

Bloomingville launches
AUTUMN WINTER
seventeen



AVANT-GARDE AW17 COLLECTION

The Danish home interior giant, Bloomingville, is once again on the market with a new avant-garde autumn/winter 2017 collection. The collection takes on a new design approach to the otherwise minimalistic Nordic expression; the result is exclusive and perfectly on-trend for the coming autumn/winter 2017 season.

ART DECO

While sun is shining, nature is blooming and we are enjoying the warm and bright summer nights with friends and loved ones, the fashion and home interior industry are busy preparing the darker and colder months to come. Bloomingville has just launched a new autumn/winter collection that is ready to reach homes around the world and help prepare for a warm and welcoming season.

Characterizing the autumn/winter season is dark shades, colors and materials which are making deep impact within the home interior scene adding a completely new take to Nordic design. The deep and dark trends take inspiration from the famous art deco, a design direction that first appeared in France in the 1920's when economy was thriving and thus tempting a lavish and luxurious lifestyle.

DARK NORDIC

The Bloomingville collection is carefully designed and selected to match the strong tendencies dominating the season; it's called Dark Nordic. Conveyed in a 2017 perspective, Dark Nordic and art deco is all about embracing the abundance of home décor. It is about not being afraid of displaying your personality in every aspect of home and on the contrary letting in atmosphere. Minimalism has shined for several seasons and now leaves room for a dark look with new wonderful possibilities why extravagant, elegant, rich and overwhelming news enclose the Bloomingville AW17 season.

Dark Nordic is luxury and glamour with a classic Bloomingville twist.

Enjoy the new wonderful collection from Bloomingville. The collection reaches stores in Summer 2017. Please contact press@bloomingville.com for questions or to request a press login.

Bloomingville is an international home interior company founded in 2000. Designed exclusively in Denmark. Bloomingville's unique products offer high design at accessible price points, delivering happy changes to everyday designers worldwide.