

Welcome to our **New Design!**

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The Nursery is now **ohdeedoh.com**

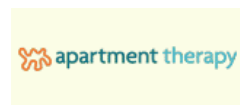
The Kitchen is now **thekitchn.com**

Home Tech is now **unplgdd.com**

Green Home is now **re-nest.com**
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AT DAILY EMAIL

TOP HOUSE TOURS



1. House Call: pinob's Art Collection
2. Jae Crafts a Sanctuary Around Art
3. Lance & Harry's Merged Mini Masterpiece
4. House Call: Priscilla's Eclectic Flat
5. House Call: Tom's Nappeague Beach House



More Tours...

TOP POSTS



1. Donna Wilson & SCP
2. Lizzie Allen: Hand Screened Printed Wallpaper
3. Kreme Life: Wallpaper
4. Florence Edmond & Aboubakar Fofana
5. Cleaning Tip: Don't Forget This Often-Overlooked Detail

More Posts...

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LINKS

- Home Sweet Homewrecker
- My Sketchpad
- black . white . bliss
- Blue Ant Studio
- Blue Decor
- Charming BB
- Colored Girl 1602
- Dearly Devoted
- DesignFlute
- The Happy Living Blog
- Knock-Off in Style
- Rearranged Design

Magniflex Gold Mattress: With 22 Carat Gold Yarn

MATTRESS COMPOSITION

- GOLD FABRIC 22 KARAT
- ANALLERGIC AND THERMO-REGULATING FILLING
- TNT INSULATING FABRIC
- MEMOFORM® FOAM density 60 cm 8
- ELIOFORM® density 35 cm 8
- MEMOFORM® FOAM density 60 cm 4

WORLD PATENT ACCEPT NO IMITATION

We considered doing this as a Hot or Not? and then decided to get a little more in depth. This is a remarkable product that we had never heard of. Magniflex is an Italian mattress company with a broad line of products from Eco to Pierre Cardin mattresses, but their pride and joy are their Gold and Platinum mattresses which sell from \$24,000 up...

re-nest
abundant design for green homes

Tour tech solutions for modern homes

[click here](#)

Unplgdd

magniflex
world wide

ANATOMIC •
ERGONOMIC •
ANTI-BEDSORE •
ANTI-BED MITES •
5 DIFFERENTIATED SUPPORT AREAS •
HYPOALLERGENIC •

The only **GOLD and PLATINUM** mattresses in the world

GOLD and PLATINUM

- Shelter
- Becoming Home
- Blinkdecor
- desire to inspire
- Domino's Daily Dose
- Scrappy Girl Decorates
- Nest
- Furniture Fashion
- My Aim Is True
- Standing Thought
- i love upstate
- Precious Style
- Liberty Post
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- designerblog
- Blue Ant Studio
- Dwell Blog - dwell.com
- 36 Mètres-Carrés
- An Eye for An Interior
- mod*mom
- Rearranged Design
- Full Life Now
- Loud Paper Mag
- Chic City Rats
- Latitude 60 Degrees North
- The Kitchen Designer

DESIGN LINKS

- blogging top design
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- Behind the Curtains
- Funfurde
- Reluct
- Christy's Modern Links
- CoolHunting
- Josh Spear
- Land & Living
- MoCoLoco
- Unbeige
- Sensory Impact
- Product Dose
- Book of Joe
- Core 77
- Gizmodo
- NY Times House & Home
- Jean Snow
- NOTCOT
- Designbot

REAL ESTATE LINKS

- Curbed
- Brownstoner
- The Real Deal
- NY Times Real Estate
- NY Post Real Estate

GREEN LINKS

- Treehugger
- Conspicuous Consumption
- Green-Links
- The Groovy Mind

FRIENDS

- Jason Kottke
- Bitterpill
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Discovered in the NYTimes, which reported on Magniflex's advance into the gold dog mattress category (\$4k), [A Gold-Thread Mattress Now Comes in Pet Sizes](#), we were delighted to see how much further they had gone.

Their gold and platinum mattresses are not only the only ones in the world, they are also GOOD for you:

"Traditionally the precious metal [gold] symbolised beauty and represented an association with wealth, power, and royalty. Today the same Gold yarn has been used to embellish our rest and support our health. Gold naturally possess a high degree of resistance to bacteria, and due to its anti-inflammatory, anti-stress, and anti-dust mite properties the Magniflex Gold fabric has been designed to facilitate improved health."

And it turns out, there's also silver:

"Marco Magni, global sales director for Magniflex and youngest son of the founder, doesn't even have one [a gold one]. In his home outside Florence, Mr. Magni sleeps on a Magniflex shot with silver (about \$4,000 for a queen)."

Or for those, who want a little gold, there's always the Gold Pet Mattresses.

>> www.magniflex.us



Guglielmo de' Micheli for The New York Times

New York Maxwell September 19, 2008 05:30PM

Comments 19

TAGS

[bedroom, beds & mattresses](#)

RELATED LINKS

- [Bo Concept Hydraulic Storage Bed](#)
- [Treehouse Bed by Michelle Ivankovic](#)
- [Email from 7.14.08](#)
- [A Greener Mattress: Simmons Natural Care by Danny Seo](#)
- [Two Kithaus Bedroom Ensembles at Design Within Reach](#)
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palapala
anticsoblonde
elaine vigneaull

Ron Paul should get this.

posted by [threadbare](#) on September 19th 2008 at 12:38pm
view threadbare's [profile](#)

uhm...hmmm....well.

posted by [shari](#) on September 19th 2008 at 12:47pm
view shari's [profile](#)

please, i really want off this planet sometimes. i don't want to be in the same species as some folks anymore. this is just wayyy over the top!

posted by [*heather leaf*](#) on September 19th 2008 at 12:48pm
view *heather leaf*'s [profile](#)

Hastens makes beds that cost upward of 50K <http://www.hastens.com/en-us/>

posted by [sdnyc](#) on September 19th 2008 at 12:55pm
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For that rich, overindulgent, narcissistic, materialistic douchebag in your life who has everything!

Be sure to check out our new line of \$100 bill toilet paper rolls!

posted by [kellylc](#) on September 19th 2008 at 1:00pm
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...but it is just FOAM... (not even natural latex)...

posted by [mschatelaine](#) on September 19th 2008 at 1:02pm
view mschatelaine's [profile](#)

...

absolutely ridiculous

posted by [amienc](#) on September 19th 2008 at 1:22pm
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Tell the owners son to button his shirt. Or shave his chest. 1970s Las Vegas here...we...come!

posted by [amienc](#) on September 19th 2008 at 1:24pm
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Everyday we read about food shortages, prices going up, people losing jobs and dwindling resources. Does the world need gold mattresses? This is just ostentatious and in bad taste.

posted by [Orchid64](#) on September 19th 2008 at 1:32pm
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I bet these sell really well in Dubai...

posted by [bepsf](#) on September 19th 2008 at 1:37pm
view bepsf's [profile](#)

?

posted by [hanako66](#) on September 19th 2008 at 2:32pm
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What is sad is that there are people who will buy this!

posted by [poptart](#) on September 19th 2008 at 3:49pm
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Coming from somebody in the business, this is totally NOT worth it. This mattress probably costs 3000 -including price of the fabric- to make and they are making a killing.

The reason for such a high price is mainly due to the limited amount of people that will buy this and their over the top worldwide marketing campaign.

Only stupid people will buy this.

posted by [gabriel_s](#) on September 19th 2008 at 5:25pm
view gabriel_s's [profile](#)

waste of money. they've got to kidding.

posted by [nordicfreak](#) on September 19th 2008 at 8:54pm
view nordicfreak's [profile](#)

Rich germophobes ... scary

posted by [john m](#) on September 20th 2008 at 2:01pm
view [john m's profile](#)

Reading that post was incredibly depressing - but all your comments really restored my faith in humanity!

Seriously, I have no problem with people wanting a decent quality of life for themselves, including a few luxuries and shiny toys - but things like this are just *obscene*.

posted by [yeti3a](#) on September 21st 2008 at 1:52pm
view [yeti3a's profile](#)

sooo lame.

beefcake pantyhose

posted by [jdw](#) on October 11th 2008 at 4:32pm
view [jdw's profile](#)

I have the Magnifico Mattress from Magniflex and it is the best sleep I've ever had. I have no more lower back pain like I used to have every morning. I think the Gold and Platinum is just their "Italian" way marketing in the US, and they really don't expect anyone in their right mind to buy one. I got mine at their store in Soho at 59 Crosby St.

posted by [ChrisNYC29](#) on January 15th 2009 at 12:10pm
view [ChrisNYC29's profile](#)

Like ChrisNYC, I got my Magniflex at 59 Crosby, and it is neither a gold nor a platinum...but it is the best mattress I have ever had. The mattress was on sale at a reasonable price. The service was excellent. I have had my Magniflex for about a year and I could not be happier with it. No more lower back pain AND a "cool" sleep!

posted by [Peytie](#) on January 26th 2009 at 11:23pm
view [Peytie's profile](#)

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the kitchen



1. Cheap Eats: 10 Ways to Use a Can of Tuna
2. My Chalkboard Fridge: Turn Your Fridge Into a Food Diary
3. Look! (and a Brief How-To): Cork Cabinet Siding
4. Look! Cute Measuring Cups at Anthropologie
5. Can This Kitchen Be Renovated on a Budget of \$2800?

ohdeedoh



1. Smaller Cooler 2009: Roan's Former Factory
2. Smaller Cooler 2009: Ben's Simple Shared Space
3. Smaller Cooler 2009: Jax's Room That Does It All
4. Smaller Cooler 2009: Nancy's New York City Nursery
5. Look! The Taga

Unplggd



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2. Behind the Blog: Etsy
3. Digital Message Tape Makes Moving Fun
4. Making Sense of World Plug and Sockets Around the Globe
5. Camouflaging Your Camera As an Anti-Theft Measure

re-**nest**



1. Hot Tip: Do More With Your Coffee Grounds
2. Good Question: Non-Toxic Way to Clean The Stove?
3. How To: Get White Socks... Without Bleach
4. Fern Living
5. Weekend Project: Make Your Weekday Lunches Ahead!