

Doubling up: two of everything

2021



Loro Piana

INTERIORS

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The entire Loro Piana Interiors collection for 2021 revolves around the concept of doubling up. The elegance of exclusivity, and an unparalleled expertise that draws on six generations of textile industry heritage and innovation, are what lie behind our ranges of original, versatile, refined fabrics and finished products that showcase colour, patterns and combinations. The collection throws the focus on double fabrics, with contrasting shades or different patterns on each side. Colours also double up: on the decorative details, the positive/negative effects featured, the trims and edgings. All of the options are designed to be combined in ever-different ways to reflect personal tastes. Designs, colours, textures and materials alternate and mingle to create different styles of interiors, offering an ideal tour of distinctive settings that range from the inviting warmth of a holiday home in the Alps, to the refined elegance of picture windows overlooking a city skyline, to the welcoming ambience of a country house, to the fresh, breezy feel of a seaside residence.

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Against a snow-covered backdrop

Colours and atmospheres that evoke warmth are the inspiration for this part of the collection. The star of the show is wool, used pure in rich double *jacquard* fabrics, designed above all for enveloping curtains of great character, or in the form of throws and cushions that celebrate pattern.



curtains Newari



Newari and **Lhasa** are double wool fabrics with geometric, two-tone motifs on both sides. **Kora** features a delicate floral design, while **Dharma** offers up a refined paisley.



cushions Newari, Dharma

All four are available in four different shades, designed to create combinations that play with warm mélange tones and patterns. Perfect for curtains and light upholstery.

throws Oasis

Pure wool is also used for the **Oasis** throws and cushions, making its debut in this collection. Soft to the touch, relaxed and versatile, with geometric designs that vary according to the shade, each side of the double fabric features a different motif. Designed to be used together.



The throws come in a new size, 140x140 cm, with short fringe trim. The cushions are available in a square format measuring 45x45 cm, or rectangular, 70x40 cm.

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cushions Oasis

sofa Ginza Bukhara Plain and Stripes, piping Maremma, rug Saint Emilion



The **Bukhara** fabric is a blend of wool, linen and cotton, available in solid colourways or with subtle irregular stripes in tonal shades to mix and match for characterful upholstery. The fabric is produced using bouclé yarns that lend texture and movement to the surface.



It is complemented by **Maremma**, a new, highly durable cotton moleskin in a wide range of colours. Bukhara and Maremma come in shades that are perfect to mix and match, as on the **Ginza** sofa, which has plain and striped Bukhara fabric on the structure and cushions, and contrasting Maremma on the borders, highlighting the sleek, minimal look of the piece. The **Ginza** sofa is one of the pieces of furniture that can be made to measure using Loro Piana Interiors fabrics.

City views

A sleek, refined interior overlooking the city. This setting plays host to the **Ginza** furniture collection, which is all about square shapes and perfect proportions, designed with space between the back and armrests to accommodate with the utmost comfort. The name is a tribute to debut showing of these pieces, on the top floor of Loro Piana's recently opened flagship store in Tokyo.



armchair Ginza Sherpas Mélange, piping Sherpas
cushions Damask and Khotan, rug One Step to Heaven



The armchairs, sofas, daybeds and poufs are all made exclusively for Loro Piana Interiors and upholstered with our fabrics. They channel a contemporary look with a clean, minimal feel, teamed with supreme comfort, the values that inspire all of Loro Piana's products. The comfort factor is cleverly concealed on the inside: the special polyurethane foam used sits on a firmer base, which supports the body and adapts to its shape and weight. A consummate combination of softness and structure, completed with the unique touch of our fabrics.

While cashmere is used for the furniture, wool and silk dress the windows overlooking the city, in the form of the new **Damask** fabric, in a 160 cm width with a contrasting 16 cm silk grosgrain border. This is a new departure for Loro Piana Interiors, a material created primarily for elegant curtains, available in ready made panels. The width of the border can be adapted simply by folding it.



armchair Ginza Sherpas Mélange, piping Sherpas
cushion Khotan, curtains Damask, rug One Step to Heaven

cushions Essential

Refined colour contrasts also grace the **Essential** cushions and throws in ultra-soft double wool and cashmere fabric. The fabric is produced in a double layer directly on the loom and is fully splittable, to enable it to be crafted using the double construction technique, namely opened along the edges, then the two layers folded inwards and stitched by hand, ensuring an invisible finish.



curtains Damask, armchair Ginza Sherpas Mélange, piping Sherpas throw and cushion Essential, rug One Step to Heaven

On the blankets, the Loro Piana initials are branded on the leather. The cushions are in two-tone colourways with contrasting stitching.

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A window on art

A contemporary interior. A select set of essentials, infused with refinement, in sophisticated shades that evoke a vision of elegance. The **Ginza** daybed is impeccably upholstered in cashmere fabric that softly cushions all the corners. The structure has a solid base, creating a reassuring presence for a neutral element that adapts effortlessly to its surroundings. The brass feet add a light touch. They feature an insert in white rubber inspired by the white soles of Loro Piana's most iconic footwear, specially designed so as not to mark boat decking, and offering the perfect solution for a non-scratch finish.



Sitting on the daybed is the **Venice** quilt in silk shantung and cotton lined in fine, super-soft Wish® wool and filled with “Heart of Cashmere”, a warm, airy-light wadding produced using cashmere offcuts, to ensure that none of this prized fibre goes to waste: a precious contribution to a very refined decor item. The subtly contrasting stitching picks up the shade of the inner side.



daybed Ginza Sherpas, piping Katai, cushion Jaipur, cushion Samarcanda
quilt Venice, rug One Step to Heaven

curtain Damask



The Roman blind is a refined interpretation of the **Damask** fabric in wool and silk with silk grosgrain border: this can be used in various different ways, beyond the classic, softly draped curtains.

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A glimpse of history

The most refined fabrics in the collection are inspired by the interiors of an elegant city residence. **Balthazar** is a jacquard weave silk shantung and cotton fabric featuring wide diagonal stripes with slightly irregular borders in four different shades, set against an ivory background. Very full-bodied, with a firm consistency that recalls couture fabrics, it is mainly designed for drapes or panel curtains, where the diagonal stripes can be combined to create a maxi chevron pattern. Also perfect for cushions.



curtains and cushions Balthazar

Samarcanda is the solid colour version, in five shades, 210 cm width, a brand new addition to the collection. **Limoges**, an ultra-light blend of cashmere, silk and linen, in a 3 metre width, rounds off the selection of elegant curtains. Boasting a rich, fluid drape, it comes in white and ecru and is designed to be layered under heavier curtains.



This interior also features the **Ginza** pouf, the last element in the new Loro Piana Interiors furniture range. This version is upholstered in super-soft, exclusive Cashfur in cashmere and silk in a natural shade, finished with contrasting edging.

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pouf Ginza Cashfur, piping Sherpas, rug One Step to Heaven

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Garden scents

Linen softly filters the light from the garden,
through double fabrics that are crafted using complex techniques
to produce two layers that are nonetheless cool and airy.



Arles features coloured stripes against a white background, in a different shade on each side, giving rise to subtle contrasts. **Espero** is another double linen fabric: in solid colours, different on each side.



curtain Arles, rug Stuoia Chevron



Both are perfect to combine with the 10 colourways of **Eolo**, a single layer of ultra-fine linen, and the linen fabric **Tangerine**. All three come in a 3 metre width, ideal for lavish drapes. **Arles** and **Espero** can also be used for cushions.

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The sea breeze

The final setting for the collection is a light-flooded room overlooking the Mediterranean coast. The light glows through the lightest of *jacquard* weave linens, and the interior embraces a refined natural palette. The windows are dressed in **Ghibli**, a pure linen in six shades with a delicate positive/negative floral pattern, while **Afriko** presents an irregular geometric pattern, also with a positive/negative effect. These exquisitely airy fabrics drape richly yet are sheer enough to create a harmonious play of light.



Dehors Antibes and **Malibu**, the new outdoor fabrics, have been used to cover the armchairs in the middle of the room, combining solid colours and a canneté weave with a two-tone geometric motif. The silky soft consistency is bound to come as a surprise, in a resilient technical fabric like polypropylene that stands up to the elements. This is thanks to the carefully chosen yarn, which undergoes numerous finishing processes to enhance the look and feel of a material with outstanding stain-resistant, anti-bacterial and anti-fungal properties. The water-less dye process used reduces its environmental impact and the fibre can be recovered and recycled indefinitely to produce other materials.



cushion Dehors Antibes



armchair Piazzetta Dehors Malibu and Dehors Antibes, piping Dehors Plain
curtains Ghibli and Afriko, rug Dehors Rug Plain

curtains Ghibli and Afriko

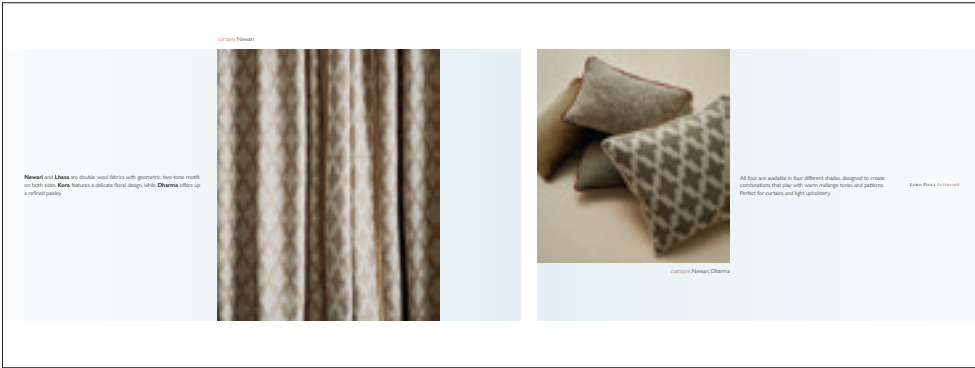


And when it comes to technical, high-performance solutions, the contract collection features two new products: the flame-retardant curtain fabric **Crillon**, in printed polyester yarn - each bobbin is different, producing unique, ever-different effects - with a very interesting handle reminiscent of the crunchy texture of linen. Channelling the theme of the collection, this is a double-sided, two-tone fabric. Lastly, we come to the unexpectedly softness of the polyester velvet **Regis**, also flame-retardant and ideal for theatres, cinemas and concert halls, available in 12 shades.

The colours of the new

2021 collection

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Newari AWW1050RS - 100% vv



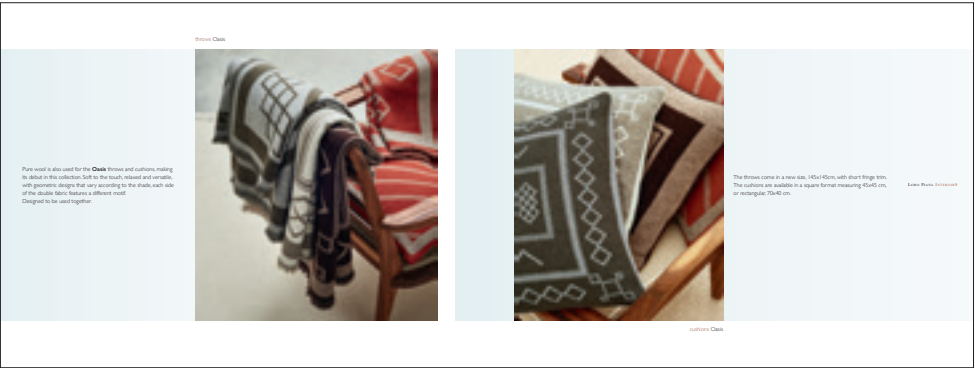
Dharma AWW1050ARS - 100% vv



Lhasa AWW1050CRS - 100% vv



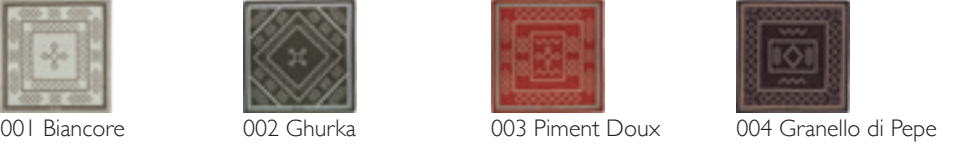
Kora AWW1050BRS - 100% vv



Oasis Throw PC5126 - 100% vv

Oasis Cushion PW5126Q - 100% vv

Oasis Cushion PW5126R - 100% vv





Bukhara Plain AL2055 - 42% li 30% co 23% wo 5% pl



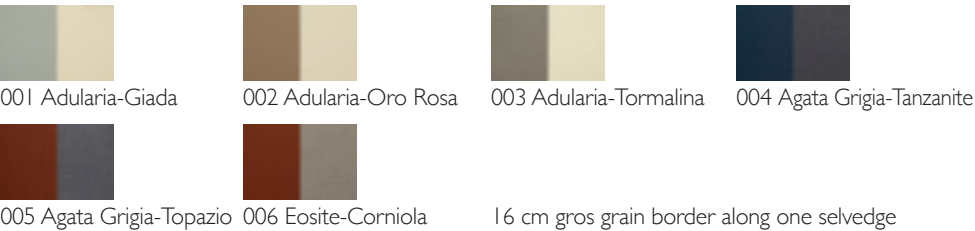
Bukhara Stripe AL2056 - 42% li 30% co 23% wo 5% pl



Maremma AC3024 - 100% co



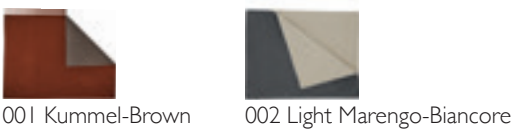
Damask AWWSI048 - 68% ww 32% se



Essential Throw PC5137 - 93% ww 7% ws 200 x 150

Essential Cushion PW5137Q - 93% ww 7% ws 45 x 45

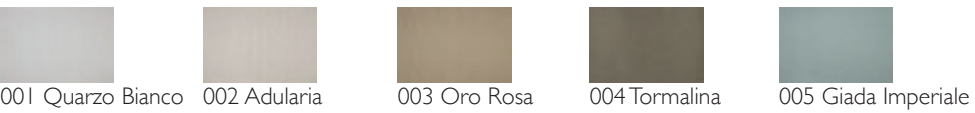
Essential Cushion PW5137R - 93% ww 7% ws 40 x 70



Venice PC5140 - 90 x 250 - front 80% se 20% co - back 100% ww - filling 85% ws 15% pla



Samarcanda ASI012 - 80% se 20% co





Balthazar ASI013 - 80 se 20% co



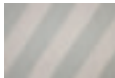
001 Adularia



002 Oro Rosa



003 Opale Nobile



004 Giada Imperiale

Limoges AWSI0353 - 44% li 39% ws 17% se



001 Shaded White



002 Ice



Arles AL2054 - 100% li



001 Aqua - Spago

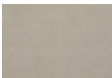


002 Cammeo - Light Grey

Espero AL2053 - 100% li



001 Biancore - Shaded White



002 Kasha - Light Grey



003 Aqua - Betulla

Eolo AL2052 - 100% li



001 Shaded White



002 Ecrù



003 Kasha



004 Taupe



005 Cammeo



006 Aqua



007 Polvere



008 Grey



009 Light Grey



010 Betulla

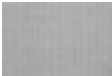
Tangerine AL2057 - 80 li - 13% co - 5% pc - 2% pl



001 Shaded White



002 Ecrù



003 Madreperla



004 Crepuscolo



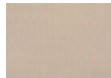
Dehors Antibes AD9010 - 100% pp



001 Ecrù



002 Zen



003 Cammeo



004 Aqua



005 Graphite

Dehors Malibu AD9009 - 100% pp



001 Absolute White



002 Biancore



003 Zen

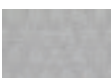


004 Cammeo



005 Aqua

Ghibli AL2058 - 100% li



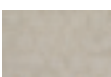
001 Light Grey



002 Cammeo



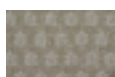
003 Sitatunga



004 Ecrù



005 Malachite



006 Tundra

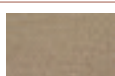
Afriko AL2059 - 100% li



001 Light Grey



002 Cammeo



003 Sitatunga



004 Ecrù



005 Malachite



006 Tundra



Crillon FR AT8031 - 100% pl fr



001 Light Grey



002 Sitatunga



003 Camargue

Regis FR AT8030 - 100% pl fr



001 Shaded Cloud



002 Zen



003 Dark Zen



004 Aqua



005 Green Blue



006 Forrest



007 Midnight



008 Olivo



009 Aubergine



010 Amaranto



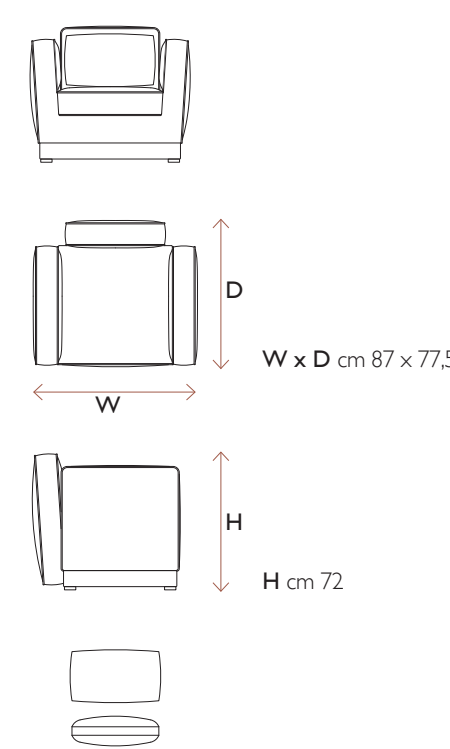
011 Borioso



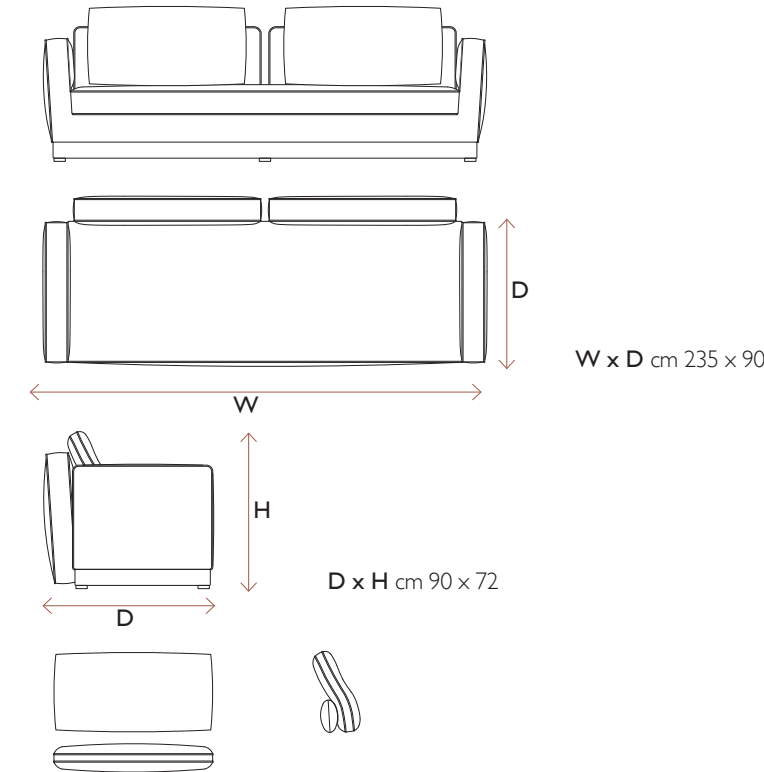
012 Becco d'Oca



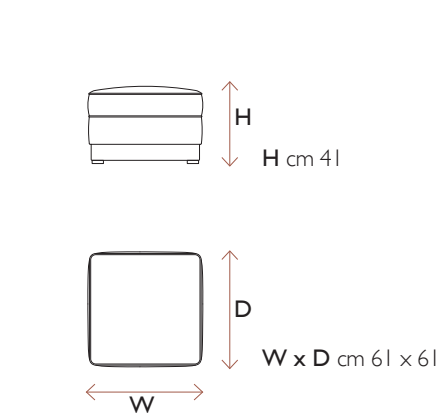
Ginza armchair FAGZ2020



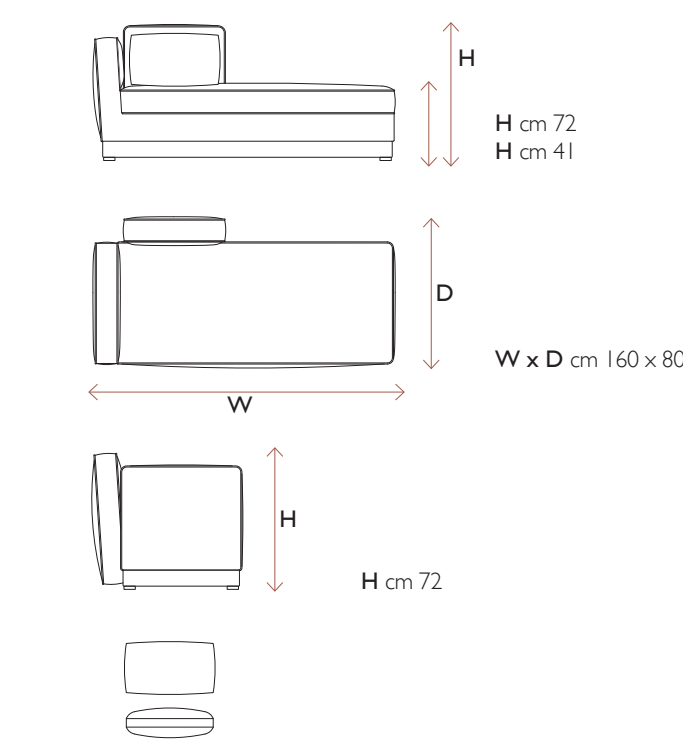
Ginza sofa FSGZ2020



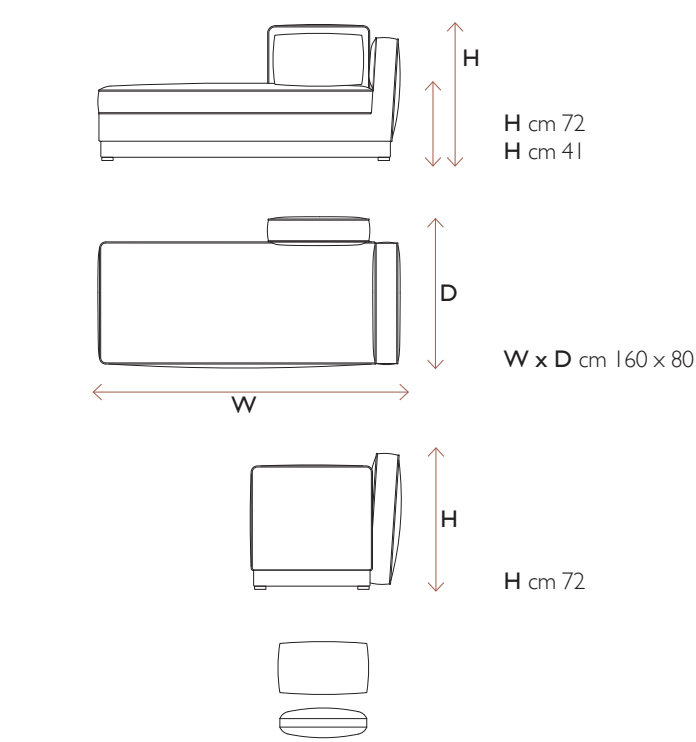
Ginza pouf FPGZ2020

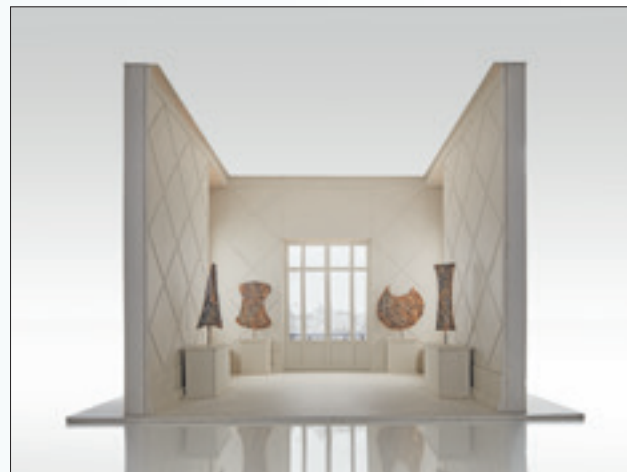


Ginza daybed DX FDGZ2020



Ginza daybed SX FDGZ2020





Our new collection of fabrics and furnishings was designed with a selection of different interiors in mind: an Alpine chalet, a city residence, a country home, a Mediterranean retreat. We had originally planned to do an actual tour of these different settings, travelling from one place to another to dress each beautiful space in Loro Piana Interiors. Given the exceptional circumstances of the current period, we decided to opt for a virtual journey instead.



To do this we experimented with a time-honoured craft, that of the scale model, which lends masterful precision to the imprecise art of envisioning the future. We built six models, one for each interior; complete with real images. We had fun recreating the settings and imagining them in situ, exploring the digital and the three-dimensional, the real and the realistic, and paying tribute to the beauty of craftsmanship and the power of the imagination.



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