Danish design brand Bloomingville already has a loyal European following and is now charming Americans with their simple design, mix of materials and functionality. Circle 271.
Scandinavian style. Danish design. Consumers in the U.S. are welcoming this Nordic invasion with open arms and the design that has come from these Nordic countries is currently taking the interior design world by storm.

Danish design brand Bloomingville recently launched in the U.S. with the sales organization Ivystone. Betina Stampe, Bloomingville’s founder and creative director said, “We are so happy to introduce the Bloomingville brand to the United States. I often see ideas for new products in my dreams, and seeing the success of Bloomingville has been a dream come true.”

U.S. home décor company Creative Co-Op Inc., which acquired Bloomingville in 2014, will operationally support the launch. “Bloomingville will address a
previously underserved market segment of millennial consumers who appreciate Danish design, but often find it priced beyond their budgets,” said Eugene Wang of Creative Co-Op. “Bloomingville will offer a high Danish design element at prices accessible to all.”

The basic fundamentals of Danish/Scandinavian design, according to Bloomingville head of design Anne Sophie Brandt, are simple design, functionality and mix of materials. “What I love about Nordic design is that functionality is always in focus. The mix of different materials is very important, and especially wood plays a big role in Nordic design,” Brandt said.

While the tradition of minimalism reigns in Scandinavia, they also love to create a mood. “It becomes natural for interior design to reflect the surrounding landscape,” said

The Bloomingville bread box measures 8-by-5 1/4 inches and makes a great addition to any kitchen in the pastel mint color. Circle 272.
Fredrick Axelsson of Eightmood, the furniture and home décor company headquartered in Sweden. Inspired by world travels and Scandinavian design, Eightmood will debut for the first time in the U.S. this June in the Portico Showroom at the Dallas Total Home & Gift Market. Known for its dedication to high-quality designs at attainable prices and their unique business strategies, Eightmood has catapulted to success worldwide.

“The Nordic climate is somewhat extreme with long dark winters and short but bright summers, so it is not strange that the light affects us a lot,” Axelsson explained. Grey, beige, white and pale pastels remind one of that Nordic landscape. During fall and winter, the colors are even paler. “It is natural for us to want bright homes to seize the daylight and let it in. We like to
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Ceramic and cork vases and vessels from Bloomingville are easy ways to introduce the Scandinavian influence to home decor. Circle 274.

decorate with natural materials such as wood, wool, leather and glass. We have a simplified and sometimes almost fastidious sense of form and expressions. This probably reflects our quite plain and sometimes barren nature,” he said.

“We like to decorate with warmth to create a cozy atmosphere. Textiles are important to give soft contours as well as literally provide warmth during long cold winters with thick throws and cuddly pillows,” Axelsson added.

Lighting candles as soon as it darkens outside is important. Lanterns, tea light holders and candlesticks can be found in abundance in Scandinavian homes.

Minimalist with clean and simple silhouettes mixed with fluid and geometric shapes, is how Kendra Harp,...
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senior buyer at IMAX, describes Scandinavian design. “Form is very heavily focused around functionality. It also has hints of natural, organic materials used in baskets and wood pieces in a neutral color way,” she added.

Gift Shop asked these key influencers about their take on the Nordic invasion.

GS: Why do you think this design trend is so appealing to consumers in the U.S.?

Fredrick Axelsson, Eightmood: We think people in the U.S. are growing fond of “less is more.” It creates a clean and less cluttered home. It brings tranquility.

Eugene Wang, CEO of Regent Holding, parent company of Bloomingville: Our lives have changed so much, especially for the generation that has grown up with digital media. Media consumption, work, play are all 24/7 now — there are so many product choices available now that many consumers just don’t know where to
start. They are longing to cut through the noise to identify products that emphasize what is important to them: simple and timeless forms that serve a purpose. The Danish, modern style has really taken off in cities where consumers often live in small spaces surrounded by the hustle and bustle. These simple forms are both beautiful, yet easy to understand.

Kendra Harp, senior buyer, IMAX: With the clutter and constant chaos brought about by technology, the simplicity of Scandinavian-inspired design helps people decompress and focus on what matters.

GS: How is this trend influencing American home décor?

Fredrick Axelsson, Eightmood: I have been in the U.S. back and forth on a regular basis since the early ’90s. I can definitely see both in home décor as well as in real estate that minimalism is growing in popularity. I think Scandinavian design has been part of that development.

All photos on this page from IMAX. Top: The lighting collection features simplicity with wood and metallic accents. Vintage light bulbs add warmth and charm. Above: Organic materials used in the wooden lanterns and marble vases bring a neutral color way to a fluid shape. Marble and wood accent tables offer a minimalist silhouette for a living space. Circle 276.
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Eugene Wang, Bloomingville: You are seeing the Danish style everywhere, especially in furniture retail. The mid-century modern euphoria that we see everywhere, takes significant cues from mid-century Danish designers, such as Hans Wegner, Jens Risom and Arne Jacobsen. Some premium furniture retail chains that emphasize this aesthetic have become favorites of interior designers, such as BoConcept, Room & Board and West Elm. As a result, you’ll often find this Danish aesthetic in expensive homes or high-priced locations. With Bloomingville, we see an opportunity to make this high-design element available to a wider audience. In the few months that Bloomingville has been available in the U.S., we have seen so much interest from the millennial generation, who are excited to have access to a high-design line that they can actually afford.

The Rustic Scandinavia collection by Eightmood features colors and textures that reflect the surrounding landscape. Circle 277.
“The Nordic climate is somewhat extreme with long dark winters and short but bright summers, so it is not strange that the light affects us a lot,”

— Fredrick Axelsson of Eightmood.

The Kids collection by Eightmood offers whimsical forest friends and soft colors to create a playful feeling for young ones. Circle 278.

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Kendra Harp, IMAX: In every home décor style available, you can see influences of Scandinavian/Danish design. Now, it is more subtly incorporated into looks such as mid-century, farmhouse, coastal and rustic. It is usually evident in the details of the anchor pieces, but can also be found in artwork for gallery walls and accessories.

GS: How can retailers incorporate this look into their merchandising mix?

Fredrick Axelsson, Eightmood:
First, don’t just pick one Scandinavian design product. Instead, dare to pick at least a number of products that go together, creating a “family” or mood. Second, take the help of a company that understands Scandinavian design. Eightmood strives to capture global trends and implement a Scandinavian touch on them. That way we take the best from what the world has to offer and truly help our customers bring this trend to their buyers in a good way.

Eugene Wang, Bloomingville:
One of the great traits of the Danish aesthetic is its versatility. The timeless forms work great in an eclectic setting as well as in a cleaner, modern setting. In Europe, Bloomingville is almost always presented as a concept, where merchandise is grouped together to tell a color or thematic story. Consumers tend to gravitate towards great visual merchandising, where the message is easily understood. In the U.S., we have retailers that do both, either blending it into their own merchandising strategies, or by utilizing Bloomingville’s point-of-purchase signage and materials to build a Bloomingville merchandising concept.

Kendra Harp, IMAX: Think about what trends your customers are buying. If your customers favor a rustic style, pair accent furniture with the ceramic deer mount by IMAX mixes simple white with a metallic accent. Circle 279.
FARMHOUSE CIDER
The farmhouse cellar is full of barrels of cider, aged and spiced to perfection. As the sun settles into the hillside, it glimmers through the melting icicles on the farmhouse and a hint of pine lingers in the crisp evening air. It’s deep into fall and time for lighting fires and sipping cider.

PEPPERMINT BARK
You’re not sure if it’s the crunchy white chocolate or the peppermint that fills the room with the sparkle of the holidays. Your appetite can’t help but be aroused by this confectionary treat.

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PUMPKIN PECAN WAFFLES
Imagine it is a crisp fall morning and you’ve just gone into the kitchen following the warm rich smells that fill the air. There’s the smell of pumpkin, that rich pie smell but punctuated with the nutty aroma of pecans. Together they make waffles that are waiting for the butter and the syrup and the start of a perfect autumn day.

WARM APPLE CIDER
There’s a tang that fills your nose when fresh apple cider warms up a mug and fills up a room. It’s not apple pie, or apple pan dowdy, or even warm fritters but all of those in a symphony together. This is the best of the season.

VANILLA BEAN SUGAR PLUM
Imagine a perfume of sugared plums where the plum is so sugared, you can barely taste the plum, together with well-balanced, slight splashes of evergreen and vanilla bean. With this power fragrance, the notes are so well balanced, it’s difficult to detect the dominant fragrance of the blend. It’s just clean and beautiful.

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The geometric terrarium by IMAX inspires simplicity and lends a calming influence on home decor. Circle 280.

rustic accessories. If buyers are looking for a casual farmhouse look, incorporate some of the simple, clean design to offset the aged finishes. If the look consumers are after is coastal, then merge ceramic accessories with the look. It is important to always keep your existing customer base in mind when introducing a new trend concept. If Scandinavian design is a little edgy or modern for your customer, you can start by combining a few Scandinavian inspired elements with your existing style of products. This will provide a little comfort of the familiar while being able to incorporate this exciting new trend. G8