

JORI LAUNCHES INNOVATIVE INSPIRATION STUDIOS



JORI, a leading producer of **premium seating furniture**, is taking a new step in its strategic development. Starting now, exclusive **JORI Inspiration Studios** are being opened at various dealers in Belgium and the Netherlands. These studios are an essential part of JORI's **long-term strategy**, focusing on **innovation** and **customer experience**.

In a next phase, the project will be rolled out **internationally**.



Designed for dynamic seating

MORE THAN A SALES SPACE

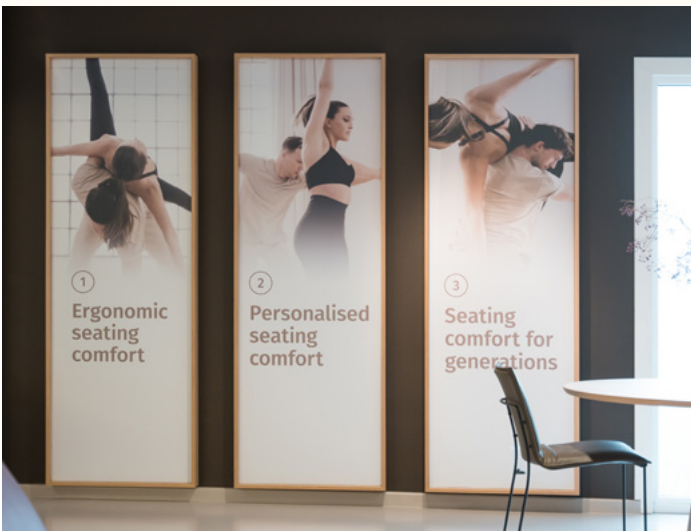
The JORI Inspiration Studios offer a unique, **multi-sensory experience**. The concept goes beyond a mere showroom; it is a place where JORI's **core values** can be experienced: sustainable, ergonomic, and personalized seating comfort. Every detail in the studio is designed to immerse visitors in the world of JORI, with attention to **atmosphere, material choices**, and a **personalized** approach.



By focusing on **experience-oriented** spaces, JORI aims to inspire customers and help them fully **discover** the added value of its products. This aligns seamlessly with the evolution of the interior market, where **experience** and **storytelling** are becoming increasingly important.

INTERNATIONAL EXPANSION IN PREPARATION

With the successful implementation of Inspiration Studios in Belgium and the Netherlands, a strong foundation is being laid for future international growth. The next steps include introducing these studios **internationally**. This expansion highlights the brand's ambition to bring its **unique** vision of **design** and **comfort** to a broader audience.



Starting today, customers can visit the JORI Inspiration Studios at the following locations:

IN BELGIUM

DENDERHOUTEM - **TORREKENS** - meubelentorrekens.be

DIEPENBEEK - **NEVEN DESIGN** - neven.be

MASSENHOVEN - **TOP INTERIEUR** - topinterieur.be

MECHELEN - **DE SCHOENMAEKER MEUBELN** - deschoenmaeker.be

MEISE - **COCKAERT** - cockaert.be

MERELBEKE-BOTTELARE - **PONTZEELE INTERIEUR** - pontzeele.be

IN THE NETHERLANDS

AXEL - **POT INTERIEUR** - pot.be



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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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