



Salone del Mobile Milano.2025

8-13 April, 2025

Hall 11 - Stand H22 - H24



Designed for dynamic seating

JORI presents

NEW SEATING COMFORT IN MILAN

Discover:

the **COMO** sofa, **POLLON** armchair, and deeper lounge option for **TIGRA DIVANBASE LARGE**

Milan, 08.04.2025 - With over 60 years of expertise in ergonomic seating comfort, Belgian design brand

JORI - designed for dynamic seating, built on the three pillars '*Ergonomic, Personalised, For Generations*', returns to the Salone del Mobile.

JORI will present three new models that respond to the current demand for **compact, flexible, and comfortable design**: the **COMO** sofa, the **POLLON** armchair, and the updated **TIGRA DIVANBASE LARGE**, now featuring an **extra deep seating option**. With these launches, JORI writes a new chapter in the story of dynamic seating comfort and demonstrates how **refined design** and **ultimate comfort** go hand in hand.

Traditional craftsmanship and **premium materials** guarantee **superb finishing** and **long-lasting quality** in every sofa or recliner. This ensures that every customer can enjoy unparalleled comfort, day after day – staying true to the brand's motto: **designed for dynamic seating**.

'NEW'
2025

COMO

COMPACT SOFA WITH SURPRISING FLEXIBILITY

Design: Verhaert New Products



- **Sleek yet soft:** The rounded outer lines lend a subtle feminine touch, making Como both compact and inviting.
- **Swivelling armrests:** A simple motion swings the armrests outward, creating additional space for sitting or lounging. Sturdy enough to support up to 120 kg.
- **Ergonomic ease:** Optional headrests offer extra support, while the dynamic construction ensures optimal seating and lounging comfort.

Como is available in three sofa widths and as a standalone armchair, including a matching footstool. Like every JORI creation, it is crafted in the Belgian production workshops and offered in a wide range of leather and fabric upholsteries.

Indicative price: from € 5,300 (sofa 190 cm)



Experience
Como

'NEW'
2025

TIGRA DIVANBASE LARGE

EVEN MORE SPACIOUS LOUNGE COMFORT

Design: Verhaert New Products



- **New Large option:** An increased seat depth of +12 cm creates a true lounge experience, ideal for sinking in deeply or for taller individuals.
- **Flexible modular system:** Combine sofas, chaise longues, end and corner units. Mix standard depth with the Large option in a single setup, offering both active comfort and indulgent lounging.
- **Adjustable armrests & cushions:** Each element can be tailored to individual comfort preferences.

Like Como, Tigra Divanbase is produced in Belgium and fully customisable through the JORI configurator.

Indicative price: from € 6.162 (sofa 245 cm large)



Experience
Tigra

'NEW'
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JORI 1963

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POLLON

SWIVELLING DESIGNER ARMCHAIR

Design: Pocci + Dondoli



- **Elegant design:** The shell-shaped seat and refined armrests with contrasting piping give this armchair a distinctive and stylish appeal.
- **Flexible base:** Choose between a standard swivel base or an 'auto-return' version that returns to its original position automatically.
- **Available in three seat heights:** 42 cm, 43.5 cm, or 45 cm.
- **Multifunctional:** With its compact form, Pollon fits effortlessly into any space – from living room to reading nook.

Pollon also embodies Belgian craftsmanship and offers a wide choice of leather and fabric finishes.

Indicative price: from € 2.580



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PRACTICAL INFO AND CONTACT

- **Salone del Mobile 2025:** 8 to 13 April
- **JORI Location:** Hall 11 – Stand H22 – H24
- **Press kit & photos:** <https://www.jori.com/presskit>
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