

JORI 'BLACK SERIES'

CLASSY TRIBUTE TO 3 ICONIC RECLINING CHAIRS



With the '**Black Express Series**' JORI is launching a powerful statement to pay tribute to **3 iconic JORI reclining chairs: BRAINBUILDER, YOGA and SYMPHONY.**

To emphasise their iconic nature JORI is launching a **special edition** in exclusive black leather with elegant, black lacquered armrests and base.

Moreover, this limited edition benefits from '**express**' delivery, just in time for the holiday season.

DRESS CODE 'BLACK'

Icons stand the test of time and make history. Black is the most powerful colour to convey their **timeless nature**. Black makes an indelible impression thanks to its imposing, contrasting and elegant characteristics. Despite its dominant character black is a **neutral hue** that fits in seamlessly with a broad spectrum of colours. This means that black seating furniture is easy to integrate into any interior while giving it **character**.



LUXURY WITH 'EXPRESS' DELIVERY

Seating furniture delivered to your doorstep within **14 days of the date of order**. Very gratifying in times where slow delivery is the rule rather than the exception. Nowadays inventory problems and inadequate delivery of (raw) materials are often the cause of prolonged waiting times. JORI's '**Black Express Series**' no longer tries the consumer's patience. Home delivery of your **iconic reclining chair** within **2 weeks** is guaranteed, while stocks last.



ADDITIONAL SEATING AND RECLINING COMFORT

Thanks to its **patented relax system** the JORI reclining chair is probably one of the most popular comfort chairs on the luxury furniture market. To underscore this legendary comfort quality, every model of the '**Black Express Series**' will temporarily be delivered with a **free complementary leather head cushion**, while stocks last..

'BLACK EXPRESS SERIES'

For this special relax edition JORI has selected three undisputed milestones that are still part of our range today: the reclining chairs **BRAINBUILDER**, **YOGA** and **SYMPHONY**. The '**Black Express Series**' offers the three recliner types in **high-quality black leather** with black lacquered armrests and base and a free complementary black leather head cushion. Like all other JORI seating furniture, the '**Black Express Series**' is **expertly assembled** in JORI's **own workshops** in Belgium and made from the **finest materials**.



innovative seating comfort since 1963

BRAINBUILDER

DESIGNER: JEAN-PIERRE AUDEBERT (F)

JORI's Brainbuilder was created 20 years ago by French designer Audebert and is still a top seller in the reclining chair range. This high-profile recliner and lounge chair probably owes its popularity to a rare combination of purity of design and optimum relaxing comfort provided by the patented JORI relax system.

4029 EUR for Brainbuilder **mono-move** (incl. 21% of VAT)

4409 EUR for Brainbuilder **multi-move** (incl. 21% of VAT)

Free complementary head cushion (value €350)

Edition in black quality leather,
black lacquered armrests and base.

Continuously adjustable in a single movement (mono-move)
or back and footstool adjustable separately (multi-move).

Delivery time: 2 weeks



YOGA

DESIGNER: VERHAERT NEW PRODUCTS (B)

The Yoga recliner, with its ultimate comfort, is one of JORI's very first designs and stands out through refined design and detailed finishing, such as the delicate creases in the lower back. It balances body and mind and helps you recharge your batteries. A wonderfully zen feeling.

2948 EUR (incl. 21% of VAT)

Free complementary head cushion (value €350)

Edition in black quality leather,
black lacquered armrests and base.

Continuously adjustable in a single movement (mono-move).

Delivery time: 2 weeks



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SYMPHONY

DESIGNER: JEAN-PIERRE AUDEBERT (F)

Its distinctive design has earned it the nickname of 'cocoon' of the JORI collection. It offers the maximum lateral support of a sporty bucket seat, a feeling of comfort further accentuated by the vertical back seam. The clever combination of cutting-edge technology and sober styling makes it a modern-day icon.

3227 EUR (incl. 21% of VAT)

Free complementary head cushion (value €350)

Edition in black quality leather,
black lacquered armrests and base.

Continuously adjustable in a single movement (mono-move).

Delivery time: 2 weeks



JORI - INNOVATIVE SEATING COMFORT SINCE 1963

Belgian company JORI creates perfect **seating comfort**. JORI has designed contemporary sofas, lounge & reclining chairs, tables and interior accessories since 1963. Each piece of furniture is created in close cooperation with **international top designers** and is developed at our **own workshop** with the greatest care.

JORI stands for **100% Belgian craftsmanship**. Both our collections and custom furniture focus on a **high-quality, honest selection of materials** and a **sublime finish**. Our ambition is always **your comfort**.

PRESS RELEASE & HD IMAGE

Through the following permanent link: www.jori.com/presskit

PRESS CONTACT

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