

# BLUFIN Sp.A.



## ***NEW HOMEWARE LICENCE FOR BLUMARINE***

*News from Blumarine. The company Blufin Spa, headed by the CEO Gianguido Tarabini, has signed a new five-year licensing agreement with Ideadue Srl for the homeware area with an estimated business of ten million euros.*

*A recurring theme in the first Blumarine Home Collection is the rose, in perfect Blumarine style, with features of femininity, sophistication and special crafting of details. Chairs, sofas and beds have floral inlays entirely carved by hand, while luxury materials such as silk and velvet, with large floral prints, upholster the button-back chairs and sofas with their soft shapes. The shell theme is also a special detail in the tables and chairs and has been restyled by Anna Molinari to underline her love for the sea, a distinctive feature of the Blumarine brand.*

*The first collection is to be presented on 15 April 2010 at the Blufin showroom at via Manzoni 38 in Milan.*

***Blufin S.p.A.***, set up in 1977, has for more than thirty years been one of the most solid companies on the world fashion scene. Deeply rooted in its local area, it has succeeded in becoming established on the luxury goods market through the quality and sophistication of its products, gaining the consensus of the specialist press, top buyers, celebrities and, last but not least, customers.

***Ideadue S.r.l.***, a company set up in 1983, has gained a leading position in the production and distribution of textiles and furnishing products, exclusively Italian made, always seeking out top quality and offering the brand an all-round service aimed at building and consolidating the product range in line with the lifestyle of the brand itself.