

SALONE DEL MOBILE MILANO

16.04 - 21.04.2024

Hall 11 H22 – H24



Designed for dynamic seating

JORI presents

DAYDREAMER RELAX LIMITED EDITION

A heart for the planet

The revolutionary Daydreamer reclining chair, which JORI launched in 2019 in collaboration with designer Joachim Nees, has since become a **global** success and has also convinced the **younger** generation of its **extreme relaxation** effect. In Milan, it is the epitome of JORI's ecological footstep in the form of a **Limited Edition collection**: 5 coloured, **unique** and **sustainable** versions, **'with a heart for the planet'**.

The Daydreamer Limited Edition stands out for its very distinctive and soft look thanks to the combination of the **recycled, soft and washable fabric 'Mumble'** and the **supple, grained nubuck leather of the back covering**. Made of recycled material, the softly undulating and complex structure of 'Mumble' exists in demure, subdued hues, but also in more bold and accentuated hues, referring to a cool 70's vibe. The full-grain nubuck leather of the back covering is characterised by its vibrant hues and a certain 3D appearance, where all the **natural elements** can be seen at their best. A velvety leather quality that has the softness of cashmere or silk.

'NEW'
2024

JORI 1963

Designed for dynamic seating

DAYDREAMER 'EARTH'



The exclusive edition "Earth" comes in a soft, recycled and washable fabric cocooned in high-quality nubuck leather in a warm terracotta shade. Its elegant base is fittingly lacquered red bronze. It enhances your interior with warm colours and ultimate comfort.

DAYDREAMER 'FOREST'



Bring nature into your home with the Daydreamer "Forest". Its recycled, washable fabric in a deep green natural shade harmonises with its back in brown nubuck leather. Its base is lacquered green-bronze. It brings nature as a sustainable source of serenity.

DAYDREAMER 'ARCTIC'



The "Arctic" is an elegant appearance. Executed in matching light colours, recycled and washable fabric and cream-coloured nubuck leather. Its base is light bronze lacquered. With its timeless aesthetic, it fits into any interior.

'NEW'
2024

DAYDREAMER 'OCEAN'



With the Daydreamer "Ocean", you travel across vast seas. Its world? Recycled and washable fabric in a soothing blue, complemented with nubuck leather in matching anthracite colour. Its base is lacquered grey-blue. It gifts you the endless tranquillity of the ocean.

DAYDREAMER 'BLOSSOM'



With its pale pink shade, the "Blossom" brings an instant feeling of relaxation. The pale pink recycled and washable fabric contrasts with the high-quality nubuck in macchiato shade. This version with its pink lacquered base is inspired by the trend colour of 2024: 'fuzzy peach'.



Like the entire JORI collection, the *Daydreamer Limited Edition* collection is manufactured with **craftsmanship** in the **JORI production workshops** in Belgium and is available in **5 different versions**.

Retail price: € 3999



Designed for dynamic seating

ABOUT JORI - DESIGNED FOR DYNAMIC SEATING

JORI works with international designers to create beautifully **ergonomic, personalised** sofas and reclining chairs, manufacturing them with the greatest care in its Belgian workshops. This traditional **craftsmanship** and the use of materials of the **very highest quality** guarantee the **sublime** finish and **long** service life of every item of JORI furniture. These key ingredients have been at the heart of JORI's success for 60 years, offering all customers unparalleled seating comfort, each and every day: **designed for dynamic seating**.

Distribution is through an international network of independent distributors and agents. Thanks to its annual participation in the furniture fairs of Cologne and Milan the brand's name awareness continues to grow **worldwide**. In 2019 JORI opened its first flagship store in Taipei. Since the foundation in 1963, the development of JORI's **unique patented recliner mechanism** allowed them to position themselves as the global leader in the recliner sector. In addition to seating furniture the JORI collection also offers a range of tables and footstools.

PRESS RELEASE & HD IMAGE

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

PRESS CONTACT

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