

# Blissliving<sup>®</sup>HOME

## **Blissliving Home Announces Licensing Partnership with Ellery Homestyles**

### **New Home Textile Collection Inspired by Mei Xu's Travels in Mexico City to be Introduced in March 2015**

**Rockville, MD** (September 3, 2014) — Blissliving Home, a premium home lifestyle brand wholly owned by creator and CEO Mei Xu, will execute a major brand relaunch through a licensing partnership with Ellery Homestyles beginning in March 2015 in the U.S. and Canada.

Ellery Homestyles, a leading supplier of home fashion products, has been granted the exclusive rights for the Blissliving Home and Dream by Blissliving Home brands in the following categories: duvets, comforters, coverlets, quilts, decorative pillows, throws, blankets, and soft window. The partnership was brokered by Jewel Branding & Licensing, the licensing agency for Blissliving Home.

"When we conceptualized Blissliving Home in 2005, we wanted to create a brand that would be global, modern, authentic and bold," said Mei Xu. "We wanted to amaze people with captivating stories delivered through unexpected, stylish design. For the past seven years, we have built a brand that is unique and refreshing. Now the time has come for us to focus on expanding our reach. After thoughtful consideration, we have decided to transition to a licensing business model, and we are delighted to announce our first licensing program with Ellery Homestyles. With their outstanding team and leadership in their categories, we could not wish for a better partner than Ellery Homestyles."

"Blissliving Home is an iconic brand with a tremendous following in the home industry," said Hugh Rovit, CEO of Ellery Homestyles. "By marrying the power of the Blissliving Home brand and Mei Xu's unique vision in design with our capabilities in brand development, sourcing, and distribution, we will create a strong and successful partnership that will turn Blissliving Home into a true household name. We are excited about the opportunities this agreement presents for our retailers, both in store and especially on-line."

"We are thrilled that Blissliving Home has partnered with Ellery Homestyles in the home textiles category and look forward to growing the Blissliving Home brand through additional licensing partnerships in adjacent home categories," said Ilana Wilensky, VP of Jewel Branding & Licensing.

Mei Xu, who will continue to serve as the Creative Director for Blissliving Home under the agreement, has started to work with Ellery Homestyles' creative team on a new Blissliving Home collection for Spring 2015.

Inspired by Mei Xu's travels in Mexico City, the collection is set to be introduced during New York Home Fashions Market Week in March 2015, and will be available to ship by June 2015.

Ellery Homestyles, which is headquartered in New York City and owns a distribution center in Fayetteville, NC, will take over a well edited selection of the existing Blissliving

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Home signature line. The selection includes the best-selling Kaleah, Chanda, Shangri La, Ashley Citron, and Harper collections. Ellery Homestyles will begin servicing Blissliving Home's existing retail partners starting in November 2014. Blissliving Home and Ellery Homestyles will closely collaborate with existing retail partners to ensure a seamless transition process.

## About Blissliving Home©

Established in 2007, Blissliving Home is the destination interior lifestyle brand for the stylish consumer seeking modern design with a global influence. Inspired by creator & CEO Mei Xu's passion for global travels, contemporary art, fashion and design, Blissliving Home product collections feature culturally inspired motifs gathered from Mei's journeys across the globe. Patterns and themes are updated in bold and stylish color stories, and cropped in unexpected and dramatic ways. Enjoying the reputation of a trend leader in the home lifestyle industry, the Blissliving Home brand has been recognized with numerous design awards and is continuously featured across trade and consumer media. Blissliving Home is currently available at high end department stores such as Bloomingdale's, Nordstrom and Neiman Marcus, as well as through independent gift and specialty stores. For more information, please visit [blisslivinghome.com](http://blisslivinghome.com)

## About Ellery Homestyles

Ellery Homestyles is a leading supplier of branded and private label home-fashion products to major retailers - offering window treatments, bedding, throws and specialty products. Ellery's current brand portfolio includes Eclipse™, Sundown by Eclipse™, Waverly, Vue, Vue Signature and Ellery Home Studio. Headquartered in New York City, Ellery's main office is home to its design studio, product development team, administrative offices, and a state-of-the-art 25,000 sq. ft. showroom. The company owns a warehouse and distribution center in Fayetteville, NC which also houses a high-speed pillow filling operation. Additionally, Ellery maintains offices in China, India and Pakistan. For more information, please visit [elleryhomestyles.com](http://elleryhomestyles.com)

## About Jewel Branding & Licensing

Jewel Branding & Licensing is a full-service global brand management and licensing agency. Headquartered in Atlanta, GA, Jewel represents a diverse portfolio of designers and design-based brands including Blissliving Home, The New York Botanical Garden, Izak Zenou, Tracy Porter and Rachael Hale. Jewel develops and manages strategic licensing programs across a wide array of product categories at all levels of retail around the globe. For more information, visit [www.jewelbranding.com](http://www.jewelbranding.com).

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