

# GIANFRANCO FERRE

HOME

## #RoadTo2021 | The Warm Living

While waiting to introduce the new collection at Salone del Mobile.2021, Gianfranco Ferré Home does not miss the opportunity to unveil a new living room - **The Warm Living** - combining vintage style, sensual shades and metropolitan vibes.

A selection of furniture with an iconic charm, characterized by the use of precious materials, defines the setting. This year the color palette is declined in welcoming colors, in which the shades of brown prevail. The result is a living room that embodies the soul of the contemporary city - elegant, engaging, full of energy and expressiveness.

Retro atmospheres inspired by the '50s permeate the aesthetic approach. A new metropolitan mood, more comfortable and embracing, is transmitted through the massive use of leather which, together with the emblematic menswear fabrics of Gianfranco Ferré Home style, create a perfect combination with the warm sophistication of solid wood.

Inside the living room, **Phoenix sofa** dominates the scene: a bold piece of furniture that refers to the icons of design, providing an original re-interpretation of the classic English roll arm. Featuring armrests and back slightly inclined towards the outside and ovalized, it is upholstered in natural saddle leather with visible stitching and it is combined with the armchair of the same line, covered in brown and black Prince of Wales fabric. Scenographic and with a strong visual impact, **Matrix coffee tables** conquer with their contemporary appeal: the aesthetic based on the lightness and essentiality of the lines is articulated in a game of geometric elements of different heights and dimensions. Distinguished by a structure with a black chrome finish and by adjustable shelves upholstered in saddle leather with stitching, the tables are in line with the new mood of the collection.

The setting is completed by the **Franklin armchair**, whose Mid-Century charm recalls the icons of Scandinavian design. The houndstooth upholstery expresses the brand's most authentic DNA, while the bronze tone of the fabric and the wood of the structure contribute to create a warm and comfortable atmosphere.

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## JUMBO GROUP

**Jumbo Group** operates in the Italian luxury furniture and interior design field. Characterized by a **diversified creative offering**, the company presents five different furniture lines, each one expression of a specific lifestyle concept. This prerogative allows Jumbo Group to stand out on the world scene, satisfying the varied needs of refined international customers.

Since 1985, founding of **Jumbo Collection** brand dedicated to the creation of precious classic style furnishings, Jumbo Group has expanded over time by adding new lines, with modern and innovative shapes up to date with the latest trends. In 2012, the license for the production of **Roberto Cavalli Home Interiors** line was acquired - a collection distinguished by a sensual and distinctive glamour. In 2014, the license of **Gianfranco Ferré Home** joined the Group: the brand inherits the style of the fashion house in a perfect combination of contemporary elements, metropolitan charm and vintage references. **JCP Universe**, Jumbo Group's experimental brand, was born in March 2016, giving life to a collection that blurs the lines between art and design. In September 2017, the Group expanded further with the **ETRO Home Interiors** line, in which furnishings with exotic allure, inspired by the theme of travel and faraway cultures come to life thanks to iconic fabrics and evocative materials. Strengths in common across all brands are the high quality of materials and workmanship, attention to detail and passion for craftsmanship, cornerstones of the most authentic Made in Italy tradition. Together with the ability to **innovate, experiment and dare on several fronts**, they define the versatility of a multifaceted offer that embraces different styles, from classic to contemporary.

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