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JORI COMBINES FLEXIBLE SEATING COMFORT AND TOP DESIGN

DISCOVER THE CREATIVE TALENT
OF 3 INTERNATIONAL DESIGNERS

In Milan, Belgian design icon JORI is presenting the work of 3 top international designers.

As always, flexible seating comfort plays an essential role in every creation.

French designer CHRISTOPHE GIRAUD created the refined sofa ORYX for the brand.

Designer HUGO DE RUITER (NL) drew two versions of the comfortable GRIFFON chair,

the models GRIFFON LOUNGE chair and GRIFFON ARMCHAIR.

The Belgian design agency VERHAERT NEW PRODUCTS & SERVICES also surprises with its subtly refined design: the new LONGUEVILLE LANDSCAPE sofa is particularly elegant and distinctive.

GRIFFON ARMCHAIR

Design by HUGO DE RUITER (NL)

A compact seat concept for active use

The **successful** reception of the GRIFFON lounge chair model gave the impulse to create the GRIFFON armchair.

The GRIFFON design armchair is an **elegant** and surprisingly **compact** armchair in a rounded tub form. The **ingenious** design is supported by the welted seams that run in a **virtuoso** looping around the outer shell and through the back of the model.

Thanks to its compact design and **smoothly** swivelling foot, the GRIFFON armchair is the perfect model for watching your favourite programme, surfing on your tablet or doing a bit of reading in a **comfortable** and extremely **flexible** sitting position. The optional **footstool** and **head cushion** ensure **extra comfort** during these active moments.



Just like the entire Jori collection, the GRIFFON armchair is created with painstaking **craftsmanship** in the Jori production workshops in Belgium and is available in **high-quality leather** and **fabric** coverings in a **wide range of colours**.

The GRIFFON armchair also comes in a 'lounge' version, the **GRIFFON lounge** with integrated swivelling and reclining mechanism, including **footrest** and **headrest**.

Recommended sales price: +/- € 2.100 in fabric

The '**JORI configurator**' allows to compose the GRIFFON armchair as **wished** - www.jori.com

SOFA ORYX

Design by CHRISTOPHE GIRAUD (FR)

Graceful statement for the Urban Explorer

Fascinated by the graceful silhouette of the antelope, designer Christophe Giraud translated the elegant look of this desert animal into a strikingly svelte sofa, which stands out thanks to its pure design and subtly elaborated details.

The new sofa model of French designer Giraud is an ode to the **proud** and **elegant** bearing of the antelope or oryx, regally posed on its slender legs and **perfectly integrated** in its natural environment. The designer succeeds perfectly in attributing the same characteristics to his creation. The ORYX sofa model seduces with its strikingly simple and elegant appearance. The **well-considered** interplay of lines with fine, straight contours and sloping diagonals, in combination with the **nonchalant** play of the cushions, give the design a **distinct** and **playful** cachet.



With the well-conceived design of the graceful feet, executed in high-gloss chrome or lacquered in black or bronze, Giraud gives a wink to the **graceful** horns of the elegant antelope. They lend the creation a **modern** 'lightness'.

And did designer Giraud keep the **patented** Jori comfort requirement in mind? He certainly did: the loose cushions are equipped in back with **comfort-increasing** little rolls and thus ensure that sinking into them is a **delightful** experience.

Just like the entire Jori collection, the ORYX sofa is created with painstaking **craftsmanship** in the Jori production workshops in Belgium and is available in **high-quality leather** and **fabric** coverings in a **wide range of colours**.

Recommended sales prices: from ± € 4.000 for a model in fabric of 220 cm. Additional cushions optional.

The 'JORI configurator' allows to compose the ORYX as **wished** - www.jori.com

GRIFFON LOUNGE CHAIR

Design by HUGO DE RUITER (NL)

Elegant nestling in a surprisingly compact lounge chair

These days, the need to **nestle**, as way of escaping from the hectic world outside, is one of the primary needs of consumers. Designer Hugo de Ruiter responded adeptly to this desire by creating the elegant GRIFFON lounge chair with matching footrest.

The GRIFFON design chair is an elegant and **surprisingly compact** lounge chair in a rounded tub form. The ingenious design is supported by the welted seams that run in a **virtuoso** looping around the outer shell and through the back of the model.

The curves of the tub sculpture have an **“embracing”** effect and invite to **delightful nestling**. The luxurious execution in velvety soft material or supple leather feels like a second skin. The elegant **footrest** perfectly completes the comfort experience of the GRIFFON lounge chair. A beautiful example of the **unique Jori comfort** concept.



The **refined** star-shaped foot lends the lounge chair a **dynamic** cachet and ensures its **stable** and **stylish** support. Thanks to the smooth **rotating/reclining mechanism**, various **sitting** and **lying** positions can be set.

Just like the entire Jori collection, the GRIFFON lounge model is created with painstaking **craftsmanship** in the Jori production workshops in Belgium and is available in **high-quality leather** and **fabric** coverings in a **wide range of colours**.

The GRIFFON lounge chair also exists in an **“active” version**, the **GRIFFON armchair** with swivelling foot and without reclining mechanism. Both the **footstool** and the **cushion** are **available separately**.

Recommended sales prices: from ± € 3.500 EUR for lounge + footrest + cushion in fabric

The **‘JORI configurator’** allows to compose the GRIFFON lounge chair as **wished** - www.jori.com

COMPACT & COSY SOFA LONGUEVILLE LANDSCAPE

Design by VERHAERT NEW PRODUCTS & SERVICES (NL)

Inventive, softly undulating lines

No design should ignore **comfort**, and the comfort aspect is deeply ingrained into the genes of JORI. This has also very much formed the focus of the assignment Jori entrusted to the designer, when they commissioned the restyling of the successful LONGUEVILLE sofa which was first launched in 1998.

The new LONGUEVILLE LANDSCAPE designed by the Belgian design studio Verhaert New Products & Services, meets the need for **high-quality, flexible seating** for more **compact** spaces. The creation also lives up to the seating experience demands of **modern-day** consumers.

Even though, at first glance, the model looks sleek and compact, a lot of intricate work has gone into creating a stylish **nonchalant** look. This is what gives the sofa its **cosy** look and feel. The inventive, softly undulating lines and the discrete **accent piping** is most inviting. The asymmetrical playful seam on the back and seating sections provides extra tensile strength. In order to meet the needs of contemporary users to **snuggle** and **relax**, the height of the back section and the depth of the seating have also been carefully investigated. As a result, the sofa no longer appears rigid, but instead invites the person to snuggle deep into it. The optional loose **back cushions** provide **extra support** for those who require it. The sleekly sculpted corner feet supporting the entire sofa are seductively elegant and strikingly graceful, and they give the sofa its **appeal** and **finesse**.



Given that the success of the original LONGUEVILLE sofa was also due to the **inventive swivel mechanism of the arm rests**, this system has now also been incorporated into this latest version. There is currently a growing demand for interior design items to offer **flexibility** and **versatility**. In response to this demand, the system enables the user to completely unfold the arm rests to create **2 additional seats**. This is ideal if you wish to extend the seating lengthwise, or they can be used as a pouffe to seat **extra guests**. The **additional surface area** is also useful to hold a tray, magazines or your tablet, for example.

Just like all the other products in the JORI collection, this new version of the LONGUEVILLE sofa is manufactured with true **craftsmanship** at the JORI production workshops in Belgium, and is available in **high-quality leather** and **fabric** upholstery in a **wide range of colours**.

Recommended sales prices: from ± € 4.181 (incl. VAT) for a 195 cm sofa with matching back cushions.

The LONGUEVILLE LANDSCAPE programme includes an **extensive selection** of stand-alone sofas, add-on sections, chaises longues and pouffes in **various sizes**. Please feel free to use the '**Jori configurator**' to match all the **various options** available to **your exact requirements**. www.jori.com

ABOUT JORI

Being an established value within the premium segment, the Belgian design furniture company JORI (www.jori.com) designs and develops since 1963 contemporary seating furniture, tables and interior accessories in cooperation with international top designers.

JORI 's DNA translates as customised flexible seating comfort, innovative timeless design and a guaranteed product quality, thanks to the 100% Belgian craftsmanship and the choice of top-quality materials. As a result, the company has been able to conquer a unique position on the international furniture market.

PRESS RELEASE & HD IMAGE

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

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