



JANUS et Cie®

### **Introducing a VR Experience for Milano Showroom**

On April 12, 2021, in tandem with Milan Designer's Week, JANUS et Cie is pleased to announce the launch of a VR experience for their flagship showroom in Milan. The interactive platform allows visitors to explore a selection of furniture, textiles, and accessories and to view the new Chopstix collection designed by Paola Navone.

Accessed via the dedicated webpage, guests are virtually welcomed at the spacious entrance of the Milan showroom and are free to explore the bright and elegant ground level, then scale the central staircase to discover the other three floors. The hyperlinked interactive buttons enrich the digital experience providing access to informative product content, such as the available finish options, spec sheets, and instructions for care and maintenance. Much like a physical showroom, the VR will also be updated often in accordance with the brand's feature collections and new offerings to mirror the setup of the actual Milan showroom.

The digital reproduction of the JANUS et Cie showroom at Via Fatebenefratelli will present a selection of furniture collections by Paola Navone for Milan Designer's Week: visitors will not only be able to view the new Chopstix collection, including the armchair that was recently honored with a 2021 Red Dot Award, but also Navone's Dolce Vita and Strada outdoor collections.

<https://vr.janusetcie.com/milanshowroom/>

### **About JANUS et Cie:**

The Definitive Source for Site, Garden, and Casual Furnishings®

For more than 40 years, JANUS et Cie has been an industry leader in design-driven furnishings for the outdoors. The luxury furniture brand, part of Lifestyle Design family with Cappellini, Cassina, Ceccotti Collezioni, Luminaire, Karakter, Poltrona Frau, Luxury Living Group, and DZINE serves commercial, hospitality and residential clients with a dedicated focus on outstanding quality, superior craftsmanship and unparalleled service. In the years since the company's founding in 1978, JANUS et Cie has transformed from a single showroom in the Los Angeles Pacific Design Center to a comprehensive global design resource with 19 flagship showrooms, as well as field offices and select dealers throughout the world.

The company's namesake—the Roman god JANUS, whose two faces look both forward and back—is the foundation of a unified mission rooted in tradition, heritage and craft, yet equally dedicated to innovative materials and progressive engineering. This inspired long-term view is realized through the lens of a unique corporate culture that encourages curiosity, creativity and collaboration in the pursuit of excellence.

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## JANUS et Cie®

JANUS et Cie offers a diverse catalog of over 6,000 pieces—each design remarkably distinguished in concept and form—and in addition to furniture, includes a growing commitment to decorative accessories and performance textiles. Acclaimed by the most discriminating designers, architects and juried competitions, this powerful body of work has inspired for decades a demand for beautifully imagined furnishings to be used both indoors and out, and has influenced an entire industry in the process.

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