



DLA Piper assists with the sale of Drømmeland to Swiss Sense



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DLA Piper is proud of having advised K.A. Invest Holding A/S in connection with the sale of Drømmeland A/S to the Dutch distributor of home furnishing products, Swiss Sense B.V.

With 25 stores spread across the country, the Bagsværd-headquartered company is one of Denmark's leading retailers of elevation beds, box spring mattresses, and continental beds from quality brands.

Drømmeland opened one of Denmark's first specialized bed retail stores in Bagsværd outside of Copenhagen in 1982. Drømmeland is among the first to introduce the concept of "healthy sleep" and teach customers about the importance of sleeping well.

The acquisition allows Swiss Sense to enter the Danish market and strengthen its European presence.

K.A. Invest Holding A/S was advised by a DLA Piper team consisting of Michael Vinther, Jacob Sørensen, Ida Boysen and Christoffer Tolstrup.

Read the news article from Børsen [here](#).

