



BLOOMINGVILLE ENTERS NEW FRONTIER

As the industry of interior design embarks on a new season, Danish interior design company knocks down another door and continues its growth into the North American market.

It has only been a year since the merger between Bloomingville A/S and US based Creative Coop. In that past year the foundation has been set for Bloomingville to enter into the US with full force.

"Our American partners are setting all sails and are starting out with no less than 80 sales agents throughout the US, and naturally we have great expectations of this launch." Says Simon Stampe, CEO, Bloomingville

"We are extremely excited to see the development of our brand. We know that Bloomingville is very different from what Americans may be used to in their homes, but we are sure there is a great potential for the type of design we can provide. Primarily we view Bloomingville as a brand that will do well in urban areas, but there is potential throughout the USA." Simon Stampe continues.

Bloomingville in the USA is launched with a range of about 1200 items from the existing spring/summer 2016 collection. There will also be four permanent showrooms in Atlanta, Dallas, Memphis and Las Vegas, and the season was kicked off with great success with the North American trade shows in January. It is expected that Bloomingville will be spread throughout the USA during the course of 2016.

The Bloomingville Group is an international company, which currently include the brands; Bloomingville and DAY BIRGER et MIKKELSEN HOME. We are a fast growing company situated in Denmark where we design, develop and sell our collections within home interiors. We employ 100 people and have approximately 60 sales representatives and distributors across Europe, Oceania, Asia and North America. Our design driven company was founded in 2000 and is today a part of Regent Holding, which is co-owned by Betina and Simon Stampe.



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