

# Herr Heer's hair wares

*Berlin* [CRAFTSMANSHIP]

When Daniel Heer's ancestors started producing luxury horsehair mattresses in 1907, the fruits of their craftsmanship usually ended up hidden in their customers' bedrooms. But now the Berlin-based Heer, a trained saddler and upholsterer, is taking the family business in a new direction. "For my grandparents it was a mattress with a sheet, a blanket and a pillow," he says. "The mattress is now coming out of the privacy of the bedroom and getting a prominent place as a style piece." Clients from Dubai to Los Angeles are snapping up his mattresses, made with horsetail hair from Heer's native Switzerland, as daybeds or for use on yachts. — DT