

'SMART'
SOFA'S



Designed for dynamic seating

JORI designs

'SMART' SOFA'S

New extension options on the EDEN
and LONGUEVILLE LANDSCAPE sofa models

Today, we are constantly looking for **flexible solutions** to meet the fast pace to which we constantly need to adapt our lifestyles.

JORI's answer is fulfilled by a number of interesting **extension options** on the successful sofa models **EDEN** and **LONGUEVILLE LANDSCAPE**.

JORI makes your sofa your ally in **all phases** of your life.

EDEN SOFA

DESIGN / SVEN HANSEN

The EDEN sofa launched in Milan last year met with immediate success. Perhaps because it so clearly combines two key JORI strengths in one creation: the ultimate in adjustable seating and lounge comfort thanks to its adjustable headrest and the pure radiance of timeless design.

Today, JORI presents **two interesting extensions** to this model:

- The **EDEN chaiselongue**, creating a nice compact corner sofa.
- The **EDEN sofa** with additional seat length of 260 cm, which further underlines the generous character of its round shapes.



LONGUEVILLE LANDSCAPE SOFA

DESIGN / VERHAERT NEW PRODUCTS

The LONGUEVILLE sofa that joined the JORI collection in 1998 proved such a hit that JORI restyled the model in 2018. Because of its stylish yet somewhat nonchalant look, paired with generous seating comfort and its rotating armrest which provides additional room, this creation still perfectly meets the user's new seating needs today. JORI adds to this a number of new model options:

JORI adds to this a number of **new model options**:

- The **LONGUEVILLE symmetrical corner element**, which allows balanced and commercial corner arrangements to be built.
- The **LONGUEVILLE chaise longue** with an additional seat depth of 195 cm, offering a wider lounge experience.
- The **LONGUEVILLE compact footstool 95 x 50**, the solution for integration in more compact spaces.



Like the entire JORI collection, the EDEN and LONGUEVILLE LANDSCAPE sofas are manufactured with **craftsmanship** in the JORI production workshops in Belgium and are available in a **wide colour range** of **high-quality leather** and **fabric** covers. The **JORI configurator** allows you to put together your model as **you wish**.

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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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