

BlisslivingHOME®

Ellery Homestyles Readies Blissliving Home "Mexico City" Top of Bed Collection for Introduction at March 2015 New York Home Fashion Market Week

Rockville, MD and New York, NY (February 9, 2015) - Ellery Homestyles, a leading supplier of home fashion products, is readying the Blissliving Home Top of Bed & Soft Window Collection for Spring/Summer 2015. The new collection is inspired by Blissliving Home creator and CEO Mei Xu's travels in Mexico City.

The Mexico City collection is the first Blissliving Home introduction by Ellery Homestyles who holds the exclusive license for the Blissliving Home brand in the United States and in Canada in the following product categories: duvets, comforters, coverlets, quilts, decorative pillows, throws, blankets, and soft window. Ellery Homestyles will unveil their debut Blissliving Home collection at New York Home Fashions Market Week from March 23 - 26, 2015.

One of the largest cities in the world and with a history of more than 700 years, Mexico City is a fascinating metropolis with a rich culture and an abundance of museums, archaeological sites, historical buildings and markets. Mei's travels in Mexico City included a visit to the Frida Kahlo museum (Musea Frida Kahlo), which inspired the signature bed in the collection, the Frida duvet set, as well as the Casa Azul duvet set. Frida Kahlo is not only one of the most influential artists of her generation, but also a unique style icon. Best known for her self-portraits which reveal deep influences of Mexican culture in the use of vibrant colors and symbolism, Frida also loved to paint still lives such as flowers or fruit. She once said she painted flowers so they would not die.

The signature piece in the Mexico City collection, the Frida duvet set, features a bold dahlia flower in romantic hues of fuchsia designed with a painterly hand on a moody navy watercolor background. This artsy floral design reverses to a more masculine navy-and-white stripe print also designed in a watercolor technique. Crafted from 300 TC 100% cotton sateen, the duvet set includes the duvet cover and 2 matching pillow shams. Complementing the Frida duvet set are the Diego euro sham and several decorative pillows, including the Dahlia "kissing" pillow, the whimsical Pajaro pillow, and the Pueblo pillow in a trend-setting lime green, as well as the navy-colored Temi throw.

Named after the blue house in Coyoacan where Frida lived together with her husband, the famous muralist Diego Rivera, the Casa Azul bed was also inspired by Mei's visit to "La Casa Azul". The interior of the museum is decorated with Mexican arts and crafts and allows visitors a glimpse into the private life of Frida. An abstract watercolor print in a soothing blue-and-white story, the Casa Azul duvet set was inspired by the blue exterior of Frida's home. The duvet and pillow shams reverse to a grounding solid dark navy. The set includes the duvet cover and 2 shams and is crafted from premium 300 TC 100% cotton sateen. The Dream euro sham, Bordado pillow, Cielo pillow, and Marina pillow along with the Temi throw in snow white complement the look of the Casa Azul bed, which lends itself also for cross-merchandising with Blissliving Home items outside the Casa Azul line.

The bed with the most literal Mexican feel in the Mexico City collection, the Madero duvet set, was inspired by the House of Tiles located at number 4 Francisco Madero Street in Mexico City. Built in the 16th century, the house is covered in azulejos (tiles) from the state of Puebla, which are called "talavera tiles". Featuring a broad range of decorative motifs and elements, talavera tiles are traditionally hand painted in bold and vibrant colors. The Blissliving Home Madero duvet set mixes and matches a selection of delightful talavera tile patterns in a bright color palette that is toned down by a patina texture which grants the bed a worn and old-world style feel. Made from 300 TC 100% cotton sateen with a beautiful soft hand, the Madero duvet reserves to one of the talavera tile designs incorporated in the face fabric. The pillow shams are adorned with heavy embroidery.

BlisslivingHOME®

Finishing the look of the Madero bed are the Francisco euro sham, the Luminoso, Macarena and Viva Mexico throw pillows, as well as the Temi throw in a well edited selection of vibrant colors.

Rounding-up the Mexico City collection is the Zocalo duvet set, named after the main square in Mexico City's historic center, the Plaza de la Constitution. Zocalo, as the square is also called, is the heart of the city and a gathering place for Mexicans since Aztec times. A luxurious rich woven jacquard, the Blissliving Home Zocalo duvet features an Aztec inspired black-and-white pattern with an ikat southwestern feel. The black-and-white color story is a modern take on a traditional Mexican textile, the woven sarape. The accent pillows in the Zocalo line reflect Mexico's vibrant culture of fiestas and parades. The Creaneo pillow features an embroidered floral skull inspired both by the Day of the Dead Festival (Dia de Muertos) and by Frida Kahlo's unique style of hair decoration. Adorned with eclectic fringes and heavy embroidery, the Poncho pillow represents the colorful tradition of the many Mexican fiestas focused on folkloric art and dance.

"The Mexico City collection is the first Blissliving Home line we created in collaboration with Ellery Homestyles," said Mei Xu. "I could not be prouder of the results. When I look at all the pieces in the collection together, I feel as if I just had coffee with Frida, listening to the stories she has to tell about the city where she lived and worked. Her life, her art, her passion and the magic of Mexico City. It all comes together. And I truly enjoyed sharing the creative process with the Ellery Homestyles team, who understood my vision so well and helped create this amazing collection. I hope our retail partners and consumers will feel the love and passion that went into the collection design and development."

"Mei has inspired an exciting collaboration between our design, merchandising and sourcing assets in launching this partnership," said Hugh Rovit, CEO of Ellery Homestyles. We are confident that our retail partners, both in-store and on-line, will be very excited to showcase Mexico City as the first of many BLH collections to follow."

About Blissliving Home

Established in 2007, Blissliving Home is the interior lifestyle brand for the decorating and entertaining enthusiast who enjoys modern design with global influences. Inspired by design visionary Mei Xu's passion for travel, 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. Our design philosophy is to bring a global touch to the modern interior. Our mission is to invite you on an unforgettable, sensory escape within the comfort of your home. For more information, please visit www.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 www.elleryhomestyles.com

Blissliving Home Contact:

Mareike Finck, Business Director
Email: mfinck@blisslivinghome.com
Tel: 240.485.3492

Ellery Homestyles Contact:

Sandy McNeil, V.P. Bedding
Email: sgmcneil@elleryhomestyles.com
Tel: 212.448.4452