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**FOR IMMEDIATE RELEASE**

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**BELLINI MODERN LIVING SEEING BRISK BUYER INTEREST FOR PREMARKET**

**Richmond Hill, CANADA** – Bellini Modern Living, a leading wholesaler and distributor of modern Italian furniture, is heading into PreMarket in High Point this weekend, February 28 - March 1, with more confirmed dealer appointments at the special event than ever before. The company credits the uptick in interest to its large inventory of ready-to-ship product.

“The PreMarket event is swiftly growing in importance for us. The message that we are uniquely positioned to serve retailers on the hunt for in-stock, ready-to-ship products is generating a great deal of interest. We are very excited about the momentum heading into April,” said Frederik Winther, vice president of sales and marketing for Bellini.

According to Winther, as the company prepares for a full slate of introductions in April, the company’s presence at PreMarket will allow retailers to experience more in-depth and individualized showroom visits “and in particular, enable those that don’t already buy from us to experience firsthand the quality of our extensive product line and get to know our management prior to making a commitment.

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## BELLINI TO SHOW AT PREMARKET

TAKE 2-2-2-2-2

“Dealers today want to winnow their vendor counts, and work with vendors that they can depend on for both quality and speed. Bellini is unique in the fact that we offer in-stock products across multiple categories from leather to outdoor to entertainment units that can often be shipped as quickly as the day of order. Indeed, in many cases, this means the products they buy are actually already waiting for them when they return home to their businesses.”

The showroom, recently expanded for the Fall 2021 High Point Market, is designed to accommodate the company’s expanding product lines, over 95% of which are in stock and available to ship within one week 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.

Winther will be on hand at the company’s showroom located at IHFC - H520, Hamilton, Floor 5 to meet with retailers.

Founded in 2002 in Toronto, Canada by Hossein Azimi, [Bellini Modern Living](#) 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.