



New home fragrance brand creates a scent of home in every room

The Danish home interior company Bloomingville welcomes autumn/winter by launching a new brand of home fragrance; ILLUME x Bloomingville. Interior fashionistas can look forward to completing their styling experience by adding an extra layer of clean and natural fragrant notes that naturally bring the Bloomingville spirit of decorating for happy changes to life.

Enter into a serene universe of home fragrance that is all-embracing, yet mindful of our ability to perceive different scents uniquely. Within an instant, you can evoke the freshness of the garden; infuse the surrounding air with a zesty breeze; indulge in herbal notes; or seek warm comfort through the aromatic beauty of pine needles and spices. ILLUME x Bloomingville offers a scent for everyone, making it easy to pick and choose for every mood and occasion.

ILLUME x Bloomingville proudly introduces two gorgeous collections of scented candles and reed diffusers. The Essential collection comprises six Essential lines and the Seasonal collection offers a selection of three lines produced in collaboration with highly esteemed European fragrance houses. The quality is undeniably impressive, and the design is stunning. Put simply, ILLUME x Bloomingville is the cherry on top in every room.

A Nordic fusion of quality ingredients describes the essence of the ILLUME x Bloomingville brand, which is a result of the close collaboration with ILLUME, the world leading American-based expert in the field of home fragrance and personal care. The collections perfectly

balance Bloomingville's ethos of creating a warm, informal ambience in every home with ILLUME's unique and forward-thinking notes sourced from around the world – all blended into a compelling fragrant universe that remains true to Bloomingville's beloved Danish aesthetic tradition and the Nordic trends of the season.

Devoted to an eco-conscious mindset, our senses are in for a treat with certified scented candles and diffusers made from all-natural ingredients, readily available to ignite the moment with gratitude for nature. The selection of diffusers all come with biodegradable reeds and the scented candles are crafted from 100 percent natural soy wax and 100 percent pure cotton wicks. They are paraffin free and contains no petroleum, nor animal products and beeswax.

The fragrances are based on a mix of natural scents and essential oils with a very high fragrance load for maximum appeal, tested to perfection and blended with passion. Choose your favorite fragrance; lid the scented candles and set up a beautiful display of reed diffusers for a significant fragrant journey. Find more information about the brand-new ILLUME x Bloomingville collections at bloomingville.com. Please contact press@bloomingville.com to request a press login.

