

AUTUMN WINTER

seventeen

WELCOME DARK NORDIC

We are embracing the new Autumn/Winter season and take a deeper look into the trends and tendencies of the season within the home interior scene. Although white and colors have been dominating for many seasons, there is still a definite interest around darker interiors. Things are looking luxe and with the new AW17 collection, Bloomingville brings the perfect chance to add a little drama in your life.



SEASON STUNNERS

Two of the grand color tendencies we see in the Autumn/Winter 2017 season are blue and red. Blue is a true miracle worker if you need fast drama and instant glamour. The sophisticated, charismatic and seductive blue shades are captive and emphasize a unique decorating style, perfect for bedroom designs, hallways, and living rooms. Pair favorite blues with hints of grey, brown and gold to achieve a balanced expression; votives, vases and small decorative items are perfect for such personal ensemble. We see the must-have color on a number of significant styles in the Bloomingville AW17 collection; used on different textures and materials, the blue shades come to life individually whilst enhancing the structure and material of complementary styles.

Red is also a part of the dark color scheme. Red is a hue that can evoke many emotions: It can be energizing and polished in a living room, spicy and appetizing in a kitchen, and just sensual and delicate in a bedroom. Gorgeous velvets, brushed cottons and sassy fringes work perfectly to provide a luxurious touch. Gold works stunningly as a contrasting element to enhance a rich feeling.

BOLD MATERIALS

When combining the deep season colors with rich plush textiles like velvet, with sleek woods and warm metals they create a sophisticated luxurious ambiance that rocks the senses.

Velvet is casual or formal, always elegant, cozy in winter and cool in summer. Like fine wine, it gets better as it ages! More than ever before we will want to experience our home with all our senses. Our senses will once again determine the essence of the home - the coziness and comfort of a warm nest where we can reduce the pace of our lifestyle, recharge and refocus. It is the feeling of coming home that will find its materialization in interior design.

Find the dark tendencies in the new Bloomingville AW17 collection; the collection is in stores now.

FOR MORE INFORMATION AND INSPIRATION
PLEASE VISIT WWW.BLOOMINGVILLE.COM

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.