

BlisslivingHOME®

Blissliving Home Announces Licensing Partnership with Avanti Linens

Blissliving Home "Mexico City" Bath Collection to be Introduced in March 2015

Rockville, MD (January 6, 2015) — Blissliving Home, a premium home lifestyle brand wholly owned by creator and CEO Mei Xu, is pleased to announce a new licensing partnership with Avanti Linens.

Avanti Linens has been granted the exclusive rights for the Blissliving Home and Dream by Blissliving Home brands in the USA and Canada in the following categories: shower curtains, bath towels, bath rugs and bath accessories. The partnership was brokered by Jewel Branding & Licensing, the licensing agency for Blissliving Home.

Inspired by Mei Xu's passion for global travels, contemporary art, fashion and design, Blissliving Home is the destination interior lifestyle brand for the stylish consumer seeking modern design with global inspirations. The company was established in 2007 and has operated for over 7 years under a vertically integrated B2B/B2C business model.

In June 2013 Blissliving Home announced the transition to a licensing business model and a master licensing partnership with Ellery Homestyles for the top of bed and soft window categories.

The transition to the licensing business model allows Blissliving Home to continuously expand its reach into new categories and consumer groups.

Mei Xu, the Creative Director for Blissliving Home under the licensing business model, has worked with Ellery Homestyles and Avanti's creative teams over the past 6 months to design a cohesive top of bed and bath collection for Spring 2015. The new collection is inspired by Mei Xu's travels in Mexico City and will be introduced at New York Home Fashions Market Week in March 2015.

Avanti Linens's offering will feature the new Mexico City designs as well as the top selling Blissliving Home signature styles "Kaleah" and "Chanda". The line will be available to ship starting in August 2015.

"Avanti Linens is an undisputed leader in the bath category," said Mei Xu. "With their deep experience in product design and development, sourcing, production, distribution and their strong relationships with major retailers, Avanti is an ideal partner for Blissliving Home. We are excited to work with Avanti and look forward to expanding our brand into the bath category."

"Mei Xu has a unique vision on design, noted Chris Mooney, VP of Merchandising and Product Development at Avanti Linens. "Blissliving Home is a well-recognized brand that is global, modern, bold and authentic. Season after season Mei has delighted consumers with unexpected, stylish design under the Blissliving Home label. We are thrilled to work with Mei and the Blissliving Home team to develop fresh and exciting collections for the bath inspired by Mei's travels around the world."

BlisslivingHOME®

Jeff Kaufman, Avanti President and COO, said "our partnership with Blissliving Home presents a wealth of opportunity. As the licensee, we get a well-performing, solid brand from an authentic source. We feel strongly the Blissliving Home brand addresses an opportunity not only within the Avanti range of product but within the overall retail landscape as well."

"We are thrilled to welcome Avanti Linens to Blissliving Home's rapidly growing licensing program," said Ilana Wilensky, Vice President at Jewel Branding & Licensing. "The collaborative launch of fashion bedding by Ellery and bath by Avanti will make an impactful statement at retail and we look forward to further expanding the Blissliving Home brand into adjacent categories."

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.

About Avanti Linens

Since our founding in 1969, Avanti Linens has been dedicated to the pursuit of providing timeless and distinctive products for the bath. Our unique collection of embroidered and fabric-trimmed embellished towels, along with our collection of coordinating bath accessories, makes us the undisputed leader in the bath décor industry today. In addition to bath, we've added table linens and kitchen textiles to round out our decorative offering. Avanti...Originality in the best of taste. Often imitated, never duplicated. That was our story in 1969 and it remains our story today. For more information, please visit avantilinens.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 jewelbranding.com.

Contacts:

Blissliving Home: Mareike Finck, mfinck@blisslivinghome.com, 240.485.3492

Avanti Linens: Chris Mooney, cmooney@avantilinens.com, 201.641.7766

Jewel Branding & Licensing: Ilana Wilensky, ilana@jewelbranding.com, 404.698.3350