VISPRING

Luxury Beds - London 1901

BRAND GUIDELINES 2021

VISPRING
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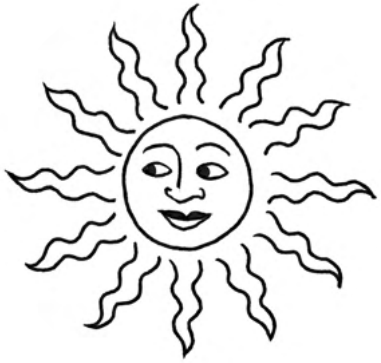
BRAND GUIDELINES

The goal of the brand guidelines is to protect the strength and value of the Vispring brand. The brand guidelines achieve this by explaining the importance of, and how to use, the elements of the brand such as corporate identity and the brand name.



LETTER FROM MANAGING DIRECTOR, JIM GERETY

Dear Vispring Retailer,

We are proud of our heritage and to have handcrafted the finest beds for over 120 years. To continue our story and share it with our customers in the best way possible, we have put together our Brand Guidelines.

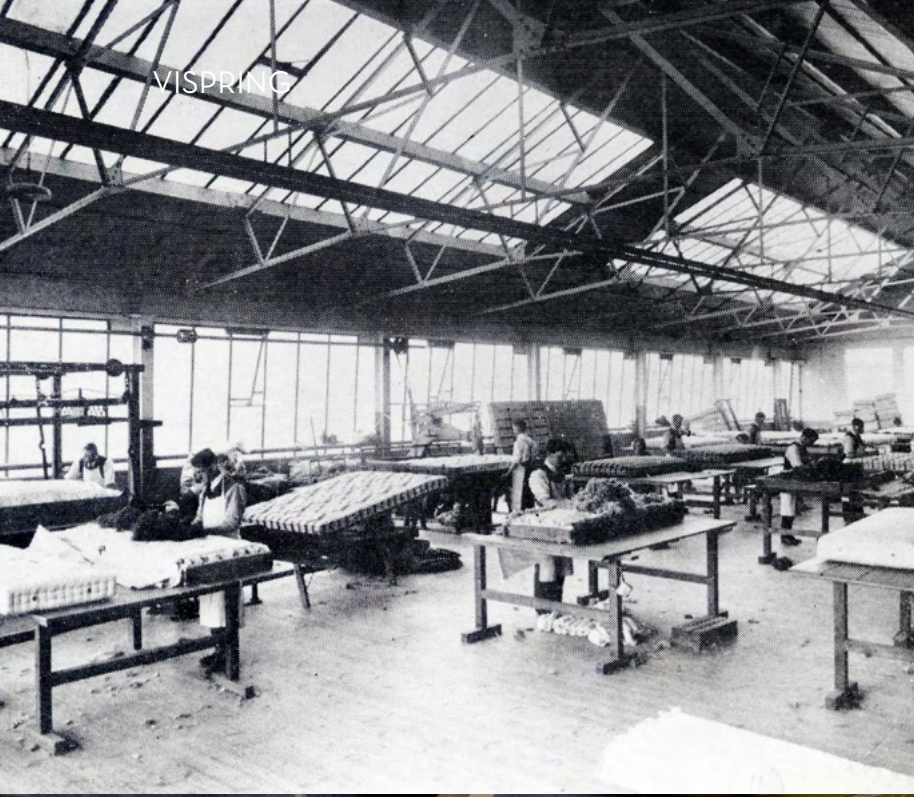
This document provides a framework for the application of our brand identity, ensuring that the Vispring brand is promoted consistently to all retailers worldwide.

We will continue to support you by investing in a global multi-channel marketing campaign, which includes Print, Digital, and Social Media advertising, as well as an international Public Relations strategy.

Our marketing team works hard to develop the Vispring brand whilst supporting retailers, enabling us to grow collectively. They are available to assist you with both strategy and creative requirements.

As our most valued retailer, we look forward to evolving the Vispring brand and working together with you.

Jim Gerety
Managing Director



OUR STORY

Our story starts in 1899 in Canada with engineer James Marshall. When his wife had taken ill he wanted to ensure her the ultimate comfort and support, by handmaking her a mattress filled with coiled springs wrapped in muslin. This resulted in the invention of the Marshall coil, or pocket spring as we know it today.

Marshall went on to patent his invention and established the Marshall Mattress company.

James Marshall subsequently licensed patent rights to this design for the United Kingdom to his former employees John Nolon and Frederick James. The pair decided to produce the mattress commercially and incorporated the Marshall Sanitary Mattress Company in 1901, the company that later became Vispring.

For over a century, Vispring has become synonymous with comfort and luxury. The bespoke Vispring mattresses fitted perfectly in the opulent cabins of legendary ocean liners, like the RMS Titanic, the suites of fabled hotels like the Dorchester and 45 Park Lane in London (UK), and the bedrooms of the finest homes.

In 2005 Vispring was acquired by the Flex Bedding Group. The Flex Group is the world's leading high-end bedding company that in addition to Vispring, also owns And So to Bed, E.S. Kluft & Co., and Marshall Mattress.

MISSION AND VISION

MISSION STATEMENT

To give our customers a lifetime of the most comfortable, life-enhancing sleep.

Obsessed by quality, we source only the finest natural & sustainable materials. We craft our products by hand to our customer's exacting standards and their bespoke individual needs.

It is our aim to have a positive impact on our people, our communities, and our planet.

OUR VISION

To help the world sleep better.

OUR SLEEP CREDENTIALS

- Vispring mattresses and divans are **MADE WITH POCKET SPRINGS**. When needed, each spring moves independently, which means that sleeping partners are less likely to disturb one another when turning. This means every part of the body is properly supported.

- We provide a truly bespoke service and are able to make mattresses and divans of **ANY SHAPE AND SIZE.** Vispring make mattresses for yachts, four-poster frames, and other manufacturer's bed frames. Divans and headboards can be finished with our customer's own choice of fabric.

- Uniquely, all the springs used in Vispring mattresses and divans are actually made in the Vispring workshop in **PLYMOUTH.** Most other mattress manufacturers simply buy their springs from a wholesaler.

- Vispring products are **HANDCRAFTED;** mattress edges are hand-sewn to provide greater comfort and longevity.

- With **120 YEARS OF EXPERIENCE** handcrafting mattresses, Vispring has become one of the most trusted and best-known bed makers in the U.K. and around the world.

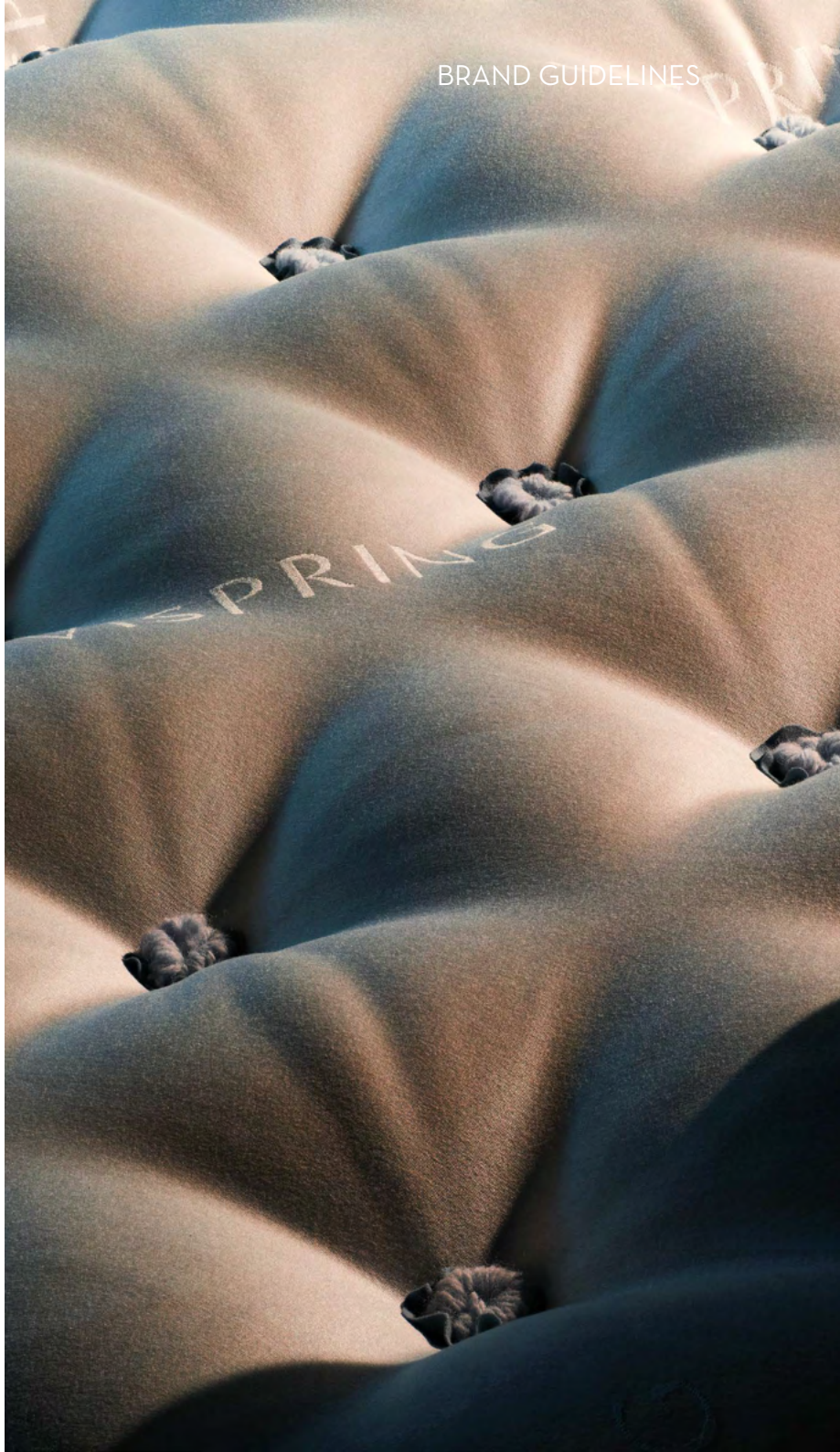
- Vispring **DIVAN BASES ARE MADE WITH POCKET SPRINGS**; most other manufacturers use inferior 'coil springs' or no springs at all.

- All mattresses are made of **NATURAL MATERIALS;** no plastic, polyester, foam, or other man-made products or chemicals are used in the manufacturing process.

THE VISPRING CUSTOMER

OUR CUSTOMERS...

- Are interested in their health and well-being and they especially value a good night's sleep.
- Know that a good night's sleep helps them live their lives to the full and are willing to invest in this essential luxury.
- Recognise the lifetime value of their investment and so are willing to pay for a premium product.
- Demand a personal experience and first-class customer support.
- Are interested in natural products from ethical companies that place sustainability at their core.
- Take pride in their homes and want the very best for themselves and their family.



BRAND GUIDELINES

WE ARE...

Vispring's philosophy influences our collective attitude —how we act and work today.

RESPONSIBLE

We respect the people and materials we work with; we hate waste and source sensitively. We value our craft and craftsmen/women, many of whom have been with us for most of their working lives, with friends and family (three generations in some cases).
We stick together.

HUMBLE

We don't shout about it. We explain but we don't brag. We are discrete, not brash. Integrity rather than showmanship. Never complacent, we're only as good as our last mattress.

DILIGENT

We diligently create each piece with purpose and precision. We work hard to meet the expectations of each other, our retail customers, and the people sleeping on our divans and mattresses each night. We do not let people down.

FASTIDIOUS

Every stitch. Every surface, on show or hidden. Our craftsmen scrutinise every last detail, challenging and encouraging each other to improve constantly no matter how experienced. Our workshop is organised and industrious. We all are.

INDIVIDUAL

Each mattress and bed is made to order, for individuals by individuals. Our process is rigorous and consistent, but our approach is personal. We adapt according to desires and requirements.

DISCERNING

Our badge is a mark of pride and quality. The best. We never compromise. Our materials are chosen, sourced, and handled with the utmost care. Provenance matters to us. And we have an instinct for it.

NATURAL

We don't do fake or synthetic. We have a respectful formality, but we have a natural ease in the way we communicate. We're established. We're experts. We want to help people make the best choice for the best sleep.

TONE OF VOICE

Tone is about the words, images, and actions, that shape people's views towards Vispring. Our approach and philosophy shape our character.

- Confident and therefore relaxed
- Warm, honest, and intelligent
- Not aloof, cold, and clinical; expert and straightforward but approachable too
- Enthusiastic
- Positive about Vispring's craft, materials, and output
- Positive about like-minded manufacturers, makers, and suppliers, especially local.

BRAND TYPOGRAPHY

Typography guidelines ensure that we maximize legibility and maintain visual hierarchy throughout all of our content.

PRIMARY TYPEFACE

Typography plays a central role in Vispring brand visuals. The primary typefaces used across Vispring visual communications are Neutraface Textbook and Bell MT.

Assets created by Vispring will use the licensed primary typefaces.

Assets created by a retailer or other third parties cannot use Vispring licensed fonts, unless, a license is obtained by the user. A license must be purchased by the user, Vispring will not be responsible for the purchase.

The typefaces used include characters for Latin-based, Cyrillic, and Greek writing systems.

PRIMARY TYPEFACE

NEUTRAFACE TEXT

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

LIGHT

Lorem dolore dolorem acidolorem veros augue dolore. Nonum vel dolor faciliquamet exerosto con hent ilit at ullandit ullandigna acincip.

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BOOK

Lorem dolore dolorem acidolorem veros augue dolore. Nonum vel dolor faciliquamet exerosto con hent ilit at ullandit ullandigna acincip.

VISPRING

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BOLD

Lorem dolore dolorem acidolorem veros augue dolore. Nonum vel dolor faciliquamet exerosto con hent ilit at ullandit ullandigna acincip.

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PRIMARY TYPEFACE

BELL MT

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

REGULAR

Lorem dolore dolorem acidolorem veros augue dolore. Nonum vel dolor faciliquamet exerosto con hent ilit at ullandit ullandigna acincip.

VISPRING

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ITALIC

Lorem dolore dolorem acidolorem veros augue dolore. Nonum vel dolor faciliquamet exerosto con hent ilit at ullandit ullandigna acincip.

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PRIMARY TYPEFACE USAGE

USE	CASE	TYPEFACE	MINIMUM SIZE (PRINT)	COLOUR
Headings	Uppercase	Neutraface Textbook	12pt	Light Background: #000000 Dark Backgrounds: #ffffff
Sub-headings	Uppercase	Neutraface Textbook	12pt	Light Background: #000000 Dark Backgrounds: #ffffff
Lead Paragraph	Sentence Case	Bell MT	9pt	Light Background: #000000 Dark Backgrounds: #ffffff
Body Paragraph	Sentence Case	Bell MT	9pt	Light Background: #000000 Dark Backgrounds: #ffffff

DOWNLOAD NEUTRAFACE TEXTBOOK

DOWNLOAD BELL MT

LOOK OUT FOR...

With all copy produced, it's imperative to proofread and spellcheck everything.

Additionally, follow the below guidelines to ensure all content is set consistently.

- Write headings, subheadings, or CTAs in uppercase.
- Use exclamation marks sparingly.
- Don't use an ampersand unless it's part of a branded term.
- Sentence casing is most commonly used, with uppercase being reserved for headings, subheadings only.
- Proofread your copy using free software such as Grammarly.
- Check the background to ensure the copy is in its correct colour. See page 20 for full details.

SECONDARY TYPEFACE

Secondary typeface to be used in the case of:

- Word
- Powerpoint
- Email
- Non-official documentation

CALIBRI LIGHT

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

LIGHT

Lorem dolore dolorem acidolorem veros augue dolore. Nonum vel dolor faciliquamet exerosto con hent ilit at ullandit ullandigna acincip.

VISPRING

Vispring

COLOUR SPECIFICATION

Our colours are neutral, calming, and allude to our natural material use. To ensure a unified brand, it is important to use these colours and these colours only.

PRIMARY

OATMEAL

RVB: #ece8e0
RGB: R236, G232, B224
CMYK: C9% M8% Y3% K0%

WHITE

RVB: #ffffff
RGB: R255, G255, B255
CMYK: C0% M0% Y0% K0%

GREIGE

RVB: #ded8d2
RGB: R223, G217, B211
CMYK: C15% M14% Y17% K0%

BLACK

RVB: #000000
RGB: R0, G0, B0
CMYK: C91% M79% Y72% K97%

*Various colours have been previously used by Vispring, they are being phased out and the above colours are to be used in replacement.

SECONDARY

DUSTY ROSE

RVB: #d3b6a7
RGB: R211, G182, B167
CMYK: C17% M29% Y32% K4%

BISQUE

RVB: #f0e0d3
RGB: R240, G224, B211
CMYK: C7% M13% Y18% K0%

LOGO

MAIN LOGO

This Vispring logotype/strapline lock-up is used for all corporate materials. The logotype and strapline must not be separated*.

SIZE REQUIREMENTS

For ease of recognition, a minimum size for reproduction has been set. The Vispring primary logo must never appear any smaller than 10mm in height as shown.

To ensure legibility at different sizes, the Vispring logo is available in two sizes and in various formats (AI, EPS, PNG, and JPEG). The logos are available for download on the Professional Access Area. The size used is determined by the size of the final printed/reproduced item.

BLACK LOGO

10mm

VISPRING
Luxury Beds - London 1901

21mm

VISPRING
Luxury Beds - London 1901

WHITE LOGO

10mm

VISPRING
Luxury Beds - London 1901

21mm

VISPRING
Luxury Beds - London 1901

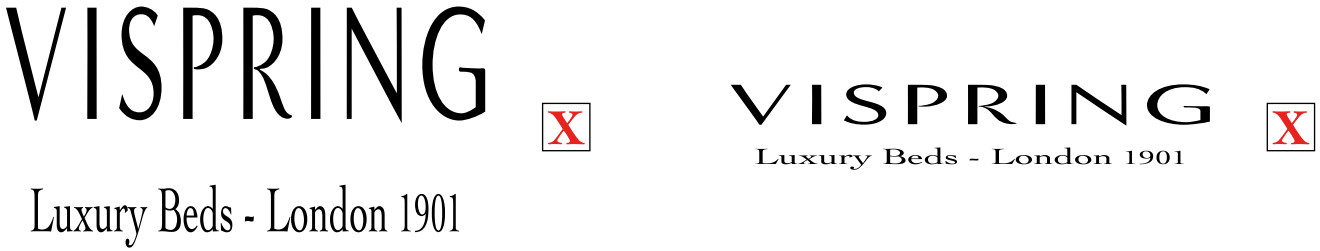
*Vispring may separate the logo from the strapline in rare cases such as for advertising. Any use of the Vispring logotype without strapline must receive prior approval from the marketing team before use.

LOGO CONSTRUCTION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the logo itself.

To work out the clear space take the height of the logo and divide it in half. (Space = Height / 2).

The Vispring logo must not be distorted, there should be no skewing, stretching, or editing of the logo.
Examples of a distorted logo might include:



SECONDARY LOGO

The secondary logo is to be used exclusively on product.

SIZE REQUIREMENTS

A standard size and format are to be used for this logo. This has been pre-set and cannot be adjusted.

*This logo is to be phased out and is not to be used in any places other than on products.

AFFILIATE LOGOS

For use of any trademark affiliate logos, you must contact the Vispring marketing department. Most affiliate logo usage requires third-party organisation approval. Please consider that the approval process may take from 2-4 weeks. You may NOT use any of the below affiliate logos without prior approval.

Affiliate logo's currently in use by Vispring:

Forest Stewardship Council

The Woolmark Company

Campaign for Wool

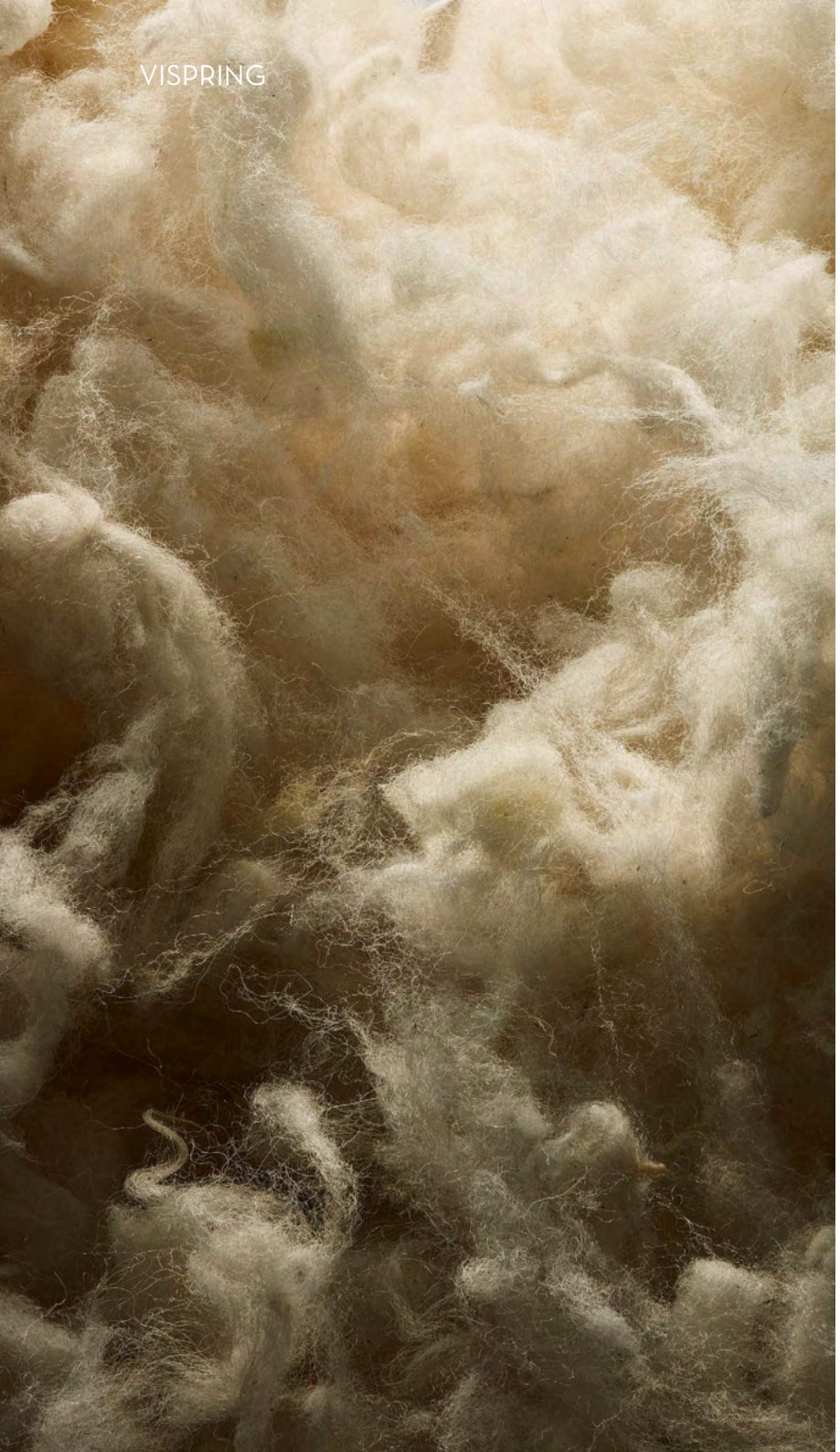
Real Shetland Wool

Please email marketing@vispring.com for questions/usage requests regarding affiliate logos.

BRAND COMMUNICATIONS AND THEMES

HANDCRAFTED

The principal methods we use have never changed, which means the life cycle of every Vispring mattress always begins with the springs. We have been bed-making innovators since 1901 and although our fundamental processes remain the same, we pride ourselves on striving to provide our customers with the best night's sleep by constantly evaluating, testing, and improving what we do.



NATURAL MATERIALS

Without our signature stuffing, a Vispring just wouldn't be the same. We source the highest quality natural fillings from all across the globe, and every fibre is specially selected to perform a very specific purpose. We've perfected the ideal blend which includes; 100% British wool, horsetail, silk, cashmere and mohair—all of which is expertly teased over the cotton covered pocket springs by hand. With components of this calibre, there is little wonder our loyal customers tell us they regret not investing sooner.

MADE IN ENGLAND

In 1971, we made the move from London to Plymouth. Since then the city has been home to the Vispring factory and its 200 craftsmen and women.

Plymouth is located between the incredible South West coastline and large areas of outstanding natural beauty.

COMPETITOR COMMUNICATION

The age-old tradition of bed-making is an art to be proud of, and because of this sense of pride, we always remain positive about like-minded manufacturers, makers, and suppliers.

We are never complacent and continue to develop both brand and product to offer the very best to our customers, this means we never speak negatively about competing brands.

We appreciate the bed-making industry and are proud to play a role.

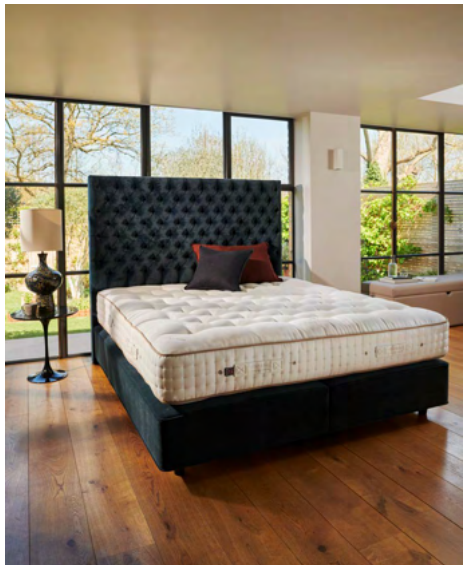
ASSETS

MATTRESSES AND DIVANS HERO IMAGES

The hero images showcase Vispring products undressed and dressed, in a range of appealing, restful bedroom environments.

The naturally lit interiors draw on the Vispring natural colour palette and the use of lighting and shadows gives the feel of dusk and dawn, reflecting a variety of classic and contemporary interior styles.

Use these images to represent a bedroom environment, and showcase certain products. Vispring photos should only be used when referring to our products or brand, for other use (such as retail store promotion) we must be credited.



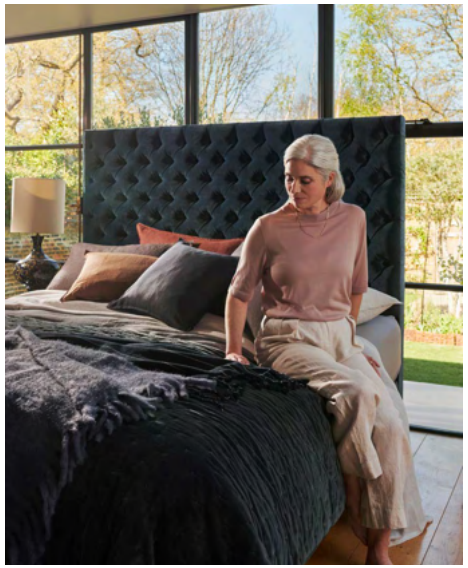
*All photography is available via the Professional Access Area.

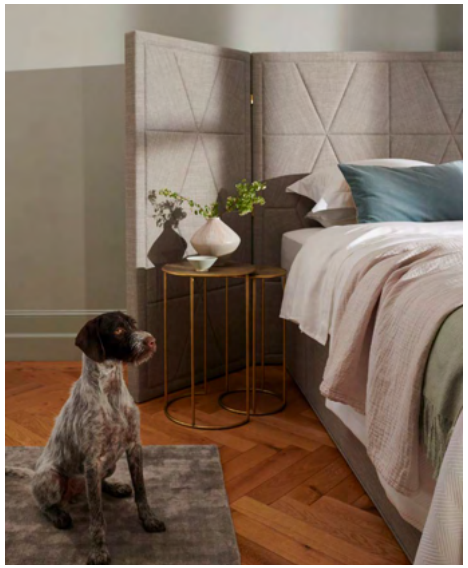
MATTRESSES AND DIVANS LIFESTYLE IMAGES

The lifestyle images convey relaxation, luxury, wellbeing and act as a reflection of the lives of our customers.

They capture models using the space, interacting with the products, and living in the space.

Use these images to represent the luxury and brand of Vispring. Vispring photos should only be used when referring to our products or brand, for other use (such as retail store promotion) we must be credited.



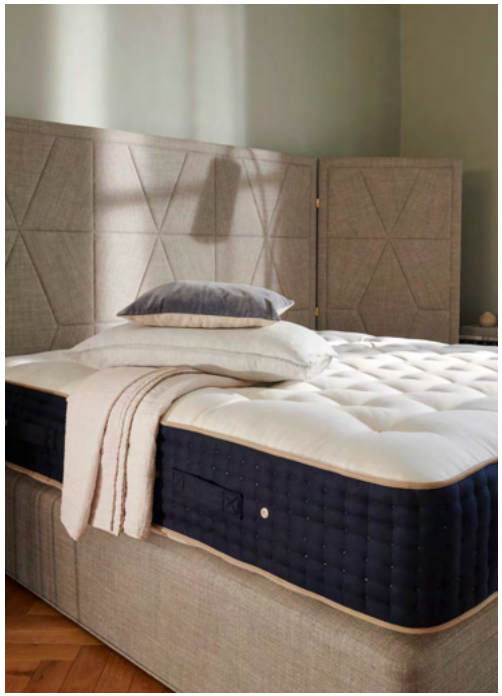


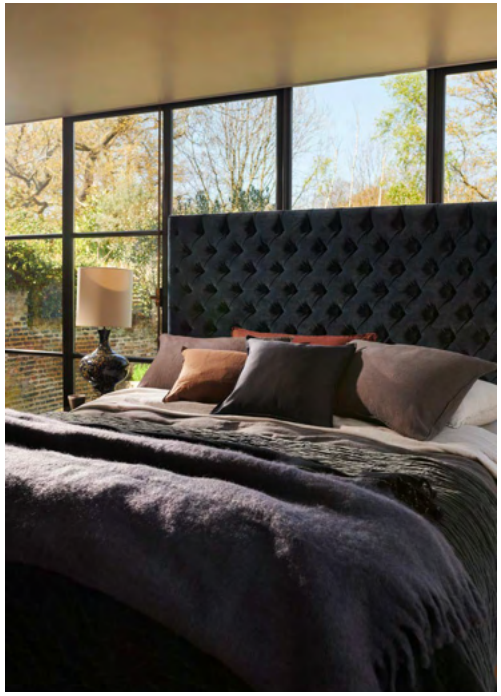
*All photography is available via the Professional Access Area.

MATTRESSES AND DIVANS CLOSE-UPS

The close-up images showcase the intricate details of the Vispring product range.

Use these images to represent the handcrafted features. Vispring photos should only be used when referring to our products or brand, for other use (such as retail store promotion) we must be credited.





*All photography is available via the Professional Access Area.

MATTRESSES AND DIVANS PACKSHOTS (CORNER + CUT THROUGHS)

The packshot photography illustrates the product features and details including side-stitching and filling layers.

These images should be used on websites, in E-Commerce, product specifications, product sheets, and brochures. Vispring photos should only be used when referring to our products or brand, for other use (such as retail store promotion) we must be credited.

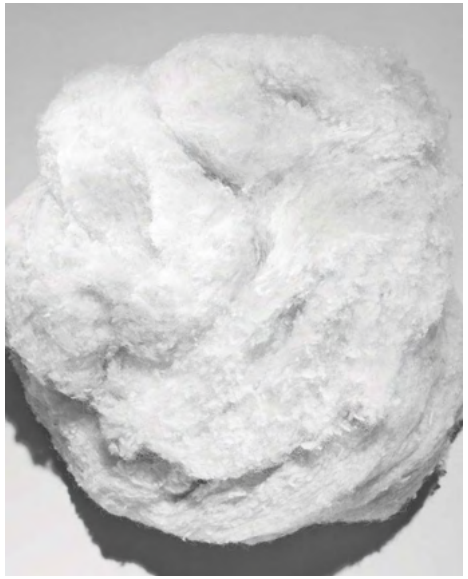
*All photography is available via the Professional Access Area.

MATTRESSES AND DIVANS MATERIALS

The material images show the variety of fillings within Vispring products abstractly and artistically.

These images are great for editorial, social media, website, and design documents.

Use these images to represent the materials in Vispring products. Vispring photos should only be used when referring to our products or brand, for other use (such as retail store promotion) we must be credited.



*All photography is available via the Professional Access Area.

HEADBOARDS LIFESTYLE IMAGES

The headboard lifestyle images convey relaxation, luxury, wellbeing and are focused solely on the details within the range of Vispring headboards.

Use these images to represent the luxury and brand of Vispring, as well as the details within the headboards. Vispring photos should only be used when referring to our products or brand, for other use (such as retail store promotion) we must be credited.

*All photography is available via the Professional Access Area.

HEADBOARDS PACKSHOTS

The packshot photography illustrates the product features and details.

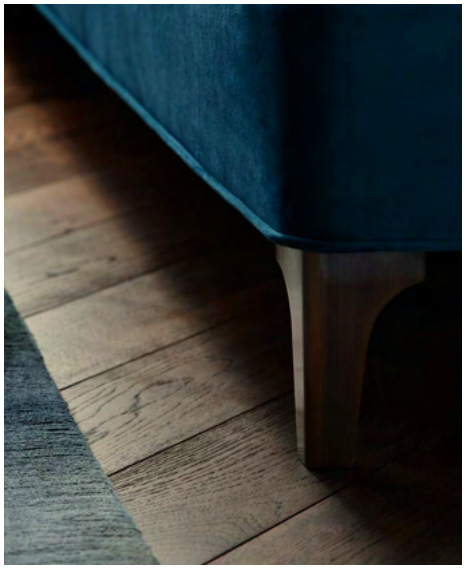
These images should be used on websites, in E-Commerce, product specifications, product sheets, and brochures. Vispring photos should only be used when referring to our products or brand, for other use (such as retail store promotion) we need to be credited.

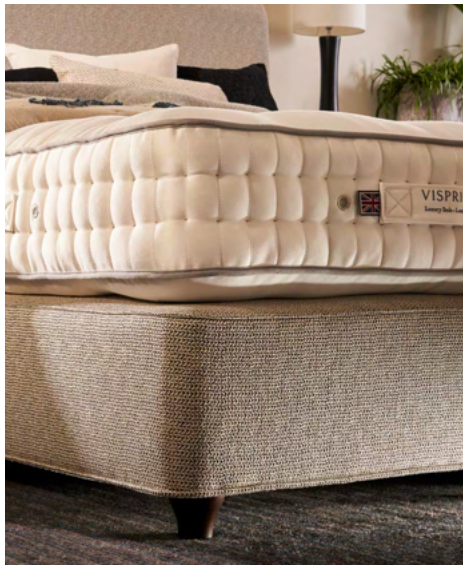
*All photography is available via the Professional Access Area.

LEGS LIFESTYLE IMAGES

The leg lifestyle images convey luxury and style and are focused solely on the range of Vispring legs.

Use these images to represent the variety of Vispring beds and the range of legs. Vispring photos should only be used when referring to our products or brand, for other use (such as retail store promotion) we need to be credited.





*All photography is available via the Professional Access Area.

LEGS PACKSHOTS

The packshot photography illustrates the product features and details.

These images should be used on websites, in E-Commerce, product specifications, product sheets, and brochures. Vispring photos should only be used when referring to our products or brand, for other use (such as retail store promotion) we need to be credited.

*All photography is available via the Professional Access Area.

TOPPERS LIFESTYLE IMAGES

The topper lifestyle images convey luxury and style and are focused solely on the range of Vispring toppers.

Use these images to represent the added luxury and the range of mattress toppers. Vispring photos should only be used when referring to our products or brand, for other use (such as retail store promotion) we need to be credited.

*All photography is available via the Professional Access Area.

TOPPERS PACKSHOTS

The packshot photography illustrates the product features and details.

These images should be used on websites, in E-Commerce, product specifications, product sheets, and brochures. Vispring photos should only be used when referring to our products or brand, for other use (such as retail store promotion) we need to be credited.

*All photography is available via the Professional Access Area.

PILLOWS AND DUVETS IMAGES

The pillow and duvet product photography illustrate the product features and details.

These images should be used on websites, product specifications, product sheets, and brochures. Vispring photos should only be used when referring to our products or brand, for other use (such as retail store promotion) we need to be credited.

*All photography is available via the Professional Access Area.

ACCESSORIES IMAGES

The accessories product photography illustrates the product features and details.

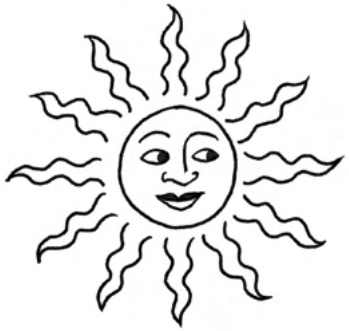
These images should be used on websites, product specifications, product sheets, and brochures. Vispring illustrations may NOT be used without reference to Vispring or a Vispring product.

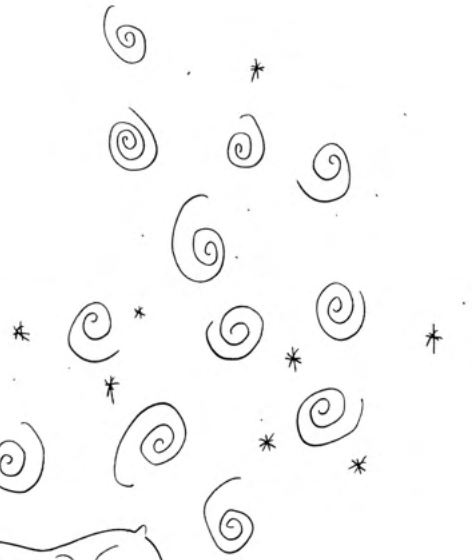
*All photography is available via the Professional Access Area.

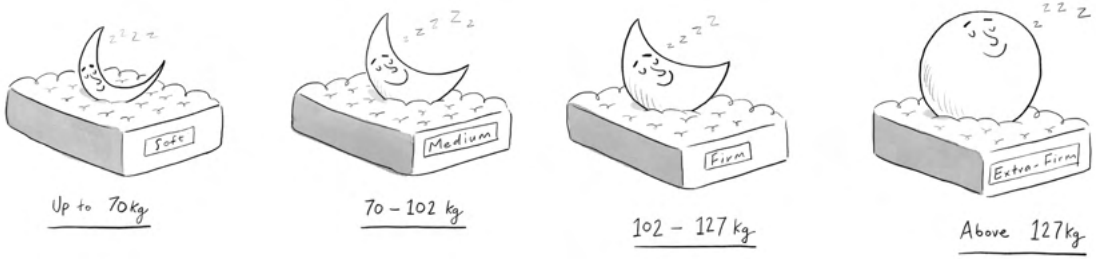
ILLUSTRATIONS USAGE

Each illustration represents a different theme/purpose. Some are decorative and are best to use on print documents or social media. Some illustrate features of Vispring products and assist customers in choosing the right product for them.

These illustrations should be used in accordance with their function. Vispring photos should only be used when referring to our products or brand, for other use (such as retail store promotion) we need to be credited.







*All photography is available via the Professional Access Area.

SOCIAL MEDIA

Vispring utilises customer-generated content, to reshare, these are available via our social media channels.

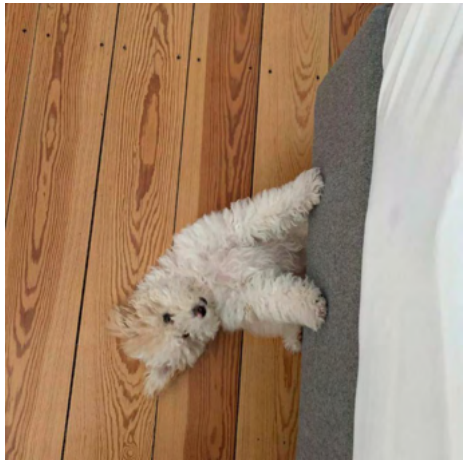
User-Generated Content (UGC) is available for use under the following conditions:

- All UGC should be requested for use through Vispring, and use MUST be signed off with the marketing department beforehand.
- In the caption, there must be a mention of the image belonging to the creator, for instance, @vispringbeds.
- You may NOT share other creators' photography without crediting them.

@natali_in_norfolk

@avalainnenarchitektur

@thejollytownhouse

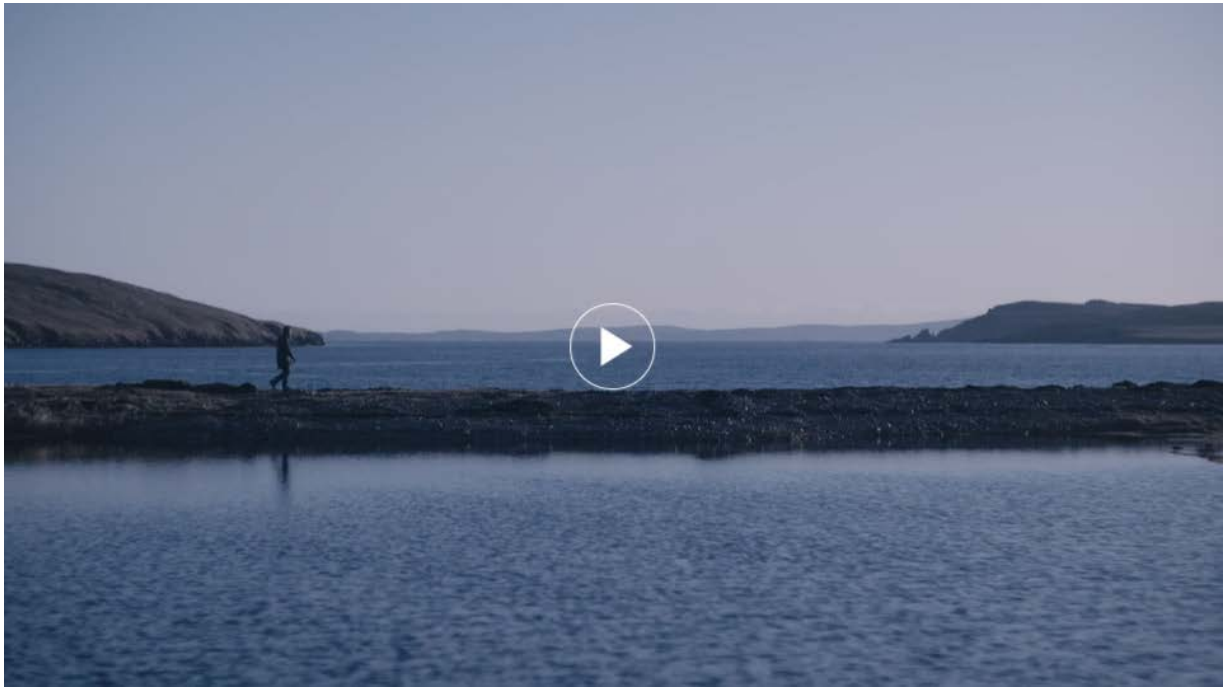


@klaus.gorny

VIDEO PRODUCT VIDEO

There is a range of long and short factory videos, showcasing the handcrafted mattress process.

Vispring videos should only be used when referring to our products or brand, for other use (such as retail store promotion) we need to be credited. All videos are available to download on the Professional Access Area or upon request from Vispring's Marketing department.



*All videography is available via the Professional Access Area.

PRINT ASSETS

Print assets are redesigned quarterly. For branded/custom size print ads, please contact Vispring's marketing team for creative assistance.

Vispring branded print ads cannot be edited or changed. All ads requested must be designed by Vispring, for details on design/artwork assistance refer to page 60.

CREATIVE ASSISTANCE

PRINT ADS

For print ad design and assistance, please submit your request using the form below:

PRINT AD REQUEST FORM

DIGITAL BANNERS/ADS

For digital banner design and assistance, please submit your request using the form below:

DIGITAL AD REQUEST FORM

*All creative assistance has a lead time of 5 working days, please consider this when submitting your request.

TRADEMARK USAGE

NAME

Vispring, Vispring Luxury Beds, Vispring Ltd.

Use of old/alternative versions such as Vi Spring or Vi-Spring is NOT permitted.

WEBSITE

Use of a domain name that incorporates or is similar to our trademarks is NOT permitted, examples include:*

www.vispringbeds<country>.com
www.vispringbeds<retailer>.com
www.vispring<city>.com
www.vispring<retailer>.com
www.vispringpillow.com
www.vispringproducts.com
www.vispringmattress.com

SOCIAL MEDIA

It is NOT permitted to create a Twitter or Instagram handle or other social media accounts whose username or title includes the Vispring name without approval from Vispring.

*You may use the Vispring name as a slug, e.g: www.retailer.com/vispring

TRADEMARK USAGE

You may not use the Vispring trademark in a disparaging or degrading manner.

TRADEMARK BIDDING

You may not bid on a Vispring trademark (or any variant or extension thereof) as a keyword on any search engine, or use a Vispring trademark (or any variant or extension thereof) in any form of paid advertising including, but not limited to, paid social and display advertisement unless you have prior approval.

To apply for Google AdWords trademark usage please send your Google ID number to marketing@vispring.com

PROMOTIONS

For information on promotions please speak to your sales account manager.

IN-STORE POS

POS PRIMARY COLOUR USAGE

OATMEAL

RVB: #ece8e0
RGB: R236, G232, B224
CMYK: C9% M8% Y3% K0%

GREIGE

RVB: #ded8d2
RGB: R223, G217, B211
CMYK: C15% M14% Y17% K0%

POS WELCOME COLOUR USAGE

SUNSHINE

RVB: #eab31f
RGB: R234, G179, B31
CMYK: C8% M31% Y92% K1%

POS PRODUCT ESSENTIAL

- Leg display unit;
- Filling unit;
- Swatches;
- Vispring Logo.

Swatchbook

Light Box

Hanging Banner

NOTE: Please refer to the POS guidelines for full details. Each store will be approached on a case-by-case basis.

POS PRODUCT DESIGN ELEMENTS

- Mattress Cut-Through (glass box & plinth supplied by retailer);
- History Wall Images;
- Lightboxes & visuals – lifestyle;
- Hanging banners – gradient, sentence & craftsmanship.

Leg Display Unit

Mattress Cut-Through

History Images

Hanging Banner

NOTE: Please refer to the POS guidelines for full details. Each store will be approached on a case-by-case basis.

POS PRODUCT ADDITIONAL

- Television;
- Bed Frame;
- Wall paneling.

Bed Frame

NOTE: Please refer to the POS guidelines for full details. Each store will be approached on a case-by-case basis.

IN-STORE PAINT REFERENCE

MAIN WALLS

FARROW & BALL

All White

DULUX

Jasmine White

FEATURE WALLS

FARROW & BALL

Skimming Stone

DULUX

Soft Stone

For assistance with sourcing paint colours from different paint brands, please contact marketing@vispring.com

MARKETING TEAM

ADAM KNELL

Marketing Director

VICTORIA SOARES

- Communications
- PR
- Media Planning
- Website Management
- Trademark/Brand Compliance

REBECCA JACOBSON

- Point of Sale
- Trade
- Exhibitions
- New Store Openings

DAISY PARKS

- Digital
- Social Media
- Design & Creatives
- Copywriting

Contact us at marketing@vispring.com

VISPRING

Luxury Beds - London 1901

Version 1, August 2021