

LEONARDO
TAILOR-MADE
WELLNESS

Flou

LET YOURSELF BE ENCHANTED BY A BED THAT,
LIKE A TAILORED MADE-TO-MEASURE GARMENT,
IS CREATED TO SUIT YOUR NEEDS
AND YOUR REQUIREMENTS.



Flou, with its long industrial history oriented to the culture of sleep, gives rise to a unique apparatus, the fruit of synergetic teamwork from all of its top experts.

Leonardo is not simply a bed but it is a system that provides a delightful experience of renewed, revitalizing sleep, and is built around each person's individual needs.

Exclusively handmade in Italy by our master artisans, the design and production of the bed begins the moment you choose it. Purchasing a bed is transformed into a journey during which you can express your personal needs and how you would like them to be satisfied. You just need to allow inspiration to guide you from the start of this trip through an exclusive process we can enjoy together.



THE CULTURE OF SLEEP

Flou was the first company to speak of a culture of sleep as an essential concept of personal care. Sleep is something precious, to be protected and cultivated with passion and dedication. Sleep that is guaranteed night after night is the starting point for living better each day. And this is why Flou's added value has always been to guarantee and design impeccable products – in terms of everyday wellness and modern, contemporary style. And Leonardo is where you will find the perfect combination of components to create exactly what you desire in a bed.



MADE IN ITALY A PRICELESS VALUE

The Flou systems epitomise the very best of 100% Italian artisan expertise that has always been synonymous with top quality.

Flou has the ability to invent and produce items using design, architecture, tailoring that are components of its general 'know-how'. Our quality is recognised across the world as indispensable added value, symbols of our incredible production skills, professional approach and courage. We like to refer to this multifaceted universe when we review our work and our company's global commitment.

This is because excellence will only appear when you push the boundaries, when you attempt to identify surprising and innovative results and when you begin your journey from credible and consolidated experience.



HANDMADE HANDMADE ARTICLES POSSESS A SOUL

If you ever had a chance to visit our workshops, we're certain you would be astonished by the hands-on approach of our team. They create items that are the result of our constant, meticulous and, why not, tiring commitment.

The Flou mattresses are developed thanks to the perfect equilibrium between technical skills and know-how applied to our manufacturing processes. In each and every phase of the procedures, these factors combine to create all of the individual components that are included in a coherent system to guarantee total comfort for the customers. For these reasons, we would like to emphasize the essential core of our products, created by people who channel all their energy, their bodies and their souls into their work everyday





A REVOLUTIONARY CONCEPT FOR A BED CREATED ESPECIALLY FOR YOU

Leonardo was the result of an approach totally centred on the demands and the needs of the customers. This means that when the mattress is being manufactured, Flou is fully aware whom the product is for and the special characteristics the mattress must have. It's a completely customised item - from the frame to the degree of rigidity, to the design.

Everything has been devised to project the image of a system consisting of a base, mattress, top mattress and pillow. And the components are metaphorically stitched to the contours of your body and produced to reflect your lifestyle. Thus making it not just a bed, but your bed.







LEONARDO
NATURAL WELCOMING PERSONAL

Leonardo marks a clear change of direction for Flou and offers a personalized solution for each person, even to the point of embroidering the client's name on each mattress.

Designed and produced entirely in Italy, it is the result of a unique combination of top-quality natural materials that integrate perfectly with the Flou corporate know-how: technology, innovation and eco-sustainable processes.



ERGONOMICS COMFORT AND WELLNESS
THE SYNERGY OF UNIQUE PERFORMANCE

Ergonomics is the science that investigates interaction between elements of a system to improve performance: an ergonomic mattress must provide adequate support for every part of the body.

Comfort is a purely subjective sensation, linked to the benefit that a person perceives when snuggling into a mattress.

Wellness is a concept that indicates an overall state of health in its broadest interpretation: physical, psychological and mental.

Only the perfect combination of ergonomics and comfort give rise to authentic wellness during sleep. The four elements of Leonardo – bed base, mattress, top mattress and pillow – have been designed to extract the best from this synergy.

MADE BY REAL PEOPLE FOR REAL PEOPLE

One of our most distinctive features is the expert skill that each individual member of our team channels into the corporate process - from the design to the creation of a product. Firmly convinced that this is what makes the difference, we have continued in this direction for many years, courageously and passionately tackling new challenges. Leonardo is a project that was clearly inspired by this philosophy; it is the result of hand processes, skillful manufacturing and the professionalism of each member of the team, from the artisan who produces the item to the staff who promote it to the market.

People who are familiar with our collections know this already; however, it is important to underline the value of a production system that is wholly rooted in Italy, with people who will never stop pushing the boundaries.



THE BED HAS NEVER BEEN SO PERSONAL

When you choose Leonardo, you will be creating a product that includes all of the elements that reflect your lifestyle.

Starting with the personalization of the mattress with your own name, thus making it the ideal companion you can forever entrust your health to, to the option of selecting the degree of rigidity to suit your psychophysical requirements.

Leonardo is available with three standard levels of rigidity – soft, medium and firm. However, if you desire a double-size bed to suit you perfectly, you can even request a different level of rigidity for the mattress, one on each side, to suit your needs and those of the people you love.





INGREDIENTS
LOVINGLY SELECTED
NATURAL IN PRINCIPLE
PRECIOUS BY BELIEF

The materials we chose for Leonardo are also the result of accurate research into the best nature can offer.

Everything has been studied to offer top-quality performance and an unforgettable tactile experience that starts at the moment you slide into your bed and nestle in unique and inimitable luxury. From the moment you start relaxing until you drift into deep sleep, every detail has been devised to make your nights as peaceful and satisfying as possible.





CASHMERE AS SOFT AND GENTLE AS A HUG

Few yarns are as soft and smooth to touch as cashmere, that is undoubtedly special and possibly even the very best of them. Its consistency will immediately capture your attention.

Thanks to its excellent insulating properties, this material creates a delicious microclimate - dry, warm, delicate and velvety - ideal for sleeping. Flou cashmere is processed carefully; no harmful substances are used and any emissions from the procedures are non-toxic. This means that there are no noxious chemical agents and it is also suitable for newborns. Sleeping like a baby is no longer a dream.

TALALAY LATEX ELASTICITY THAT LASTS

Harvested from the rubber tree where it protects the plant from mould and bacteria, latex is a widely used material, an excellent padding material thanks to its numerous properties: it has constant, long-lasting elasticity, it is resistant, transpiring and hygienic. The term 'Talalay' indicates a treatment that ensures greater uniformity of the product, a consistent, compact aerated cell structure with greater transpiration and flexibility. Flou only employs natural, eco-compatible and renewable latex; it is free from solvents, CFC (Chlorofluorocarbons) and other noxious substances.







HEMP A FRIEND OF NATURE

Thanks to its high resistance to deformation, hemp has always been used for the production of heat-insulating and transpiring fabrics. For this reason, it is fresh in summer and warm in winter. The Flou hemp is totally natural and can filter 95% of the UV rays; it does not conduct electricity and acts as a screen against electromagnetic radiation. Moreover, the organoleptic characteristics of this unique, ancient raw material makes its especially suitable also for newborns. In short, it is an irreplaceable ally for peaceful and protected sleep.

COTTON AN EVERGREEN CLASSIC

Cotton is a natural and renewable raw material par excellence, consisting of soft transpiring fibers; it is easy to wash and therefore suitable for contact with the skin. Cotton has extraordinary hygroscopic properties: it stays fresh even after it has absorbed moisture – from a minimum of 20% of its weight to 60% - while keeping a clean and dry environment. Our cotton is certified 100% organic, sourced from controlled cultivations that are free from artificial fertilizers, pesticides, defoliants and any kind of chemical substance. It is a conscious, responsible choice to offer you maximum eco-sustainability and naturalness.

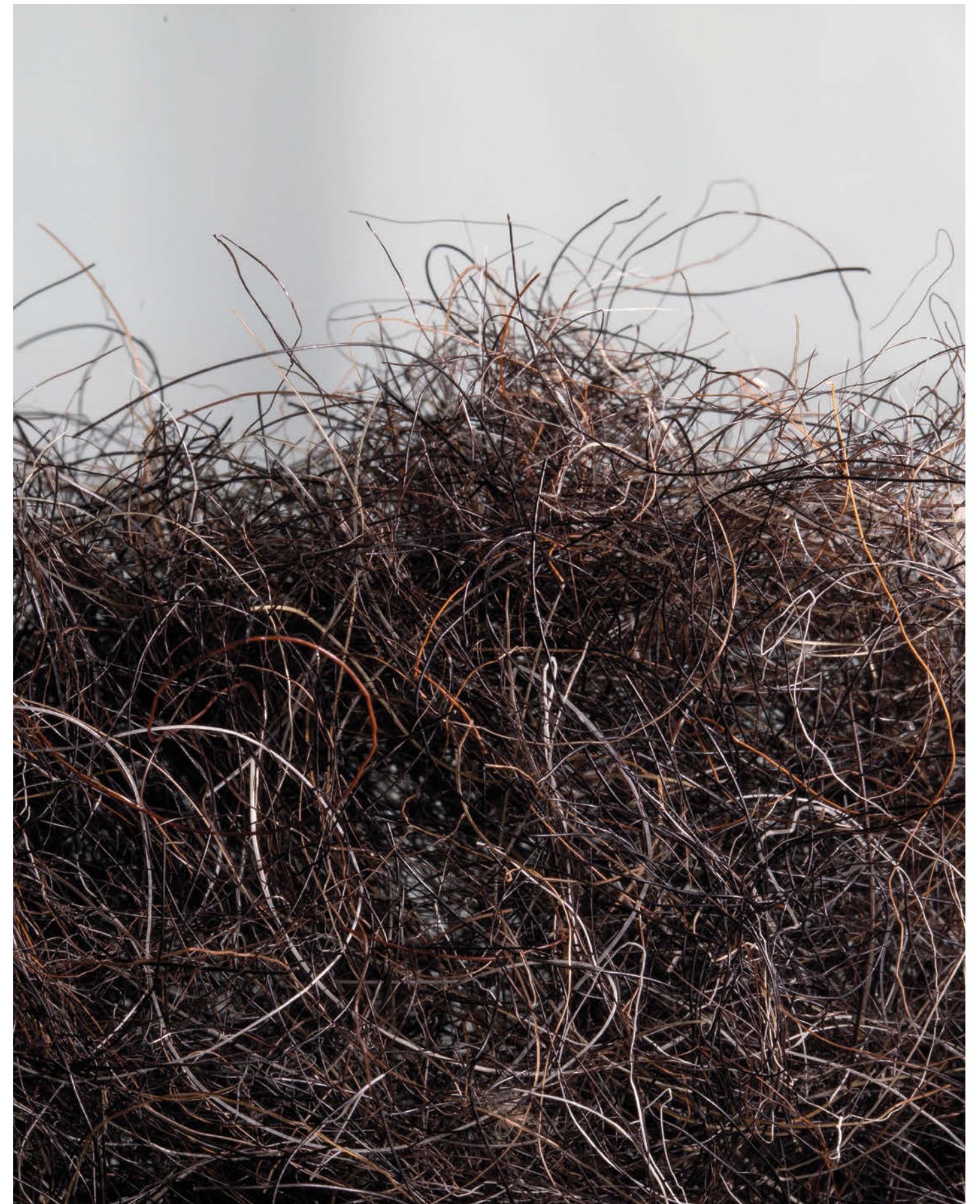


GOOSE DOWN GUARANTEED TRANSPIRATION

The properties of Flou goose down are purity, absorbance and transpiration. Following careful selection, Flou subjects the precious down to a lengthy and meticulous treatment involving several phases: dust removal, washing, drying and sterilization. There is a range of good quality down available on the market but Flou selects down with the highest absorbance to ensure that the Leonardo top mattress provides excellent performance in terms of removing every trace of atmospheric moisture and body perspiration. There is no doubt that there is nothing healthier than sleeping on a fresh, dry surface.

HORSEHAIR FRESHNESS FOR SLEEP

This natural substance is stiff, elastic and absorbent; the horsehair fibres selected by Flou from the best available on the market are long, of uniform appearance, black and full. The fibres are subjected to special treatments that ensure excellent long-lasting flexibility, considerable air exchange, a high degree of freshness in the warmer seasons and excellent absorption of perspiration produced by the body during sleep. It is natural and anti-bacterial, has 100% purity, with no dyeing or other materials from other animals, and it guarantees excellent transpiration and maximum flexibility.

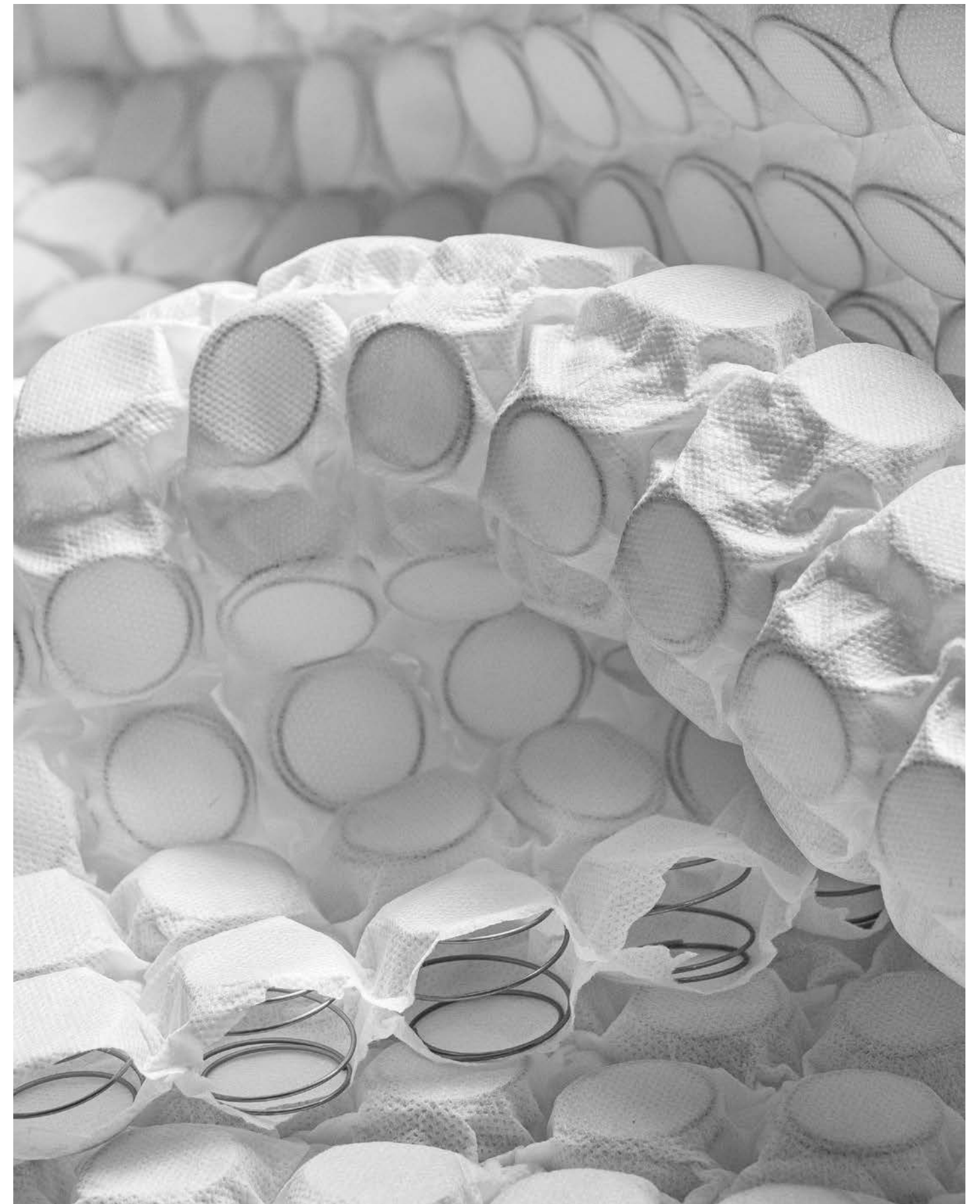




SPRINGS "COVER" A NEW GENERATION

The result of a new approach in the production of springs, this second layer positioned on top of the springs has developed from an exclusive production technology that allows them to have unusually small diameter and low height, ideal to be used in a mattress.

It is 30 mm thick and has a density of 660 springs per square meter, and this particular structure lends itself to a three-dimensional action that perfectly follows your body outline and shape with a high degree of flexibility and greater decompression in areas that support greater weight.



ISOLATED SPRINGS SUPPORT ALWAYS GUARANTEED

The special technique used to create the pockets achieves the best performance from the springs and avoids any deformation or displacement from their correct position over time. The Flou springs are 80 mm high and are positioned with a density of 300 springs per square meter. They have been designed for use with luxurious padding, such as that used in Leonardo.

Working in synergy with the springs "cover", they create different degrees of comfort, enhancing 360° flexibility, both in the vertical and horizontal dimensions. Produced with high-grade carbon steel wire, they guarantee the impeccable and uniform performance of the spring.





THE MATTRESS HAND-STITCHED ACCORDING TO TRADITION

Leonardo was inspired by the idea of a tailor-made bed, made-to-measure to suit the customer. Accurately studied according to the principles of the very best Italian manufacturing traditions, it is produced using processes that have roots in the ancient techniques of hand-stitched mattresses. Our experts still use long needles and strong threads to join the components to create the structure that is prepared to receive the different layers of filling. It is a challenging process that requires strength, precision and enormous manual skills: a cultural legacy that Flou wishes to protect and cultivate.



YOUR SLEEP LAYER AFTER LAYER

Luxurious, ergonomic and symmetrical, the padding used for Leonardo has been developed to guarantee perfect maintenance of the physiological curves and ensure constant improvement for the microcirculation and the osteo-articular positions.

Two layers of isolated springs and springs "cover" are combined with other layers - horsehair, cotton, hemp, latex and finally cashmere, all exclusively hand-positioned with great precision inside the edge.

The result is an astonishing ability to gratify your body on a surface that offers the perfect degree of rigidity and softness.





THE COVER FUNCTION AND ELEGANCE

Beautiful to look at and soft to touch, the outer cover of Leonardo is produced with an organic cotton and soft viscose blend, embellished with an exclusive white and gray pied-de-poule texture, that is both eye-catching and elegant.

The embossed rose tufts of the external cover, visible on the cover surface and on both sides of the mattress, are not just an indication of the intricate stitching that contains the contents, but are also a modern and elegant reference to the aesthetics with origins deep in tradition.

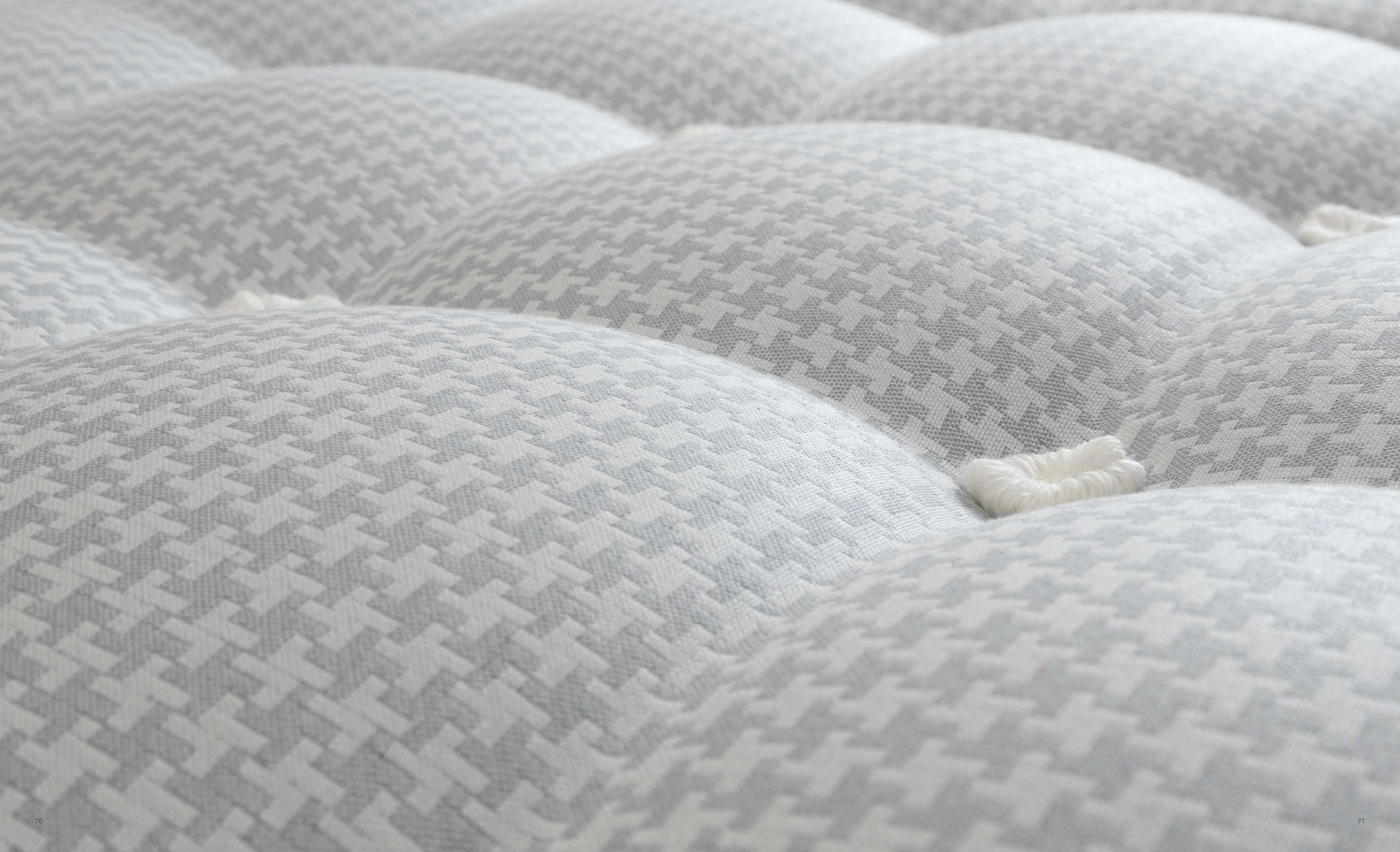




TUFTING A TECHNIQUE THAT MAKES THE DIFFERENCE

It is no secret that a mattress is usually quite heavy. Try and imagine what it is like to hand-stitch all of the flat surfaces and the sides precisely, in straight, resistant rows. It is challenging, hard work that our artisans perform each time a Leonardo mattress takes shape. Through the skillful use of a needle and thread, and with the assistance of technology to support the mattress at the right height and in the correct position, expert hands create the so-called rose tufts, positioned in perfect alignment along the outer cover of the mattress. The final result is a triumph of precision, ability and style.





TOP MATTRESS AN IDEA FOR COMPLETENESS

Devised to essentially complete the base and the mattress system, the top mattress considerably increases the degree of comfort and provides added value in terms of maintenance and duration of the entire system.

With a core of horsehair enclosed by two layers of down, hemp and latex, it is unquestionably a masterpiece. Suitable for all seasons, thanks to hemp guaranteeing freshness in the summer and warmth in winter, it provides maximum moisture absorption and an incredible improvement in the 'snuggle factor' of the bed. Its soft, gentle embrace awaits you every evening when you retire for the night.





BASE

THE BALANCE BETWEEN THE ELEMENTS

The base is the first element of the system and it is essential to optimise the synergetic effects between the mattress, the top mattress and the pillow. If designed accurately, it can maximise the performance of all components of the system.

In the case of Leonardo, Flou has produced a base that is a complex system in its own right. The series of ingredients included within the frame creates an entity that is unique and high performance.

ANCHORED SPRINGS THE IDEAL STARTING POINT

The firwood used to create the timber frame is resistant and reliable over time. It is joined firstly by a layer of biconical springs positioned and anchored to prevent any displacements or incorrect positions due to wear and tear. This is the starting point for supporting the body where there is greater compression on the mattress. This arrangement offers diversified and precise rigidity where the pressure is higher or lower.



DOUBLE LAYER THE SPRINGS THAT NEVER END

Flou decided to add a second layer of pocket springs that interact with the lower layer of biconical springs, obtaining, combined with the mattress, a high ergonomic performance.

This layer is also contained and anchored to the base with the springs positioned in such a way as to avoid displacements or incorrect positions due to everyday wear and tear.

The Leonardo base has a unique design and can be described as a mattress positioned under the real mattress.





COVER THE FINAL TOUCH

The core component of the frame in firwood timber is strong and unalterable and our artisans professionally and competently cover it with top-quality cotton, specifically selected for its durability. This covering phase is manual and is the final step of an extremely precise and meticulous finishing technique.

This simply underlines the careful attention given to every production phase of Leonardo's internal and external components.





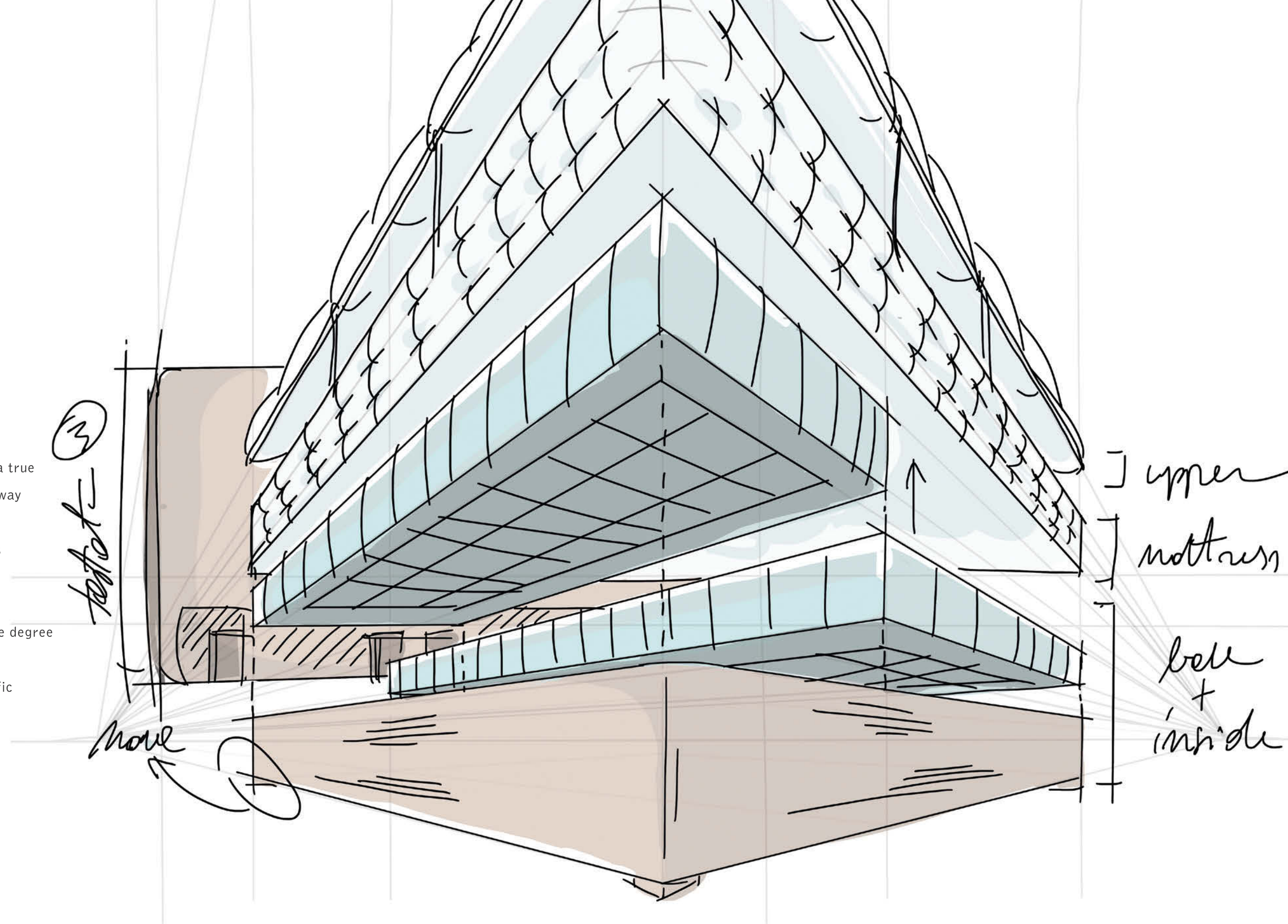
THE SYSTEM TWO BEDS IN ONE

Our experts have researched all of the possible combinations necessary to transform your rest into a true experience of relaxation, and they have identified a way to personalise every component of Leonardo.

The base consists of two different mattress supports that are aligned but totally separate.

This combination, together with the mattress and the top mattress, makes it possible to personalise the degree of rigidity to suit individual needs.

Flo manufactures your bed according to your specific requests: it is not standardisation, simply options that we offer to each and every one of our clients.



HEADBOARD

THE DEFINITION OF YOUR STYLE

Modern and contemporary design is one of our passions and a strongpoint of our company. When our team defines the core features of your Leonardo, it also pays attention to the aesthetics, offering an opportunity to choose a headboard that reflects your own personal style.

Select the one you like best from the range of models in the collection: Leonardo will reflect the individual style of each client, irrespective of which headboard they choose.



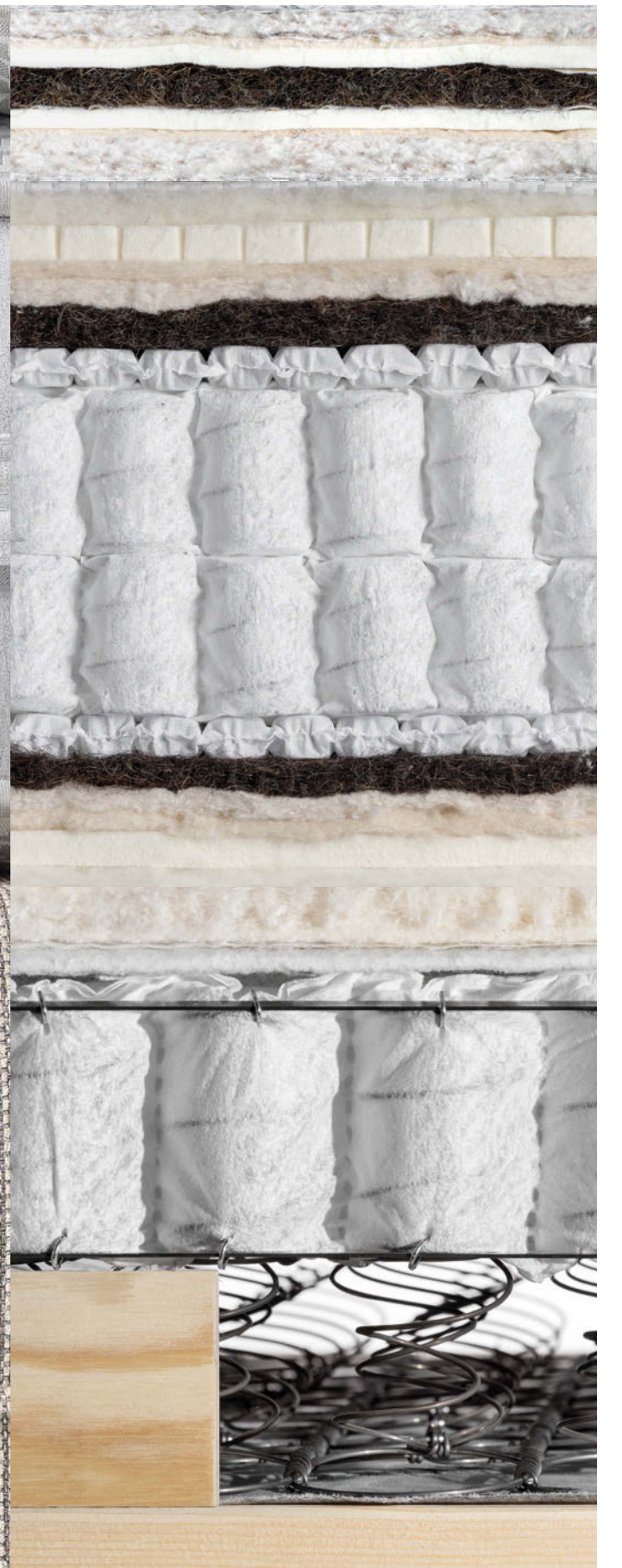


BASE MATTRESS TOP MATTRESS PILLOW DAILY REGENERATION

To wake-up every day bursting with energy, you need to be able to count on reliable and compact allies that work together to guarantee health and rest.

The components of Leonardo can operate independently but when they work in harmony, their properties combine to offer impeccable performance, transforming every night's sleep into a true regeneration experience for the mind and body.

COVERING: 60% ORGANIC COTTON 40% VISCOSE
GOOSE DOWN
HEMP
TALALAY LATEX
HORSEHAIR
TALALAY LATEX
HEMP
GOOSE DOWN
COVERING: 60% ORGANIC COTTON 40% VISCOSE
COVERING: 60% ORGANIC COTTON 40% VISCOSE
CASHMERE
TALALAY LATEX
HEMP
COTTON
HORSEHAIR
"COVER" SPRINGS
POCKET SPRINGS
POCKET SPRINGS
"COVER" SPRINGS
HORSEHAIR
COTONE
HEMP
TALALAY LATEX
CASHMERE
COVERING: 60% ORGANIC COTTON 40% VISCOSE
COVERING: COTTON
COTTON
FELT
POCKET SPRINGS
FLOU COVER
SPRINGS
FLOU COVER
FIRWOOD MULTILAYER



WELLNESS BEYOND YOUR WILDEST DREAMS

Once you experience the gentle embrace from Leonardo, it will be almost impossible to imagine a more satisfying experience.

Everything has been calibrated with skillful precision to indulge your desires and the needs of your backbone and your joints. Careful attention has also been paid to critical points that are prone to minor traumas in everyday life, and the weight of different parts of the body. All of the components have been studied to support the body in the best physiological and psychophysical possible ways.

This system has been created around your rest and relaxation needs, easily acquired revitalization at night and a peaceful experience during the daytime.



Use the indications provided to guide you to the information you need.



COTTON



CASHMERE



GOOSE DOWN



HORSEHAIR



HEMP



TALALAY LATEX



SPRINGS



POCKET SPRINGS



SPRINGS "COVER"



WOOD



HANDLES



AERATION HOLES



ERGONOMIC



NO GLUES USED



CRAFTSMANSHIP



TURN

MATTRESS LEONARDO SOFT - MEDIUM - FIRM

The 100% organic components are just some examples of the top qualities in this mattress, produced with hand-made rose tufts inserted on the top and sides. The ergonomic block, consisting of two layers of isolated springs and two of micro-springs, is wrapped by a luxurious symmetrical padding of horsehair, cotton, hemp, latex and cashmere. The stratification and volume of the padding have been specifically studied to provide an optimal response to compression from the body weight. The mattresses are available as soft, medium, firm. Furthermore, it is possible to choose two different rigidity grades for the double-size mattress, one for each side: soft/medium, soft/firm or medium/firm.

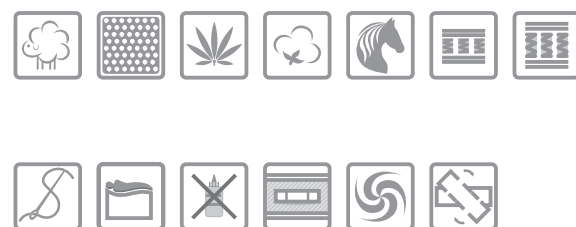


COVER AND PADDING

The external fabric is a 60% organic cotton and 40% viscose blend. It is embellished with a tiny, gray and white pied-de-poule motif. The external hand tufting on all of the surfaces of the mattress serves to anchor the various layers of material inside and is also an explicit reference to tradition and the intrinsic value of artisan crafts.

ERGONOMIC BLOCK

- . Cashmere
- . Talalay latex
- . Hemp
- . Cotton
- . Horsehair
- . Springs "cover"
- . Isolated springs



| | | | | | | | | | | |
|--------------|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|
| Width cm | 80 | 85 | 90 | 100 | 120 | 140 | 160 | 170 | 180 | 200 |
| Length cm | 200 | 210 | | | | | | | | |
| Height cm | 28 | | | | | | | | | |

rigidity grade

- soft
- medium
- firm

LEONARDO TOP MATTRESS



The external cover is a 60% organic cotton and 40% viscose blend and matches the fabric used in the mattress cover. It is embellished with a tiny grey and white pied-de-poule motif. It has a horsehair core enclosed in two layers of latex and two of hemp. The layer of hemp makes it suitable for use in every season, as it provides warmth during the colder months and absorbs sweat and perspiration during the warmer months. Two final layers of down provide heat-regulation and increase the 'snuggle factor'. The top mattress adheres perfectly to the mattress thanks to the tapes positioned along the sides.



LEONARDO BASE



The timber frame, in multilayer firwood and upholstered in cotton fabric, guarantees maximum elasticity. The two upper layers, one of biconical springs and one of isolated springs, provide support and possess excellent ergonomic properties. It is compatible with the majority of the beds in the Flou collection (Amal, Angle, Argan, Koi, Magnolia, Majal, Mandarine, Merkurio, Nathalie, NewBond, Notturmo, Peonia, Pochette and Sommier).



- . Upholstery fabric
- . Cotton padding
- . Felt for load distribution and enhancement of the elastic performance of the springs
- . Biconical springs and isolated springs provide impeccable support and ergonomics
- . Timber frame in firwood upholstered with a cotton fabric for maximum elasticity

The Leonardo base can be supplied with 4 feet



LEONARDO PILLOW

The outer cover matches the mattress cover and is embellished with a pied-de-poule motif and cord trim.

The luxurious and comfortable padding consists of two outer pouches (80% goose down and 20% feather) and an inner pouch with hemp (300 gr) entwined with cashmere (330 gr).





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