



SEPTEMBER 2017

“LAWRENCE” AND “JACQUES”, ADV CAMPAIGN LAUNCH

The launch campaign for the new Lawrence seating system and the Jacques collection is set to begin in September. Both lines were designed by Rodolfo Dordoni and introduced at the Salone Internazionale del Mobile in Milan, where they received rave reviews from industry professionals and the public.

The ad campaign will appear in more than 160 design and architecture, news, fashion and lifestyle publications, chosen from among the most authoritative and distinguished periodicals around the globe, and perfectly attuned to the brand's target audience.

The communication strategy consistently interprets the journey of brand strengthening pursued by the company in recent years, further supporting the perception of an image that is increasingly well-defined and recognizable.

The spellbinding settings that form the backdrop for the new products conjure up an elegantly balanced atmosphere that is, at the same time, filled with elements of surprise. The collection's sophisticated aesthetic language is revealed in the choice of exclusive materials and original pairings – wood, stone, glass, fabric and leather with unexpected textures and colors that kindle feelings of warmth, lending an air of restrained elegance to residential and hospitality settings.

Star player in the new campaign is the Lawrence sofa, a system that reveals a bold, decisive personality, endowed with extraordinary versatility and a classic-modern flair enhanced by details with a formal, sophisticated edge.

The image of the Lawrence seating system alternates with the one focused on the Jacques collection – composed of sofas, armchairs and ottomans in various sizes. It is the expression of a new paradigm in taste and a breathtaking identity that, with its rounded shapes and softly padded seats and backrests, adroitly contrasts the formal, geometric lines that characterize the Lawrence sofa.

Allies in completing the two decors are the Colette armchair, Lou, Song and Calder coffee tables and countless accessories that establish an inspiring dialog with the surrounding space while also ensuring an ideally balanced interaction between shapes, patterns and colors.