

PROJECT SERENITY

Located

United States

Industry

Luxury Bedding and Heating Comfort Products

Infrastructure & Logistics

- 33,750 sq. ft. warehouse in Texas, with 7,500 sq. ft. expansion potential
- Handles 7,500+ orders/day via 6–9 workstations and 5 loading docks
- Fully EDI-integrated with auto pick/pack workflow
- Scalable infrastructure: 50% more capacity achievable with minimal labor additions

Market Size

The U.S. home bedding market was valued at \$25.7 billion in 2023 and is expected to continue growing significantly.

Within this market, the Serviceable Available Market (SAM) is estimated at \$277.8 million for heated blankets and \$1.9 billion for trademarked fabric products.

2024 Financials

- Revenue: \$4.7M
- Adj. EBITDA: \$1.5M
- Units Sold: 120,000
- Gross Margin: 52%

Products

- Sheets
- Blankets
- Comforters
- Electric Products
- RV Bedding

High Margin D2C & Retail Brand with Trademarked Fabric and Patented Heating Technology

Overview

The company is a premium U.S.-based designer and distributor of luxury bedding and heated comfort products, known for its trademarked fabric, which combines the softness and warmth with enhanced durability and easy care.

Backed by over 15 years of textile science and R&D innovation, the company has evolved into a respected heritage brand with a proven ability to innovate. It has successfully pivoted to a direct-to-consumer (DTC) model, achieving strong growth metrics and building a loyal customer base.

At the core of its value proposition is the proprietary fabric, a trademarked, knit-based fabric that mimics traditional fabric without its typical drawbacks. The product line includes ETL-listed items and is OEKO-TEX 100 certified, ensuring both safety and environmental compliance.

The company utilizes a unique 7-layer construction for superior warmth, comfort, and energy efficiency. Its exclusive manufacturing network spans China, Mexico, Portugal, India, and Turkey, and it holds trademark protections in both the U.S. and Canada.

Channel Strategy & Customer Base

- Sold across major retailers: Amazon, Target, Kohl's, QVC, Macy's
- DTC now contributes 80%+ of sales, with average Amazon rating of 4.6 (900+ reviews)
- No single customer accounts for more than 20% of sales (diversified risk)
- DTC CTR: 3.2%+ on paid campaigns, indicating strong ad performance.

E-Commerce Growth Flywheel

- Re-platformed to Shopify and executed a digital-first strategy

- Return on Ad Spend (RoAS): 3:1
- Cost-per-click down to \$0.50
- CTR >8% on Google Ads
- 83% YoY increase in web traffic; high ROI potential from scaled ad budget.

Strategic Growth Levers

- Double D2C investment with high marketing ROI
- Expand product lines: sleepwear, battery-heated goods, leg warmers, accessories
- Leverage 60K+ email/SMS list for retargeting and LTV optimization
- Grow B2B (RV, boutique hotels) and international markets

Ideal Buyer Profile

The ideal buyer is a strategic acquirer with strong expertise in DTC channels, digital marketing, or consumer products, particularly within the home goods or textile sectors.

The opportunity is well-suited for buyers who can bring synergies in warehousing, fulfillment, and performance advertising, and who have the operational infrastructure to scale digital marketing efforts, expand product lines, and drive international growth.

Potential buyers may include D2C bedding or mattress brands, bedding and textile manufacturers/exporters, or companies looking to integrate value-added proprietary fabrics into their product offerings.

There is also a compelling fit for B2B-focused operators, such as those supplying boutique hotels, hospitality groups, or specialty retailers, who can leverage the company's IP and premium brand positioning to serve new verticals and geographies.