

BLOOMINGVILLE SS18 LAUNCH



As we are looking back on all the wonders of the AW17 collection and embracing a new spring/summer season, we are filled with excitement and joy to bring yet another grand Bloomingville collection to market. Art Deco is characterizing the new SS18 collection by Bloomingville and with it a promise of greatness, luxuriousness and classical Nordic appearances.

SPRING ART DECO

Within the AW17 season, we were introduced to the extravagant trend direction of Art Deco; and great news, we see the rich tendencies continue within the SS18 season. The trend has taken a small turn from the previous Dark Nordic expression and developed into a colorful yet sophisticated spring/summer look; lavish golden peacocks and palm trees, extravagant mother of pearl tableware, flamboyant vases and votives as well as luxurious velvet furniture are just some of the Art Deco inspired tendencies characterizing the collection. Furthermore, we find colors as a focal point of the SS18 collection bringing a vibrant atmosphere to shine throughout the spring/summer season. Do not be afraid to dip your toes into the Art Deco era. Just make sure to keep the approach personal and authentic by mixing Art Deco inspired pieces with more contemporary interior from Bloomingville.

TROPICAL MEETS NORDIC

Another trend making impact this spring/summer season is the exotic look; it may be freezing outside, but it is time to go tropical indoors. Palm trees, peacocks and pineapples are design favorites you need to pay attention to; the passionate elements are represented in different categories and they will change the look and feel of the home in just a second. With the exotic trend also comes the use of lots of colors – perfect for a playful and happy summer. Use single items, as vases and flowerpots, in bright colors to lighten up the spring decoration or gather your favorites selection of colorful splashes and pair them with basic items for a grand impression.

Fall in love with the new lush spring tendencies and learn more about the Bloomingville SS18 collection on www.bloomingville.com. The new collection is on its way to stores all over the world; ready to amaze you and design the ever changing home.

For further questions, please contact press@bloomingville.com.