

NEW BLOOMINGVILLE UPHOLSTERY FURNITURE COLLECTION

With the success of the furniture collection launch last year, Bloomingville is entering the second year of an exciting journey with yet another Furniture collection.

Anne-Sophie Brandt, Head of Design, explains the thoughts behind launching an individual Bloomingville furniture collection; *"With furniture as a separate focus area and add-on to the Bloomingville main collection we are able to give our customers the chance to style their entire home with gorgeous Bloomingville items. We are accommodating many wishes and ideas with the new furniture but we still manage to stay true to the Bloomingville brand and spirit"*.

FURNITURE

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The autumn/winter 2016 Furniture collection takes inspiration from the classical Scandinavian design of the 1950's. Simplicity, minimalism and functionality are key elements of this grand upholstery collection but still keeping the familiar Bloomingville style in mind.

With a wide range of charming chairs, impressive tables and delicate sofas Bloomingville merge a strong historical design approach with an innovative modern twist. It is all about high quality and an exclusive character. Different use and mix of materials meet in an elegant way and accentuates the Nordic feel of the furniture.

Anne-Sophie elaborates on the source of inspiration for the new furniture collection; *"Great craftsmanship and quality are especially characteristic for the 1950's, and this is a very important aspect for Bloomingville. From the 1970's we get the retro look and colors, all reinterpreted in the Bloomingville way. The 1970's is also a decade of inspiration for the autumn/winter 2016 main collection. All in all esthetics and function have to go hand in hand. We always want to pay great attention to detail and quality – and all with a nice retro twist"*.



Bloomingville launches one great Furniture collection a year. Additions are made to complete the collection all year around and thus make the collection seasonal and interesting. Anne-Sophie concludes: *"I hope that everyone sees the passion and dedication behind the collection – The great effort of matching an exclusive look with perfect functionality. I hope they see furniture, which can be used every day. Furniture they will love. Details that are worth an extra look at. A story that fits into the Bloomingville fairytale"*.

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