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**BELLINI MODERN LIVING TO SHOWCASE ENTERTAINMENT COLLECTION AT LAS VEGAS MARKET**

**NEW LINE DESIGNED TO TARGET YOUNGER AUDIENCE**

**RICHMOND HILL, Ontario**– Bellini Modern Living, a leading distributor of modern Italian-made furniture, will showcase a curated selection of its best-selling entertainment units at the Las Vegas Winter Market in January. The new line is designed with fashion and function in mind to attract a younger, more minimalist consumer.

Described as the “next generation of home entertainment” the collection includes TV stands that combine wood, glass, ceramic and tempered glass that are both beautiful and functional. With plenty of room for storage including adjustable shelves, Bellini’s entertainment units add an elegant touch to consumer’s homes while keeping their media and entertainment items organized. Each piece highlighted within the collection is available for mixed truckloads and are also part of the company’s quick ship program making them available for delivery within one week from the time of order.

“The winds of change are blowing, as we look ahead to what is on the horizon for the entertainment needs of today’s consumers. In general quality and selection is going to be most important, followed by affordability,” said Frederik Winther, vice president of sales and marketing for Bellini. “However, the days of decorative accessories being displayed on large wall units are long gone. Younger consumers are minimalists, so TV stands tend to work better because they fit in a room easily and leave the walls open.”

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BELLINI ENTERTAINMENT COLLECTION  
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Made in Italy, Bellini TV stands are simple in design but sleek and elegant in style. All offer storage below and include wire management capability. Highlights include the **Modica** TV stand which has pull down active doors, a multiplug, detachable grills for air circulation, hidden wheels, LED lights and a ceramic top. **Leggera** – has pull down active doors, a multiplug, detachable grills for air circulation, a back panel with LED lights and a USB charger box. Both models are available with either a dark walnut panel or ceramic top. An optional TV support pillar is also available.

“Our newly expanded collection truly reflects the next generation of home entertainment and shows the breadth and versatility of our unique and modern style that caters to a variety of consumer tastes with on-trend looks that fit in any room,” added Winther.

Bellini will showcase a curated collection of its entertainment collection in the company’s Las Vegas Market showroom located in B-670.

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 casegoods, 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.