

Destination
→ Design

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Stand B 10



Designed for dynamic seating

JORI SURPRISES WITH 2 STRIKING NEW SEATING MODELS

ON DESTINATION DESIGN

POLLON - COMO

Today, design lovers often opt to complement the seating area of their living space with a pair of **playful, comfortable seats** that soften the rigour of a **complete sofa look**.

With this in mind, JORI, in collaboration with Italian designers Pocci+Dondoli, has developed an **organic armchair** that perfectly complement the JORI seating collection: **POLLON**.

And to round off the autumn nicely, the new sofa **COMO** joins the JORI sofa collection.

'NEW'
2024

POLLON

CHAIR

DESIGN / POCCHI+DONDOLI



With a seat that looks like a shell, round and inviting, contrasting with the elegant lines of the armrests, Pollon has the *quirky* and *elegant* look of *strong design*.

The leather piping on the armrest gives the model something very distinctive. It is a strikingly beautiful piece of seating that, thanks to its *timeless rounded shapes*, is easy to *integrate* and breaks through the austerity of the interior.

Like the entire JORI collection, the Pollon armchair is manufactured with craftsmanship in the JORI production workshops in Belgium and is available in a wide range of leather and fabric covers. Thanks to the JORI configurator, you can put together the Pollon seat model as you wish.

POLLON: from 2580 EUR



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'NEW'
2024

COMO

SOFA

DESIGN / VERHAERT NEW PRODUCTS



With the COMO sofa model, JORI thinks up a solution for more **compact spaces**. Como catches the eye thanks to its attractive organic design, which offers a choice of **three sofa widths** and an **arm-chair**. The slightly sleek look is softened by the rounded lines of the outer contours, which give this sofa an **elegant feminine touch**.

Dynamic and adjustable seating comfort is also unmissable in this new sofa. Thus, here too, the now iconic tilting armrests are integrated into the seat. Not only do they allow you to stretch out across the entire length of the sofa, they also help create **extra seating space**.

Like the entire JORI collection, the COMO sofa programme is manufactured with craftsmanship in the JORI production workshops in Belgium and is available in a wide range of leather and fabric covers. Thanks to the JORI configurator, you can put together the COMO sofa as you wish.

COMO: from 5000 EUR for sofa 190 cm



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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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