today, the estate's custodians blend heritage preservation with sustainability. This ethos is evident in the Home Farm holiday lets, offering guests the chance to reconnect with nature in a tranquil, historic setting. In recognition of its sustainability efforts, the Home Farm project received an Oxford Preservation Trust Award in 2024. The judges praised the adaptive reuse of existing farm buildings, noting the importance of reducing embodied carbon by repurposing structures rather than opting for demolition.

Home Farm offers a mix of renovated heritage buildings and new barn-style homes. Four properties are currently available to let, with more launching in 2025, including Shippon 1 and 2 (each sleeping four) and four loft cottages (each sleeping two). Once complete, the estate will host up to 42 guests across its holiday homes. The properties are located close together and can be booked as a group, making the estate an ideal destination for weddings, retreats, corporate events, and family gatherings.

Each property is designed with comfort and character, retaining original features while incorporating modern amenities. Guests can also enjoy activities such as clay shooting, archery, falconry, yoga, and ancient tree walks.

Creating a memorable guest experience at Nuneham Estate relies on ensuring a restful night's sleep – and Hypnos beds play a crucial role. Known for their exceptional comfort and sustainability credentials, Hypnos beds align perfectly with the estate's values.

Thanks to the partnership with Hypnos beds, guests can enjoy a peaceful retreat that leaves them feeling well-rested, connected to nature, and inspired by Nuneham Estate's rich heritage.

Lucinda Shaw, Estate Manager at Nuneham, highlights the importance of this partnership:

"Hypnos have been the perfect partner for our Home Farm project. Our main aim is for guests staying in our Home Farm holiday accommodation to embrace the beauty, nature, and heritage of Nuneham Estate and to immerse themselves in the peace of the green spaces. At the core of this is being able to enjoy the best night's sleep, and we picked Hypnos beds for this reason. Our guest feedback so far has been terrific!"

The Estate team took time to carefully consider who we wanted to supply our beds. With Hypnos, we found a partner who is local and who shares our values. Nuneham is steeped in heritage and history, and we incorporated these values through our choice of top-quality design, materials and furnishings. Caring for our natural spaces is a priority: we are planting new trees as well as managing ancient trees, planting new hedges, and linking local ecosystems. We hope that guests at the Home Farm holiday accommodation will help us continue these ambitions."

