

## New ambassador for bedding brand

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Shoemaker (left) and Fattah introducing the new Prince Collection mattresses. — RAJA FAISAL HISHAN/The Star

**KING Koil** Bedding (M) Sdn Bhd has made rising Malaysian star Fattah Amin the face of its brand.

The introduction of Fattah as King Koil's new ambassador was done alongside the launch of the brand's latest Prince Collection range of mattresses.

King Koil Licensing Co president Owen Shoemaker said it was time that the company had a "prince" of its own.

"We have been a 'king' for a long time; this 'kingdom' is ready to introduce a 'prince'," said Shoemaker.

Having used the brand's mattresses since he was young, Fattah said he was very familiar with King Koil.

“When the company approached me to endorse the collection, I was more than happy to do so.

“I’m glad to be associated with an international brand and hope we can take both our names to a greater height,” he said.

Fattah said it was a happy coincidence that he became the spokesman for the Prince Collection as he has the lead role in a new show called the *Coffee Prince*.

The collection, which features three models, Crystal, Sapphire and Diamond, was designed with input from Fattah.

“He gave us ideas in terms of comfort, fabric selection and colour choices.

“This also included the design of the limited-edition pillows, which has gained a lot of traction with fans since it was revealed on social media,” said King Koil Malaysia senior general manager of sales and marketing Cheng Kai Hin.

Cheng said the three models cater to different sleeping requirements in terms of softness and thickness.

The mattresses are said to have back-care qualities with its Tri-Zone Back Support feature which provides balance, comfort and support in three key zones, including upper body and neck, lower back and waist, as well as upper leg area to the lower limbs.

“The mattresses are also designed to be practical, long-lasting and value for money,” added Cheng.

While the market is challenging, he said the company hopes to achieve a 15% growth in sales this year.

“With this new collection with Fattah, it will help us to raise brand awareness and increase our market share in the middle market segment,” he said.

The collection retails from RM1,199 to RM2,199, and comes with the limited-edition Fattah Amin pillows.

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