

WALLHANGER COMEBACK

With '70s-inspired home decor on the rise, it is no surprise that textural wallhangers of that era are making a comeback. Bloomingville has definitely picked up on the trend and shows reinterpreted versions of the classical wallhanger in their stunning Autumn/Winter 2016 collection.

MICROTREND WITH CHARACTER

This renewed trend was born in the 1970s, when hanging textiles were universal in homes across the country. Seen both in fashion and on the walls of homes at the time, this hanging accessory have now sparked a retro trend making its way back in fresh styles, from flat weaves to thick woven yarn to swinging fringes.

Today's version of the traditional wallhanger is not simply about making retro throwbacks. The wallhangers are giving new life to the medium with modern designs that incorporate unexpected color combinations, edgy patterns, and dramatic textural elements. This microtrend is a unique combination of fashion and ancient craftwork and offers a cool alternative to framed wall art.

THE BLOOMINGVILLE WAY

In the Bloomingville collection, you will find wallhangers matching the colors and styles of the autumn/winter season. The toned down mauve, stone and kit constitute the perfect match on a soft wallhanger giving depth to the room.

The cotton wallhangers in subtle ivory, grey and dream purple are great choices for an instant upgrade to your existing décor.

Let yourself be inspired by the trend and discover wallhanger that makes your home unique.

For further information, please visit www.bloomingville.com or contact press@bloomingville.com.

