

## Spring Plans

Salone del Mobile, Milano 16th - 21st April 2024

Clerkenwell, London Visit

Novaluna, Matera, Italy Production Visit

Ikea, Tottenham Court Road, London

Sostrene Grene, London visit

Flokk, Clerkenwell London visit

HAY at Selfridges

## What's New for 2024 at Bluebird?

We have been very busy over the Winter period, here at Bluebird and it was fantastic to see so many of you at the January Furniture Show, NEC.

We are now starting to work with our first Retailers, and manufacturers, on the *Home Deco Hub* Room Planner from *ione360* and are still adamant on it being the future of furniture retail. We are looking forward to seeing the results from its use, with a higher conversion rate and higher average transaction values on consumer ordering in store when the Room Planner is used.

*Vidato* has had a good start to the year also, with plentiful relationships building throughout the Contract and Retail Upholstery world. Product development is ongoing and we still have UK products to show if you would like a visit from us.

The lovely team at *Outerra* have given us a super discount on show models available for the rest of the month to get you ready for Summer displays. If you would like to take advantage of these, do get in touch.

We also have a new partner here at Bluebird....

Happy  
New  
Year

Katie.

## Store Visit Flokk, Clerkenwell

Flokk have invaded the Connections store in Clerkenwell and for those that don't know Flokk, they produce contract furnishings and furniture for Office and hospitality use.

You could say, how does this help us and why is it meaningful to the retail furniture trade?

The store itself is beautiful, with product geared at the contract market, but whilst I was there visiting it was also being used for numerous different things - On the Lower Ground Floor a training session was in place, presumably for interior designers and Architects. The contract market now call these "Lunch and Learn". A bite to eat over training. Upstairs Connections designers were working on interior projects and sales.

Workplaces have changed, since covid, they have to fulfil numerous different roles if they wish to keep staff attending.



Likewise, our homes have also changed. Our space is being used for many different things, including the part-time office sometimes. As furniture retailers and their manufacturers, we need to keep up with these changes!

View a Full  
review of our  
Flokk Store visit  
under 'Blog' on  
the Bluebird  
Website

# New Partner for 2024

## Novaluna

novaluna®  
EMOTIONS AND DESIGN®

We are very excited to announce that we are the UK Agency for the wonderful artisan and contemporary bed manufacturer that is Novaluna Italia.

At Bluebird we are immensely proud of all our products that we bring to the UK. Novaluna is a great addition to those brands.

Full 360 degree design and production from the plant based in the Upholstery district of Southern Italy, the team are in control of the whole manufacturing process and this allows a level of expertise to shine through like no other. Three generations make up the design team and they focus on style, functionality and craftsmanship conjuring up plentiful designs which are beautiful as well as functional. The brand does not see the bed as simply a piece of furniture, rather an escape, a cosy nest and a companion, in which we seek solace.

The beds are truly beautiful and statement pieces for your room. Finished to perfection and with all the skills you would expect from one of the best Italian Upholstery Manufacturers in the business, we will be happy to show you around the available models in Milano, should you wish.

**Novaluna and Bluebird will be at Salone Del Mobile, Milan from April 16th to 21st, located in Hall 7 Stand D22.**



### HAY at Selfridges

It took us a little while to find the HAY studio, new for January 2024 in Selfridges, Oxford Street, but once we did we enjoyed a mooch around the space. Hay really do nail the brief on contemporary homewares, which bring warmth and colour to your space and this concession really does have the size to exhibit their furniture and accessories, which is great to see. Lighting, homewares, bedding, furniture and textiles are all here for you. It is definitely worth a trip if you are in London.



### Bluebird at Salone del Mobile

The Bluebird team will be at Salone del Mobile show in Milano, from Tuesday 16th to Friday 19th April and we would love to see you on our stands. You can find the details below.

If you would like to arrange a timed visit, please don't hesitate to get in touch with us.

**Outerra Pavillion 2 Stand B29**  
**Novaluna Hall 7 Stand D22**



# January Furniture Show 2024

## In Review



Vidato and ione360 took their products to the January Furniture Show at the NEC for the first time in January 2024.

Once 'carpetgate' (IYKYK) had subsided we had a super time meeting new and existing retailers and buyers and introducing them to our NL production capabilities.

Our team worked solidly at short notice to get the stand ready for the four days and the product was tirelessly laboured over.

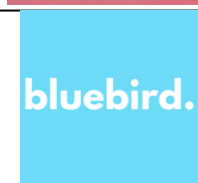


With brand new retail concepts and contract ranges alike, the reception for Vidato at the show was great. Our reimagined Underground fabric ranges were a breath of fresh air and it was delightful to see buyers and principals stopping to take a second look. Our transport range is being worked on currently, with new fabrics and colourways onboard (forgive the pun) and we are extremely excited to launch the final ranges later in the year. Keep an eye out for our show van and let us know if you would like a visit!

If you would like a visit from our show van ~ Please let us know!

The Silvano from Vidato also proved quite an eye catcher and is fully in production now for us. We used the Vidato Upholstery to show our Room Planner, The Home Deco Hub and all it's many capabilities and everyone we spoke to, without fail, could see huge benefits to onboarding and it's presence in the future of furniture retail.

We can't wait to get this started with some select retailers and manufacturers in the next month....we will keep you posted!



IONE 360



**VIDATO**  
EST 1976

**novaluna**  
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