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**BELLINI MODERN LIVING DOUBLES SIZE OF HIGH POINT SHOWROOM TO FLOOR EXPANDED PRODUCT LINE-UP**

**Richmond Hill, CANADA** – Bellini Modern Living, a leading wholesaler and distributor of modern Italian-style furniture, is doubling the size of its showroom from 6,000 square-feet to12,000-square-feet for the upcoming High Point Market scheduled for Oct. 16-20. The additional space will provide more display area to showcase its newest leather upholstery and case goods, as well as a new outdoor furniture line – a new category for the company. The showroom will also be renovated to better reflect the company’s European-inspired design aesthetic.

Located at IHFC - H520, Hamilton, Floor 5, the expanded space will be designed to accommodate the company’s expanded products, all of which will be in-stock and available to order via the company’s industry-leading quick-ship program. One of the largest in the industry, the quick-ship program offers Bellini’s retail partners quick deliveries and low freight rates – a key advantage, given today’s supply chain challenges.

“Our vision for the new showroom is to not only highlight our exciting new products across all key categories, but to also elevate the look and feel of the space to better reflect our European-inspired product line,” said Frederik Winther, vice president of sales and marketing for Bellini. “We’re excited to welcome our customers to our new space this fall to experience our European roots and take advantage of our quick-ship program that will help fill the voids in their supply chain.”

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BELLINI SHOWROOM EXPANSION

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Key highlights of the new showroom design will include outdoor-inspired vignettes featuring the company’s new outdoor collection, Italian Garden. Featuring customizable outdoor furniture, the line is inspired by quaint Italian outdoor bistros. New case goods, including a major expansion of entertainment units and premium leather upholstery will be highlighted as well as several new wall art additions. As part of the redesign, the company plans to display a classic, 1965 Fiat in the lobby, a nod to its European design aesthetic.

Founded in 2002 in Toronto, Canada by Hossein Azimi, [Bellini Modern Living](https://www.bellinimodernliving.com/) is a leader in the home furnishings category, offering an extensive collection of high-quality yet affordable products. Known for its premium upholstered leather offerings, the company also has a strong presence in case goods, including dining, accent pieces, home office and more. The company entered the U.S. market in 2007 and has been continuously expanding its industry presence.

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