

Kortrijk, October 17, 2014

JORI PRESENTS **TWO NEW HEADLINERS** ON BIENNALE INTERIEUR 2014

As from **17th till 26th of October**, 'Biennale Interieur 2014' in Kortrijk opens its doors for the public. JORI and its dealers cannot be lacking on this top designer exhibition.

In preview of IMM Cologne, the new **LINEA JR-8780** will be introduced at Interieur Kortrijk. This newcomer is the successor of the ever popular JR-8700 and attuned to modern times with **a continuously adjustable back and adjustable head rest**. With this model, JORI strives once more for optimal seating comfort and quality. Furthermore, the vintage showpiece, the new **BELLINO JR-8800**, will be placed in the spotlight.

But not only these new creations will be given a prominent place on the JORI stand. The **SHIVA**, the headliner among the design models, the **TOSCA**, the timeless classic and **the most recent recliners and TV-chairs** will be given the necessary attention as well.

Visit us on the **JORI stand : HALL 4 - STAND 403**

NEW **LINEA JR-8780** (design : Jean-Pierre Audebert)

Calling the LINEA JR-8700 a successful model is an understatement. Avers to all trends, this classic paves its way to the interiors from home and abroad. Therefore this description '**timeless beauty**' is used rightfully so.

JORI, as always driven in her search for incomparable comfort has taken a further step and has rendered her headliner even more comfortable.

The **continuously adjustable back** offers the possibility to go from active comfort to a passive reclining comfort. In combination with a footstool, ideal to read or relax. And let's not forget the wide, **comfortable arm cushions**, easy to set in **4 different positions**.

With this design from Jean-Pierre Audebert, JORI proves once more her flawless intuition of what the market asks for and confirms as brand yet again her DNA : **unrivaled seating comfort**.

NEW BELLINO JR-8800 (design : Verhaert New Products & Services)

JORI pay with the sofa BELLINO a commendable tribute to design that has proven its worth and managed to survive many trends and developments. Vintage is in. **Timelessness in all its aspects**. This is one of the most striking features of the BELLINO sofa designed by Verhaert New Products and Services.

The contemporary finish immediately creates a prominent timeless character and the absence of a base makes this sofa exude a remarkable visual '**lightness**'. The BELLINO has the typical seating line of acclaimed classics such as INDY and LINEA and has been finished with an ornamental stitch on the feet. The optional **multifunctional cushion** increases the feeling of comfort even more as **a head rest** or in its active position as **an extra arm cushion**.

The BELLINO is available with an open frame in chrome high-gloss or a closed foot completely covered.

ABOUT JORI

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, Koen Verhaert, David Fox and Pocci+Dondoli, who stand for timeless design quality.

For further information about JORI, don't hesitate to contact :

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We look forward to introduce our latest innovations and therefore welcome you at the **JORI stand : HALL 4 - STAND 403**