

# CREATIVE COLLECTION BY BLOOMINGVILLE OFFERS UNIQUE INTERIOR DÉCOR TO THE LIGHT-HEARTED CONSUMER

Embrace the autumn/winter season with Creative Collection by Bloomingville and get acquainted with the authentic AW19 Collection and its new design line HARMONY; a great addition to the creative family of wonderful themes and interior décor. The collection will take you on an unforgettable journey, filled with uplifting designs and original handcrafted products; a truly joyous celebration of nature and authentic living.



Living life to the fullest and embracing every aspect of it, perfectly characterizes Creative Collection by Bloomingville; the AW19 Collection is no exception to its core brand values, **encouraging a focus on lifestyle within home décor**, rather than strictly adhering to the forecasted trends of the season. Introduced last season with much success, Creative Collection yet again **embarks on a magical voyage through intriguing and unique universes** of stylish home décor.

## A thematic shopping experience

In providing uplifting designs that welcome both **rich tones, rugged textures and natural materials**, Creative Collection offers a fascinating thematic shopping experience. The collection is divided into the five unique themes of HARMONY, COLLECTED, GATHERINGS, TERRAIN, and FLEUR DE SEL.



The themes offer a range of looks from **the perfectly imperfect styling of raw, handmade items, and colorful Moroccan inspired styles** that create a strong ethnic touch, to **calm shorelines and beautiful oceanic horizons**, through **bright and marine inspired designs**, following **soft bohemian trends to make dreamy hideaways**. Essential to the themes is the brand ethos of authentic living and providing every home with character, light and shine, making it easy to mix styles across the themes and integrate the collection into existing home décor.

## HARMONY: Contrasting eclecticism

In offering a complete setting for styling and inspiration within home décor, Creative Collection celebrates its brand-new theme HARMONY that **brings a new take on modern lifestyle**; the style is eclectic with **warm and inviting décor**, exhibiting an astonishing selection of both **minimalist home accessories and grandiose statement pieces** that merge into a **beautiful scenery of contrasts and harmonic colors** – a promising design line worth to keep in the itinerary this season!

## Natural and unique designs

Creative Collection shares an undeniable love of mother nature's elements with **rustic décor pieces and furniture made from natural materials like recycled wood, rattan, and cane**. The AW19 Collection is no exception and maintains the distinct spirit of Creative Collection as an ever-growing compilation of carefully selected pieces of interior décor, such as **deco, votives and founds that come in varied shapes and engraved distressed wood reminding us of the mesmerizing antique relics of the past**.

Anne Post, Brand Ambassador, is excited to share the treasured stories that Creative Collection offers and believes the diverse design approach indicates the collection's appeal to a light-hearted consumer segment in the market.

*"Creative Collection brings to life authentic living in the sense of living life to the fullest; focusing on the nomadic everyday interior designer, who loves to share and show her life's journey, captured by expressive home décor, yet pleasing color schemes in earthy hues and beachy looks – a true reflection of the brand's American roots".* Anne continues: *"I believe the interior design arena strongly needs a brand like Creative Collection; it is a perfect alternative to the Nordic inspired trends that dominate the interior scenery. Creative Collection offers a design line that accommodates the current behavior amongst consumers to embrace individuality and the unique, yet different lifestyles across the world reflected in home décor."*

**Embellish your home** with all the wonders of Creative Collection by Bloomingville and explore the new AW19 season with an open mind and a curious approach to interior design. The new styles are already on their way to stores worldwide. For further information about the AW19 Collection or requesting a press login, please contact [press@bloomingville.com](mailto:press@bloomingville.com).