

imm 2015

JORI CREATOR OF WELL-BEING.

For more than 50 years, JORI has proven how inimitable seating comfort and timeless design create a unique experience of well-being. JORI is renowned for its uncompromising choice of materials and has gradually established itself as a leather specialist par excellence.

A visit to the JORI stand at the imm trade fair in Cologne is an opportunity to admire JORI's experience of well-being, starting with JORI's newest corner sofa, Sienna.



Sienna offers the best comfort in small spaces that are unsuitable for large corner combinations. It was no easy feat for designer **Christophe Giraud** to transpose the seating comfort and appearance of larger creations to a smaller model, but

thanks to some ingenious constructions, Sienna's seating comfort fully matches that of the larger models in the JORI collection. The soft, organic, feminine lines create a unique design and the refined ornamental stitch adds an artisan's touch

to the furniture. The concept includes a basesofa in three widths, a buildsofa also in three widths, and a pouf in two widths. If you are looking for genuine well-being in smaller spaces, JORI proves that it can be done.



In the 70s, JORI started its quest for the most comfortable seating experience and invented the recliner. The recliner allows you to tilt back in a single synchronous movement for relaxing comfort at muscle tone 0. This happens when every possible muscle in the body experiences optimal relaxation. After this, JORI took this one step further with its TV chair.

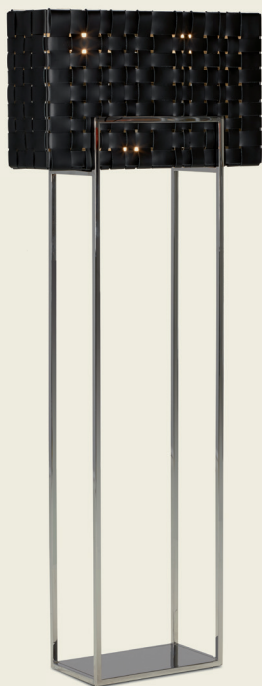
Brainbuilder TV chair: the Brainbuilder JR-3760 was designed by **Jean-Pierre Audebert**. The stunning recliner is now also available as a TV chair, and because true comfort takes into account body size, the Brainbuilder TV chair comes in a mini, medi and maxi version.



Belgium since 1963

JORI INTERIOR ACCESSORIES

Visitors of the JORI stand at the imm trade fair in Cologne will immediately see that JORI offers so much more than the most comfortable seats in the highest quality of leather. JORI also amazes with creativity! The brand was already experimenting with decorative accessories and single, easy-to-move elements in the 70s. Today, a JORI interior is a lifestyle statement and offers a total sensory experience. JORI clearly understands that people need the comfort of being able to combine design elements that suit each other perfectly, even in smaller spaces. The exhibited JORI accessories all have one thing in common: high-quality leather. The way in which JORI integrates this leather reflects how much its passion for leather is engrained in the JORI DNA.



Ascot lamps collection : Ascot is an original lamp with a ground-breaking design. Like the Gipsy table pouf, the lampshade is available in braided or smooth saddle leather or in any other smooth JORI leather. Ascot always adds a unique touch to any warm design interior. The Ascot lamps are a rewarding complement to the existing 'Ascot accessory line' of side tables, slide-over tables and coffee tables that can be used in harmony with different JORI seats.

Hortense desk : Hortense is truly unique: a small, but practical and very stylish home desk manufactured mainly of saddle leather. This small desk has feminine flair and is the perfect place for using your laptop or iPad and storing basic stationery.



Tulip chair : the matching chair with saddle leather adhered to the outside of its wooden shell is equally awe-inspiring. Both were created by designer duo Pocci+Dondoli so that they can easily be integrated in any living room or bedroom.

Gipsy table pouf : Gipsy is a table pouf with a surface in high-quality braided or smooth saddle leather or in any other smooth JORI leather. The piece beautifully fits any interior: it is a generic model that suits all JORI



collections perfectly. It can be used as an extension to rest your legs on when sitting down or to sit on in its own right and it has a small folding coffee table. You can have a bag fitted to the bottom of the table for storing newspapers and books as an additional option. Gipsy is both graceful and user-friendly and was created by Italian designers Pocci+Dondoli.

imm clearly proves that JORI still knows better than anyone else how to integrate comfort and design. If you want to bring true well-being to your home, JORI is the only option.

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 and Koen Verhaert, who stand for timeless design quality.

For further information about JORI, don't hesitate to contact: Mrs Linda Vermeesch at vl@jori.com