

Enhancing Well-Being through High-Quality Sleep Solutions

With the premise that great sleep is essential to well-being, Hush Home brings well-crafted sleep products and a culture of wellness to Asia.

Founded in 2018 by the husband-and-wife team of Rick Chen and Stephanie Huen, Hush Home has rapidly gained recognition in the mattress industry. Their unwavering dedication to enhancing overall well-being through the provision of top-quality sleep solutions has set them apart. Designed in California specifically for Hong Kong's humid environment, Hush Home's range of products, including mattresses, pillows, and bedding, harness the power of cutting-edge sleep science to provide increased ventilation and superior rest. What started as a digital startup with the mission to bring affordable, premium-quality mattresses to Hong Kong has since transformed into a visionary retail destination for all the sleep essentials. Hush Home's journey began within a co-working space, but it has since solidified its retail footprint in Hong Kong and achieved a significant milestone by inaugurating its first mall store in July 2023.

Hong Kong: Increased Consumer Demand and Ideal Regional Base

Chen articulates his vision for enhancing the sleep quality of Hong Kong people through Hush Home, emphasising the city's fast-paced lifestyle. He firmly believes that quality sleep can empower their customers, enabling them to unlock their full potential, sharpen their intellect, and enhance their overall well-being.

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Rick Chen
Co-Founder
Hush Home

“We noticed a significant surge in demand from Hong Kong families seeking safer, more natural, and eco-friendly sleep environments. In response, Hush Home has expanded its operations to cater to a growing customer base and has made investments in a sustainable, all-natural product line,” Chen added.

According to Chen, Hong Kong is an ideal regional hub for Hush Home. He stated, “The city is in a strategic location as a free port adjacent to Mainland China and the broader Asia Pacific region. Additionally, it has a business-friendly environment. Establishing a company here offers the advantage of immediate access to a well-established ecosystem comprising startups, small and medium-sized enterprises (SMEs) and multinational corporations. This robust network enables rapid and efficient business expansion.”

Expand from Online to Retail Stores

Chen emphasises Hush Home's commitment to maintaining its unique identity in the mattress industry. “Our organic mattress is tailored for Hong Kong's sleep preferences, offering breathability, support, and responsiveness that set us apart,” he said. “Each layer of our mattress is meticulously crafted by hand, using a unique combination of natural materials including organic cotton, natural bamboo fiber, and organic latex.”

Chen also remarked their dedication not only to premium sleep products but also to providing a distinct and enjoyable shopping experience. He said, “In addition to our robust eCommerce presence, Hush Home's stores incorporate an innovative bedroom-in-shop concept, allowing customers to reserve private, personalised sleep sessions. These sessions offer bespoke music and fragrances to elevate the overall experience.”

Capitalising on Hong Kong's status as a premier retail destination, the company's products have extended beyond bedrooms, making their way into hotels, resorts, and hospitality suites. Furthermore, it launched its dedicated infant and toddler sleep range Little Hushies followed by its first bricks-and-mortar retail store in mid-2023.

Hush Home's growth is significantly bolstered by its talented workforce, enabling the company to target the Guangdong-Hong Kong-Macao Greater Bay Area with its substantial and focused



consumer base. Chen said, “Our team is the company's greatest asset. They're talented, motivated, and essential for our success, drawing from Hong Kong's well-educated labour force.”

Hong Kong holds a special place in Chen's heart, becoming his favourite city in the world after an initial visit as a student. Reflecting on his journey, he shared, “Since that time, I've always sought an opportunity to work and reside in Hong Kong. Now, I find myself in the fortunate position of building a business here.”

Hush Home

- Apart from having an online platform and a flagship store, the company has recently opened its first bricks-and-mortar mall store in Hong Kong
- It has also recently launched Little Hushies, a brand that offers sleep essentials for babies and toddlers
- It draws inspiration from its San Francisco-based research centre, which serves as a hub for product innovation and consumer education

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