

# bluebird. Agents & Consultants

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**UK Press Release**  
**2<sup>nd</sup> July 2025**



Bluebird Agents & Consultancy are incredibly happy and proud to announce that they will now exclusively represent the brand Avriio in the UK Market (excl. Ireland)

As the flagship brand for the Image Furnishings Group, Avriio places itself at the forefront of upholstery excellence.

Aiming to shape the future of contemporary living spaces, Avriio brings an entirely fresh perspective to the upholstery market, blending timeless elegance with modern innovation.

The brand's philosophy is to embrace soft surfaces, gentle curves, and a lighter, more open feel to living spaces—saying goodbye to dark colours and heavy textures. Avriio is redefining comfort, offering a range of lifestyle sofas that look as good as they feel.

Bluebird owner Katie Marshall states “ We are greatly looking forward to getting started with the brand this weekend at the Manchester Furniture Show and invite retailers to come and visit us at the stand to hear how Avriio are set to drive the upholstery sector forward in the UK.

To be able to offer these stunning designs in upholstery, with lead times of just seven days, from stocked UK product, is music to our ears. Twelve models will launch over the coming weeks for the brand, and with backing from the Agency and commitment to service and sales, we look forward to seeing great future success.

Bluebird is dedicated to working in partnership with our Retail network to create strong, longstanding relationships and growth with the brand for a powerful and lasting future”.

Avriio joins Bluebird amongst their strong brand offering including Novaluna, Vidato and HomeDecoHub, and details can be found at [www.bluebirdagents.com](http://www.bluebirdagents.com) or by contacting Katie on the details below.

M| +44 (0) 7823 514952  
E| [sales@bluebirdagents.com](mailto:sales@bluebirdagents.com)

