



SLEEPING GEAR FROM JAPAN SATISFIES ASIA SUPERSTAR WANG LEEHOM

airweave, No. 1 selling Japan premium bedding toppers, has announced its official launch into the Taiwan market at a press conference in Taipei Ambassador Hotel on 20th May, 2015. airweave also announced that it had formalized its relationship with the Chinese megastar, singer-actor Wang Leehom became their brand ambassador. The press conference was joined by airweave Founder & CEO Motokuni Takaoka and President Takahiro Matsuda.

“I got to know airweave through a mutual friend. I am also aware of their efforts in supporting world’s best athletes. Since I am always trying to improve the quality of my performance, including quality of sleep, I found this product particularly interesting. I have been using airweave bedding topper every night and early this year I decided to work with this trustworthy brand and endorse them, to help more people enjoy the benefit of high quality sleep.” Wang Leehom said at the press conference.

Taipei Ambassador Hotel, where the press conference was held, has also equipped the hotel rooms on their executive floor 10-11/F by airweave products. Moreover, airweave's bedding toppers can also be found in Radium Kagaya Taipei now.

Taiwan is the fourth overseas market of airweave's presence. With the observation of the increasing high demand on quality sleep by consumers in Taiwan, airweave hopes to bring a new wave of Quality Sleep in the Taiwan market. The brand has been introduced to Taipei Pacific SOGO Zhongxiao, Kaoshiung's HanShin Department Store, Taipei Dayeh Takashimaya, Pacific SOGO Hsinchu Zhanqian and Mega City BanQiao store successively. In Singapore, airweave has been available in Singapore Takashimaya and Isetan Scotts.

