

# bluebird. Agents & Consultants

## UK Press Release

2<sup>nd</sup> May 2025

# novaluna®

EMOTIONS AND DESIGN®

Hand Crafted Italian Upholstered Bed brand Novaluna release entry level 'Cozy Collection'

Following the past year of relaunch back into the UK market (after a covid hiatus) and good steady growth for the Italian brand, Novaluna have shown how important the UK market is to their clients by releasing the brand new, entry level 'Cozy Collection' this springtime.

Over fifteen design-led and handcrafted Italian bed models make up the collection which is aimed at opening up the market even further for the UK to experience the feel and comfort of Novaluna in their bedrooms.

Katie Marshall of Bluebird Agents whom handle all UK sales for the brand is excited by the prospect of a wider reach for the business "I am incredibly proud and happy to be supported by a brand who not only make beautiful products, but who are also open to listening to feedback and expanding their offerings to suit market"

"Whilst the Cozy Collection aims to give the comfort and stylised designs of our showcase collection, we have made some slight changes to the models to hit those strong retail price points and I am confident in their success.

Adding to the Four strong Exclusive collection of models we are now offering members of the buying group AIS and the further showcase collection of models and designs available to the further retail network, I think we are placing ourselves in a great position for success".

Having a structured approach to market, and the opportunity to support the whole retail network means Novaluna can continue to progress with growth in the UK.

"I am also wonderfully proud that our products can now be found on the UK High street and cannot wait for further developments to come"



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HARLEM

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BARNET

02







# COZY COLLECTION

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