



## 5 top sellers are getting a makeover

While the newcomers are anxiously waiting in the wings for their official launch at the first international trade shows, JORI has decided to add a dab of colour to its existing collection.

Five **top sellers** will receive a **trendy makeover** or become available in **new compositions**.

JORI opted for five of its absolute **bestsellers**: the sofas **TIGRA**, **PACIFIC PURE**, **GLOVE PURE**, **LINEA** and the **LAGOM** armchair.

For the fashion show of its five top models JORI has considerably expanded its **fabrics** and **leather** range by keying into the trend of **woolly** and **ultrasoft** textures in **warm** earth tones.

A number of elegant **corner extensions** and a new **wood finish** further diversify the range.

# 1. TIGRA

DESIGN: VERHAERT NEW PRODUCTS (B)

## TIGRA LANDSCAPE



**Its refined allure makes the TIGRA LANDSCAPE a born temptress. Its dynamic seating comfort sweetens the deal even more. With its comfortable loose back cushions, refined feet and movable headrests, it is hard to resist its powerful attraction. The continuously adjustable armrests and the additional headrest lend the model an extra relaxing dimension.**

For its appearance on the JORI catwalk TIGRA LANDSCAPE is outfitted in a **trendy boucle fabric** Gorky in alpaca wool. This cosy fabric with a **woolly look** is right on trend and available in 6 tones. The sofa programme is also extended with a **symmetric corner element** which can be build on at both sides, making extra luxurious spacious corner arrangements possible.

## TIGRA DIVANBASE



**Design enthusiasts can't resist its timeless design, functional character and low-slung look. Moreover, it offers the same dynamic seating comfort as the TIGRA LANDSCAPE: movable armrests and an additional headrest.**

For the occasion the TIGRA DIVANBASE is entirely dressed on trend with a wonderful woven fabric Giada available in 6 **warm earth tones**.

This member of the TIGRA family is also **expanded** with a number of interesting **corner configurations** including an **elegant corner island** that invites you to snuggle down into.

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## 2. PACIFIC PURE

DESIGN: VERHAERT NEW PRODUCTS (B)



The recent redesign of the PACIFIC is well on its way to becoming a true JORI classic.

The comfortable, subtly sloping seating line has been retained and the same goes for the foldable armrests that create an additional seat in the blink of an eye.

Up on the catwalk the PACIFIC PURE got a classy and *silky soft nubuck leather* outfit, lending the model a surprising *new allure*. This leather coming exclusively from young Southern-European bulls is *beautifully dyed* and has a very *pleasant touch*. It offers a range of 6 tonalities.

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## 3. GLOVE PURE

DESIGN: CHRISTOPHE GIRAUD (F)



The GLOVE sofa not only owes its success to its sleek and refined frame but in particular to its dynamic seating comfort. Thanks to the continuously adjustable armrests this two-seater is instantly transformed into a comfortable chaise longue.

Upholstering the sofa in a stylish couture *boucle fabric* Gorky gives it an unusual look. This trendy fabric with the *woolly look* of alpaca wool is available in 6 tones.

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## 4. LINEA

DESIGN: JEAN-PIERRE AUDEBERT (F)



Thanks to its extremely pure design, the LINEA sofa has been one of JORI's iconic designs for more than 20 years. But don't let its sleek lines fool you. The LINEA sofa surprises with its flexible armrests which create a bespoke lying and seating position.

For this occasion the LINEA is upholstered in a new fabric Mamaye with a **warm and refined texture**, creating a fit and **special appearance with more body**. It gives this Design Classic a surprisingly new look. The Mamaye collection offers a range of 6 refined tones.

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## 5. LAGOM

DESIGN: HUGO DE RUITER (NL)



Thanks to its elegant Scandinavian design and light, compact appearance, the LAGOM is a popular favourite that blends in seamlessly with any contemporary interior.

The undulating lines of the seat and the elegant armrests create the perfect platform for exquisite seating comfort.

Until now LAGOM was only available in walnut. Today the armchair gets a surprisingly **stylish** makeover thanks to a warm, **dark finish in burnt oak**. The warm, **refined structure** of the **new fabric** combines perfectly with this type of wood. The new LAGOM variant fits perfectly into any interior where dark, natural tones dominate.

## JORI - INNOVATIVE SEATING COMFORT SINCE 1963

Belgian company JORI creates **perfect seating comfort**. JORI has designed contemporary sofas, lounge & reclining chairs, 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](http://www.jori.com/presskit)

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