

Milan, April 9, 2013

## SALONE INTERNAZIONALE DEL MOBILE 2013

### JORI - HALL 10 STAND C04

From 9 to 14 April 2013, JORI will be present at the Mecca of international design fairs, the Salone Internazionale del Mobile in Milan. JORI is pleased to present you **an innovative selection from its extensive collection.**

#### BACK TO NATURE... IN A 'HIGH-END' WAY

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Our busy, hectic lives have resulted in a trend that is ever more becoming prevalent: **a longing for nature and therefore, natural materials.** It is hardly surprising that this has also become apparent in seating design. We increasingly see **combinations** of natural materials such as leather and wood.

What this trend is celebrating today has been ingrained in JORI's DNA ever since its origins and has always remained a firm, integrated part of its vision: the company's striving towards the highest quality and comfort and use of only the best materials such as pure aniline leathers and high-quality natural leathers that are so remarkable they immediately add premium appeal to each piece of furniture they enclose.

However, one look at the collection is enough to see that JORI also knows what consumers want and what the market is looking for. It definitely understands **the art of fine seating.**

#### SNUG AND GENEROUS SEATING COMFORT

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By combining high-quality aniline leathers in various finishes with contemporary design, JORI manages to surprise us time and time again.

With the **TIGRA JR-2225** sofa, JORI designer **Verhaert New Products & Services** offers you several choices to ensure your own definition of comfort is met. The Tigra is upholstered in **Lotila** aniline leather.

**Jean-Pierre Audebert's** sofa **SHIVA JR-3990** is a new addition to the Shiva collection. The model's sleek lines and soft feel and the leather's loose fit immediately evoke a feeling of warmth and cosiness. The Shiva JR-3990 is upholstered in **Xienda** aniline leather.

The pure beauty created by designer **Jean-Pierre Audebert** attracts all attention. The **EPSOM** chair and the **ASCOT** armchair are both made in **Vegetalia** aniline leather and provide extraordinary seating comfort. They are the perfect solution for anyone looking for a contemporary eye catcher.

#### A DIALOGUE BETWEEN THE COMFORT OF LEATHER AND WOOD

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JORI designers **Christophe Giraud** and **David Fox** know better than anyone how to harmonise the purity of authentic materials with supreme comfort. Two perfect examples of this are Fox's sublime **BLOOM**, a very cosy and very trendy armchair, and Giraud's **OREA**, a much admired, super comfortable recliner.

## TRENDY TOP TECHNOLOGY WITH CHOICE OF MECHANISM

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"The recliner - JORI's flagship and the epitome of its craft - has become increasingly hip, banishing the idea that it's only for older people." We now welcome the 'young' recliner in trendy colours and a more contemporary design! But there is more. "Truly unique - and only available from JORI - is the possibility of opting for either mechanism: for example, you can get the **IDAHO** from **Jean-Pierre Audebert** as a **TV chair** or as a **recliner**."

## ARMCHAIRS THAT ARE PRACTICAL, LIGHT AND EASY TO MOVE

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Being able to move furniture around with more flexibility embedded into the interior is a trend that undoubtedly explains the success of lighter chairs and the demand for smaller, movable armchairs, such as **David Fox's** beautiful and comfortable armchair **BLOOM** and the cocooning **RUMBA** by **Verhaert New Products & Services**.

This trend is also magnificently reflected in the refined, comfortable **PERLA** range of chairs, bar stools and loungers by **Pocci+Dondoli** and the **PIURO** chair, a brand new design by **Jean-Pierre Audebert**. All these pieces are relatively small, light and easy to move and guaranteed to provide the highest comfort as always.

## PURE BEAUTY WITH PIURO (design: Jean-Pierre Audebert)

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Simply calling the conveniently **light and innovatively designed PIURO** a small chair would not do it justice at all. What we are talking about here is a design object for which the designer drew his inspiration from the sun breaking through hectic clouds and churning lava flowing from Mount Etna. The result is a chair with a minimal structure, but exceptional comfort, with or without armrests, with feet in painted or chromed steel and with removable upholstery in leather or fabric. **A must see!**

## JORI. THE ART OF FINE SEATING, ALSO IN FABRIC

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### DIFFERENT MATERIAL, SAME QUALITY

Like leather, fabric has specific properties for upholstering **the most beautiful seating designs**. JORI only works with certain fabric qualities composed of **pure wool**, to which a small percentage of nylon or viscose is added for comfort and ease of use.

The **intense colours** of quality wool allow the design to fully come into its own and the unique touch of wool strengthens the warmth and comfort of the piece. **The colourfastness is phenomenal** and guaranteed by the highest possible fabric standards.

JORI offers an **almost endless range** of colour shades and textures for any interior.

## ABOUT JORI

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*JORI, founded in 1963, is a Belgian company that is specialised in high-quality and contemporary leather seating furniture. The company seamlessly merges advanced technology and modern design in order to guarantee the highest possible comfort to its customers. In addition, JORI works together with renowned designers such as Jean-Pierre Audebert, Christophe Giraud, Verhaert New Products & Services, David Fox and Pocci+Dondoli, who stand for timeless design quality.*

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