

# BLOOMINGVILLE OFFERS THE PERFECT GETAWAY FOR SS21

*Bloomingville presents an idyllic getaway for spring/summer with its newly launched collection. In combining the brand's two significant design lines, Nordic and Cozy, minimalistic approaches to design merge with artisan-inspired décor and feminine silhouettes to offer the everyday designer an artsy, yet casual styling experience on point with the trends of the season.*

## ARTISAN-INSPIRED DÉCOR

*Enjoy the gentle sensation of artistic and stylish home interior presented through a soothing scenery of new styles with warm undertones and curvy details that await to take centerstage in every home. Mellow aesthetics and a raw handmade finish are key to the new collection that perfectly reflects the season trends of slow living in tranquil surroundings.*

*The collection taps into raw simplicity and feminine silhouettes with its grand assortment of home accessories in warm wood, terracotta, and a range of trendy natural materials. An eco-conscious mindset and handcrafted details set the tone this season to evoke Mediterranean vibes and embellish homes for warmer days.*

## A TRIBUTE TO THE FEMALE BODY

*The Bloomingville collection makes a tribute to the female body by offering captivating décor in sculpture-*

*like shapes. Molded into beautiful curves and rounded forms, the collection presents new styles in new materials, such as metal with silicone finishes and glass with rough surfaces. Alluring silhouettes dipped in a calm dusty green color palette draw the eye in alongside stunning masterpieces, crafted to make an original appearance.*

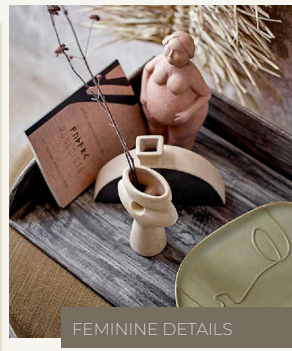
*“Artistic representations of the body in home interior are more popular than ever”, says Creative Director, Helene Fast. Helene Fast points out the new season must-haves of vases with feminine gestures and trays embellished with fine strokes of a face.*

*“The feminine expression works in perfect harmony with the key characteristics of the SS21 collection that draw inspiration from slow living, sunny beaches and materials from nature – driven by the desire to make spaces for contemplation and to create homes that are serene and calm”, Helene Fast concludes. ▼*



HANDMADE LOOK

“ARTISTIC REPRESENTATIONS OF THE BODY IN HOME INTERIOR ARE MORE POPULAR THAN EVER”



FEMININE DETAILS

*The Bloomingville Group is an international multi-brand house founded in 2000. Deeply rooted in Nordic aesthetics and the Danish design tradition, the company presents four exclusive brands: Bloomingville, Bloomingville MINI, Creative Collection, and ILLUME x Bloomingville; all offering personal home interior at accessible price points with gratitude for nature and a story to tell.*

# PRESS RELEASE: BLOOMINGVILLE SPRING SUMMER 2021 LAUNCH

## CASUAL NORDIC SIMPLICITY

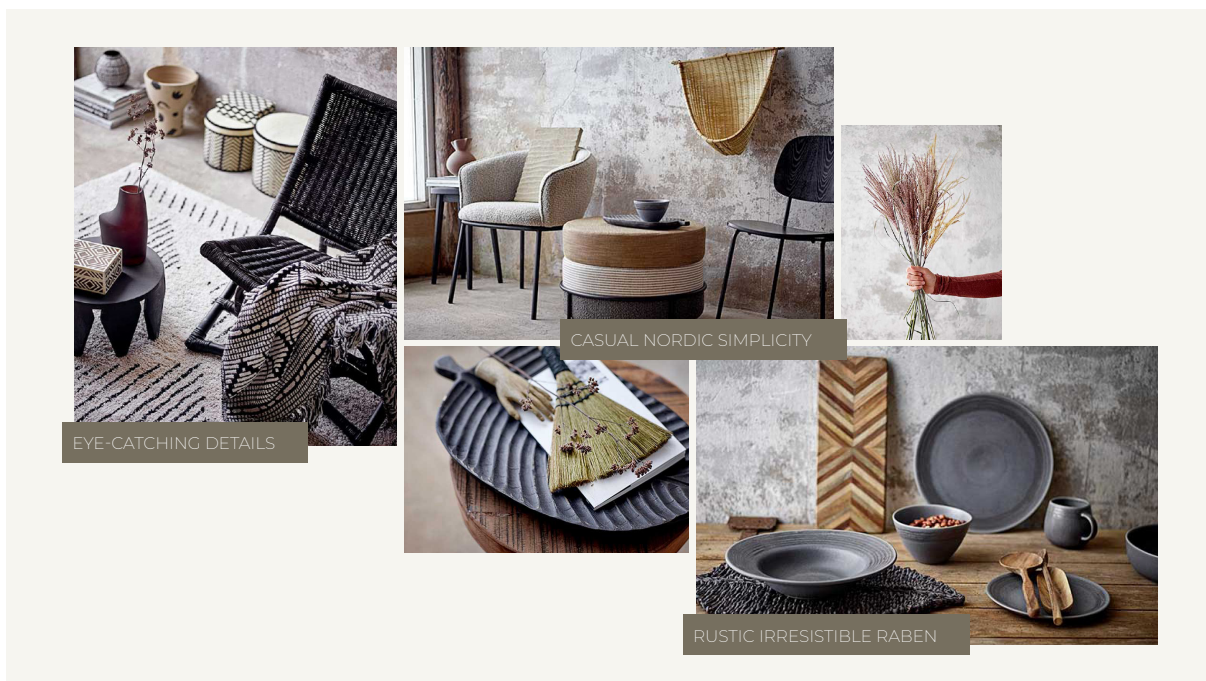
A casual mix of Cozy and Nordic styles are presented through a myriad of unique styling combinations. Eye-catching geometric patterns have been seamlessly blended into the assortment for a fresh new take, including hand-carved patterns to enhance the organic textures. Another highlight this season is the naturally multifunctional qualities of select furniture and home accessories. The fusion of functional design and materials like bamboo, rattan and arurog ensure that each style both pleases the eye and serves a functional purpose.

## RABEN; IRRESISTIBLE DINING

This season news is the Raben tableware series of stoneware in a classic matte grey color with a shiny touch. The series consists of essentials: a serving bowl, mug, bowl and three different sizes of plates. Raben brings simple elegance with a gorgeous attitude to the dining table – a true creation of quality craftsmanship – that pairs beautifully with wood and wickerwork for a complete rustic look and irresistible table setting.

Bloomingville foresees an idyllic season that will manifest the importance of slowing down in comfortable and inspiring surroundings indoors and outside. Art displays and home décor embellished with handmade details are key to the SS21 collection that guarantees homey settings, perfect for relaxation, and relishing the present moment.

Find more information about the new interior trends and the two unique design lines: Cozy and Nordic at [bloomingville.com](http://bloomingville.com). Please contact [press@bloomingville.com](mailto:press@bloomingville.com) to request a press login.



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