

## **New: Bloom, a summer-coloured parasol.**

**“Bloom is inspired by the summer and nature’s most colourful creations: flowers. Fabric petals create a canopy to relax under in the shade and to enjoy the colour tones above you,” according to General Manager Pierre Christiaens.**

The Flat form of the Bloom gives the parasol an extraordinary look. The colour changes from brilliant white to sensual raspberry red thanks to the degrade-technique. The Bloom is the first Sywawa parasol in which this innovative technique is being used. The wind makes the petals dance to produce a mesmerizing effect. Sit back and relax!

Sywawa proudly presents the bloom at Maison & Objet, the annual fair for innovative outdoor design. The Sywawa parasol mark is the frivolous sister of sturdy broter Symo Parasols. Sywawa is different and demonstrates this with its slogan “Sunbelievable Design Parasols”. If you are different, love challenges and design or if you would like to surprise your guests on the terrace, you have to choose a Sywawa sunshade. Sywawa stands for goose bumps, self-will and sensuality. Sywawa on your terrace brings joy to life.



Designer Davy Grosemans is the founder and the inspirator of the multidisciplinary design studio Das Ding. It is impossible to link Davy Grosemans’ work to one single style. He is fascinated by objects that have existed since long and do not give the impression of being designed, but rather look commonplace. He transforms these archetypical objects into contemporary products with a strong emphasis on the original characteristics. They become iconic and immediately recognizable objects.

Davy Grosemans is the very first Belgian designer to have won the prestigious iF Gold Award, with his Breezer parasol, also in cooperation with the Sywawa brand of the Bruges manufacturer Symo Parasols.

- More about Davy Grosemans:  
[www.dasding.be](http://www.dasding.be)
- More about this Press Release:  
contact Pierre Christiaens, General Manager, at his direct telephone number +32 50 459 170.
- Pictures of the Bloom:  
<http://www.sywawa.be/For-Press.5.0.html> (username symopress - password sywawapress).
- Press info on other Sywawa products : : <http://www.sywawa.be/For-Press.5.0.html> (username symopress - password sywawapress).
- Assistance for downloading the pictures : Evelyne Clarysse, Sales Administration, direct tel : +32 50 459 171 of [clarysse@symoparasols.com](mailto:clarysse@symoparasols.com)



Sywawa is a Symo Parasol brand.

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