

silk&snow

Media Kit - 2024



Our Story

In 2017, we had a sweet dream. We dreamt of a company devoted to making your home and the planet a better place to live.

With that, Silk & Snow was born.

As a destination for inspiration, we believe in investing in the home is a branch of one's overall wellness. That is why thoughtfulness is at the core of everything we do. Whether it's designing our products or connecting with our community, we are committed to creating warm and welcoming spaces that everyone deserves.

Because, to us, home care is self care.

Quick Facts

- Founded in Toronto, Canada in 2017
- Co-founders: Albert Chow (CEO) & Kenneth Mo (COO)
- Joined the Sleep Country Canada family of brands in 2023
- Retail across the US and Canada
- 2 storefronts: Ottawa and Toronto

Our Tagline:

Better Materials. Thoughtfully Made

Our Brand Pillars:

Comfort. Inspiration. Design.

Our Guiding Principles:

*Everything we create is warm and inviting.
Everything we create feels as good as it looks
Everything we create is high quality*

Awards



In 2020 we made Canadian Business' top 10 Startup List Ranking of Canada's Fastest Growing Companies



In 2023, our Organic Mattress and Weighted Blanket won the Good Housekeeping Best Bedding Awards



In 2021, 2022, and 2023, we made Globe and Mail Report on Business' Top Growing Companies List



In 2024, we won BrandSpark and Newsweek's Best New Product Awards, as voted by consumers across the U.S.

Press

Forbes

HOMES
& GARDENS

Esquire

EDITORIALIST

CTV NEWS

People

TIME

designlines

NEW YORK POST

HGTV

Gal
Daily

CNET

BT

GOOD
HOUSEKEEPING

COSMOPOLITAN

RENO+DECOR

Cityline

Men's Health

NEW YORK

THE
GLOBE
AND
MAIL

NATIONAL POST

domino

mindbodygreen

apartment
therapy

Reader's
Digest

Los Angeles Times

styleathome

the good trade

the
spruce

ModernRetail

ELLE

The
Voice
of
Retail
Podcast

Our Products



Bedding

Discover long-lasting, luxury bedding without the price tag.

Our premium bedding is made in Portugal by heritage textile manufacturers who share our passion for quality. We offer a wide range of colours and textures, inspiring customers to fall back in love with their bedroom.

- *Percalé*: our crisp, cooling option combines organic dyes with a hotel look and feel for a 5-star sleep experience.
- *Flax Linen*: made with 100% European flax, these sheets offer an easy-breezy comfortable sleep.
- *Egyptian Cotton*: discover a luxurious sleep with the super soft and silky smooth feel of our 100% certified long-staple Egyptian Cotton sheets.
- *Muslin*: lightweight, gentle, and boasting the most beautiful texture, Muslin makes for the perfect accent to any bed set up.
- *Silk Pillowcase*: our 100% silk pillowcase takes care of skin and hair to achieve true beauty sleep.

Mattresses



S&S Mattress

Expertly designed, our S&S mattress combines 3-layers of premium foam to provide superior pressure point and pain relief for side, back, or stomach sleepers.



Hybrid Mattress

Featuring a combination of our pressure-relieving high density memory foam and up to 1200 supportive pocketed coils made from Canadian steel, our S&S Hybrid mattress presents a winning combination in sleep. Upgrade to the Hybrid Plush for additional cloud-like comfort.



Organic Mattress

Our Organic Mattress makes going green a breeze. This mattress combines GOLS certified organic latex, GOTS certified organic cotton, naturally fire retardant New Zealand wool, and innovative pocketed spring coils for a supportive sleep, completely crafted by nature. Available in Firm, Medium-Firm, or Plush.



Furniture

Designing a dream bedroom has never been easier. With multiple easy-to-assemble styles to choose from, our timeless bed frames, nightstands, and drawers are built to last.

BED FRAMES

- We offer a number of upholstered bed frames including: Storage Bed, Upholstered Bed Frame and the Platform Bed
- Our wooden bed frames use our signature Japanese joinery construction and can be assembled in minutes. Select from our assortment of styles to best suit your space, including: Solid Wood Headboard, Fabric Headboard, or Rattan.

NIGHT STANDS & DRESSERS

- Complete the set with our matching bedroom furniture, including:
 - Rattan nightstands
 - Wooden nightstands
 - Nara nightstands
 - Nara 5-drawer chest and 6-drawer dresser

Bed Essentials

Designing products for a better sleep is what we do best.

Our product catalogue includes high quality bed essentials to meet a wide range of sleep needs, including:

- *Pillows* - options include our award-winning S&S Adjustable Pillow, the natural EcoSoy memory foam pillow, and the ultra-luxe Reserve Down.
- *Duvets* - multiple weight options for both Down-Alt and Down duvets.
- *Mattress Protector* - waterproof and snug to keep your mattress guarded against dirt, bacteria, spills, and more.
- *Organic Mattress Topper* - using GOTS certified latex to upgrade any sleep surface.
- *Hand-Knitted Weighted Blanket* - ranging from 8-25lb, our weighted blanket is 100% cotton, creating a breathable blanket without any pesky pellets or glass beads.





Bath

Bring beauty to your bathroom. Made using high-quality natural Egyptian Cotton, the Silk & Snow bath collection is the perfect tool to build the bathroom of your dreams.

Towels are available individually or in bundles. Select from our Classic Terry, Plush Terry, or Turkish Towel options.

Elevate relaxation rituals with our bathrobes, crafted from our plush Terry or super soft Muslin.

Our Impact



Giving Back

Committed to being a company makes an impact, it is a top priority for us to care for our communities and our planet in a meaningful manner.

Veritree

We've partnered with veritree to ensure the actions we are taking to restore nature are real, measurable, and verified. Trees are planted as a result of a variety of tree-planting campaigns throughout the year, or can be directly added to cart on silkandsnow.com.

True North Aid

Since 2021, we've partnered with True North Aid to launch the "Good Night's Sleep" program, a project that supplies remote Indigenous communities in need with new mattresses and bedding across Canada.

Other Philanthropy Projects

At Silk & Snow, our community is our priority. We work with a variety of organizations on a needs basis to help people across Canada and the US. Notable projects include the Surgery Residency Program at McMaster University, Portage La Prairie Fire Department, and Camp Maple Leaf.

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Thank you!

*For further questions, please contact
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