



BLUELOUNGE DESIGN
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Bluelounge is an incubator of ideas for simplifying our lives. Mixing good design with practicality, everyday problems are elegantly solved.

Bluelounge was founded in California in 1999 by a partnership of Indonesian & Anglo/Swiss designers; Melissa Sunjaya and Dominic Symons. Born through this fusion of graphic and industrial design creativity, Bluelounge has grown into a significant product manufacturing & international distribution enterprise.

With a track record of successfully taking product innovation to the marketplace, Bluelounge stands out from the competition with distinctive, stylish accessories. Their products evoke ingenuity, conceptual simplicity and practicality.

Key to Bluelounge success is building both end-user and retail buyer loyalty and being first to market with innovative, design conscious and competitively priced products. Bluelounge has been granted patents and trademarks for the steadily growing own-brand consumer accessories product-line.

Consistently reinvesting in the business, Bluelounge attracted significant external capital in 2007 to further develop and extend the range of own-brand products.

In addition to own-brand products Bluelounge has undertaken an impressive portfolio of design commissions for major corporations such as Airwalk, Microsoft, Panasonic, and Trina Turk.

Design studios and administration offices are centered in Los Angeles & Jakarta, manufacturing in China, and warehousing in Hong Kong and Los Angeles. Worldwide distribution is through over 100 US store locations, 17 international distributors, promotional agents, and licensees.