



Bloomingville celebrates 20 years of happy changes

The international home interior company Bloomingville celebrates 20 years of happy changes with a breathtaking collection for AUTUMN WINTER 20. Three exclusive Anniversary editions and a brand-new design line, Ivory, mark the 20th Anniversary with endless styling possibilities and impressive designs.

Let's celebrate – Let's dine – Let's hygge



In leaving a unique footprint on the Bloomingville journey, the AW20 collection introduces three Anniversary editions designed with the famed Scandinavian aesthetics in mind. Look forward to something special to cheer with; a little sweet to set the table; and something to cuddle up in, as Bloomingville launches an Anniversary bar set, the new Elsa tableware series and eco-conscious textiles.

The stunning new Anniversary bar set comes in silver and has everything you need to make fizzy drinks or serve chilled wine and snacks in silvery bowls for the ultimate cocktail experience. The beautiful Elsa tableware series in stoneware are embellished with decorative and adorable dots and strokes, ready to make an original statement on the dining table. As a tribute to coziness and the Danish concept of 'hygge', new throws and cushions in recycled cotton with beautiful prints are

introduced for colder days and decoration. All three Anniversary editions beautifully reflect Bloomingville's long-lived and significant way of designing collections that bring a happy informal ambience into the home. Just in the Bloomingville spirit, the Anniversary styles are destined to make the season extra special.

Explore the soft and delicate Ivory trend



Prepare for a festive AW20 season that goes beyond your imagination of trendy styles as Bloomingville introduces a new dazzling member, Ivory. The Ivory design line offers pleasant styles in timeless colors of nudes, off white, pale yellow and shades of mocha mousse. Indulge in soft materials and rounded shapes in line with the tendencies of the time. Nested in stylish curvy silhouettes and tone on tone coloring, Ivory intends to wow everyone with its creamy hues and silky aura. The Ivory look is a season stunner and will make a tremendous appearance in every home. ▼



A Cozy ethnic universe



The Cozy design line catches the popular eclectic vibe through its warm color scheme and great breadth of gorgeous décor. Embrace new layers of beautiful materials, exquisite patterns and healing tones of warm caramel, antique gold and terracotta, perfect for a relaxed and personal styling. In AW20, Cozy offers an ethnic touch for autumn by introducing a mecca of fringes and tassels in addition to a new selection of home accessories and exclusive textiles. There are infinite styling possibilities within the Cozy universe.

Visual attractions with artsy Nordic décor



Designed without compromising on either the clean lines or soothing color scheme, the Nordic design line emerges anew with a strong focus on handcrafted and art-inspired décor. Enjoy a lineup of new furniture pieces and personal gallery walls for a contemporary expression. Dark blues, ash, dusty greens and warm browns beautifully contrast with elements of bright wood and elegant wickerwork. However, the main attraction are the masterpieces in paper mache – each creation is certain to impress as season must-have in a new natural material with a great story to tell.

Take in the new Anniversary styles and Ivory trend; decorate for a Cozy ethnic universe; and create visual attractions with artsy Nordic décor. Endless styling possibilities await in the AW20 collection for you to join in on the festivities and celebrate in style.

Find more information about the Anniversary editions and the three design lines: Ivory, Cozy and Nordic at bloomingville.com. Please contact press@bloomingville.com to request a press login.