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BDNY 2025 Press Tour sets the tone with purposeful hospitality



By [danielcnyc](#)

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PHOTO CREDITS: DANIEL QUINTANILLA



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BEAUTY FOR EVERLASTING PATRONAGE

[BDNY](#) today here in New York City at the Javits Center handpicked meaningful brands to be part of its 2025 Booth Tour. For what’s been no doubt a challenging year in hospitality due in part to tariffs and economic uncertainty, innovation is your only way out of peril. Being responsive to customer demands takes an incredible amount of effort because you can’t afford any missteps. For this year’ walk around BDNY, each brand provides purpose which includes Samuelson Furniture, Native Trails, Bjelin, Cerno, and Mazzarini & Co/ Chalet Apres.



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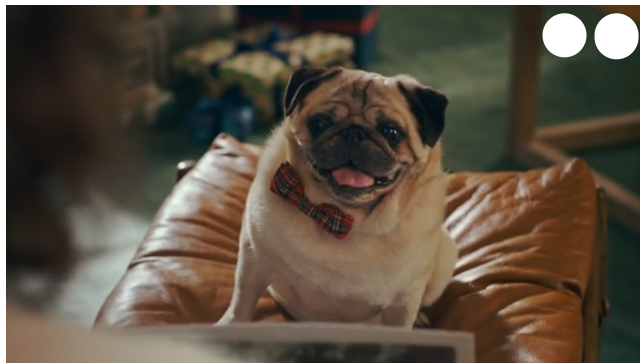


SAMUELSON FURNITURE

Based on a four generations of building high quality furniture, [Samuelson Furniture](#) wants hotel guests to be made to feel right at home. That certainly rings true as Samuelson Furniture builds collections around the retirement community. It's extremely important for seniors to experience utmost comfort and enjoyment of their golden years because they've worked all their lives for it. It's not just about those who've retired from the workforce comfortable, it's providing inspiration for seniors to live their lives as active as possible.



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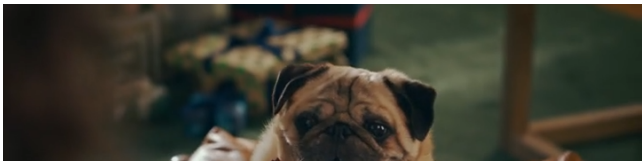




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NATIVE TRAILS

It's not your hotel room you're walking into, it's your hotel suite that knows the fine natural tones you crave for your annual vacation. [Native Trails](#) brings out its iconic tubs found in high-price range hotels to mark 2 breakthroughs as the traveler checks in. The native stone tub called Avalon unveils a brand new color for 2025, sage which ushers in a new green finish against what could be a white tile bathroom. And for the first time ever, Native Trails brings out its copper tub on the BDNY floor called Santorini made up of hand hammered polished copper.

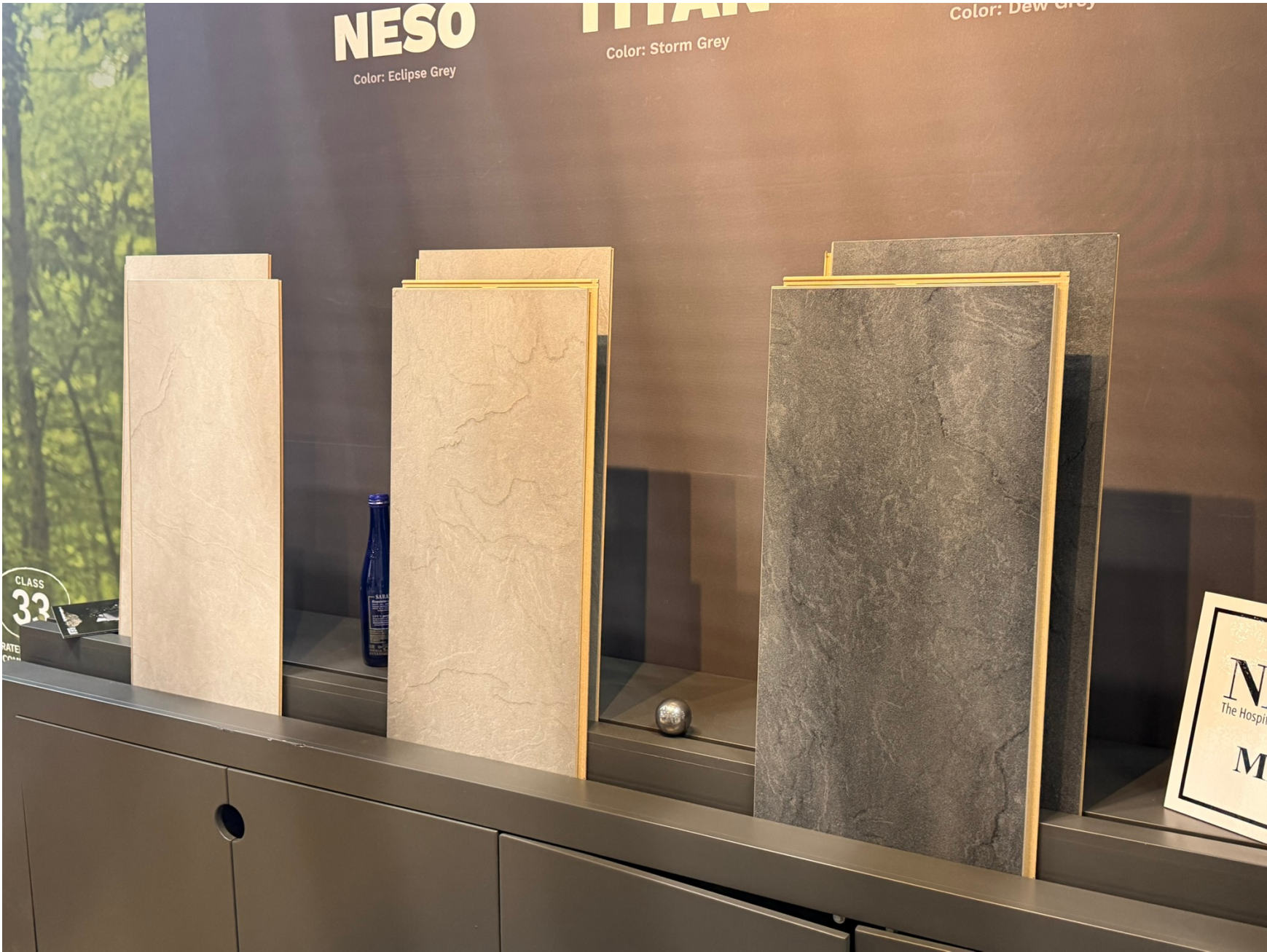


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Having a hardwood floor in your home or in your business was the must have feature as you're doing major renovations. But there was one problem with hardwood, it got damaged, stained, and nicked easily, leading many to go with vinyl. But [Bjelin](#) went back into the lab to improve the conditions of the hardwood floor as it was made 3 times harder. Bjelin first heated, pressed, and wood-powdered layers together made up of woodura. But the ultimate finishing touch for Bjelin to make hardwood floors great again and better than ever is by using acrylics as a hardening solution to resist dents and stains.



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CERNO

It's all engrained in the California way of living, a modern distinct design with an incredible amount of homebody woven into it. Here we land on [Cerno](#), a quarter century light fixture brand that's based in Laguna Beach, California sculpting how light as an item is done beautifully. The signature piece standing out with Cerno is Locus, where it balances out wood and class held together by black cloth cord included with black metal finish. Other pieces include pendants hovered over light with a solid hardwood, brass finish, leather, and aluminum showcase of each detail.



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MAZZARINI & CO/ CHALET APRES

The final stop of the 2025 BDNY Booth Tour brings us to the focal point of true commercial hospitality exploring outside the box. Extending itself outside the normal hotel stay, Marriott thinks long-term for those whose travel goes beyond a week. Think extended stay, or in a higher price range of Marriott, Apartments by Marriott Bonvoy. But the vastly popular hotel corporation relied on [Mazzarini & Co/ Chalet Apres](#) to design their rustic down to earth feel that surely spells the permanent foundation called home. Rustic elegance with urban sophistication that cleanly finishes the look for a big city metropolis such as New York City or elsewhere. It surely doesn't fixate you into vacation mode if you're assigned long-term, but it definitely doesn't cheapen home as if you're staying by the airport. This signature BDNY exhibit also shows off [RATANA](#), which could be the assigned furniture for Apartments by Marriott Bonvoy.



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DPL BED FELLOWS

Much as you walk into your hotel room or suite, DANIEL PLUS LAUREN or any attendee of BDNY are greeted the exact same way, with the bed. Both [Serta Hospitality](#) and [Beautyrest Hospitality](#) are on board to welcome you in your home away from home. Not only are they vital hearts to why you check in, but both brands offer high-quality performance to give you a better sleep on vacation and such. Not only on vacation, but also in your own home to Serta and Beautyrest improve each 7 to 8 hours of sleep you strive for each night. And it’s wise for DPL to strongly advise you to improve your quality of life not only by more sleep, but by choosing a Serta or Beautyrest (even buying hospitality) in your own home. And that surely is the biggest motivator for you to go to bed early every night.

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