

## *spring summer seventeen launch*



"We believe that small changes in a home can bring happiness – much like an unexpected compliment. It can be a new vase for beautiful spring flowers, or a new cup for the morning coffee. What makes you happy is all up to your inner designer. We do not design to dominate homes, spaces or people, but to support them. To let you be creative with the designs as you please", Bloomingville.

With this philosophy in mind, Bloomingville present their brand new spring/summer 2017 collection. A collection that takes pride in ancient Japanese craftsmanship with a deep love for high quality materials and simple details. This style direction takes on the simplicity and minimalism of the Nordic Bloomingville look perfectly.

### **NORDIC SUMMER**

The new collection reflects the spring/summer season beautifully. It is easy to be inspired by new summer classics; weaved baskets, soft cushions and colorful rustic tableware will complete the summer picnic whereas natural flowerpots and light lanterns create the right summer atmosphere.

### **RETRO IS HERE TO STAY**

Retro is a trend that still is going strong. Throughout the collection you will find lovely reinterpretations of classical patterns, signature glazes and natural textures. The retro inspired styles are perfect to match with your everyday essentials; this combination will add instant splashes of happiness in your home.

### **IN STORES NOW**

Discover the entire Bloomingville universe at [www.bloomingville.com](http://www.bloomingville.com) and learn more about the new collection. The gorgeous spring/summer collection will be in stores from January 2017. Visit [www.bloomingville.com/shop/](http://www.bloomingville.com/shop/) to find a store near you. For further questions, or to request a press login, please contact [press@bloomingville.com](mailto:press@bloomingville.com).

Enjoy the new Bloomingville catalog and the spring/summer 2017 season.

Bloomingville is an international home interior company founded in 2010. Designed exclusively in Denmark. Bloomingville's unique products offer high design at accessible price points, delivering happy changes to everyday designers worldwide.