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90TH Year ANNIVERSARY

Paramount kicks off year-long 90th anniversary celebration.

Paramount Sleep puts big plans in place to mark 90 years in business

Sheila Long O'Mara // Executive Editor, Furniture Today // January 6, 2025



NORFOLK, Va. — With the turn of the new year, [Paramount Sleep Co.](#) kicked off a year-long celebration of its 90th anniversary.

The company is planning a range of initiatives to mark the occasion, including special events at [Las Vegas](#) and [High Point](#) markets and monthly retail promotions around the new Paramount 90th Anniversary Special collection designed to commemorate the milestone.



Richard Diamonstein

The luxury mattress brand, now led by third-generation owner and [managing director Richard Diamonstein](#), was founded here during the Great Depression in 1935 by the Comess family. Albert Diamonstein, Richard's grandfather, joined the company in 1936, a year after its founding.

In 1952, [Arthur Diamonstein](#) joined [Paramount](#) becoming the second generation of Diamonsteins connected to the business. The legacy was set decades later when Arthur's two sons – Richard and Jamie Diamonstein – stepped into the business. The Diamonstein family took full ownership of the company in 1986. Jamie Diamonstein left the company in 2015 to start Leesa, which was [acquired in 2023 by 3Z Brands](#).

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[Recycling Council](#). Today, his son, Eric Diamonstein, serves on the company board, making him the fourth generation to join the business.

“Staying true to our core founding values – people, product, process, planet –has guided us for 90 years and through four generations,” Fleck said. “And these values will continue to guide us for generations to come. We will continue to be a good steward to our industry and our community.”



Richard Fleck

Beyond its legacy of innovation and craftsmanship, Paramount Sleep is recognized in the industry for its ongoing commitment to the use of sustainable materials. It was an early adopter of the use of environmentally friendly materials like cotton, wool, other natural fibers and recycled bottle content in upholstery pads. By sourcing materials as close to home as possible and manufacturing all its products in the U.S., the company focuses on shortening shipping distances, which helps reduce CO2 emissions.

Paramount Sleep’s factory in Norfolk uses energy-efficient lighting, conveyor system and modern machinery for high-quality craftsmanship. Scrap materials from the production process are bailed and sent to be recycled for future use.

Diamonstein’s leadership and efforts to develop state recycling programs nationwide earned Paramount Sleep the Mattress Recycling Council’s first Distinguished Service Award.

The year-long 90th anniversary celebration will begin at the Winter Las Vegas Market in the Paramount Sleep showroom C-1595, a shared space with Purecare and Knickerbocker.

See all:

- [The Diamonstein family](#)
- [Paramount Sleep promotes 2, adds 1 to sales and marketing team](#)

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