

**PAOLA
LENTI**

PREVIEW MILANO DESIGN WEEK 2024

Press release

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Linea Chaise Longue Emerges as an Outdoor Protagonist with Paola Lenti's New Signature Fabrics



As the warm season approaches, it's time to set aside a space in the garden for the **outdoor furniture showcased during Milano Design Week**. In the upcoming international event in April, the Linea Chaise Longue, originally designed for indoor use over **25 years ago** and as current as ever, ventures outdoors with the introduction of **Paola Lenti's new fabric collection**. These fabrics are textural and soft to the touch while remaining extraordinarily welcoming and as colorful as always.

Linea derives its name from its essential and sinuous silhouette, key to its unmistakable and enduring character that transcends fleeting fashion trends. Initially upholstered with felt, Linea became an instant icon for style after its launch at Maison&Object, earning the **Compasso d'Oro Mention of Honour in 2001**.

The new fabrics introduced in this collection complement the "historical" textiles that Paola Lenti used to revolutionize the outdoor furniture market, including Aquatech, Rope T, and Brio. They result from **ongoing research**, a constant element in the daily operations of the Meda-based company.

Each fabric, from Moss to Whim and Rope T Mélange, undergoes **experimental processing before weaving**. The yarns are subjected to technical processes that create **bouclé or mélange surfaces, or they adopt terry cloth or chenille effects**. These unprecedented results, uncommon for materials designed to resist sun rays and exposure to sea or swimming pool water, demonstrate Paola Lenti's commitment to pushing the boundaries of outdoor furniture design.

LINEA

design Francesco Rota



Outdoor chaise longue with backrest adjustable in two positions in addition to the rest position. The structure, in cataphoresis treated and varnished steel, is provided with plastic spacers. The padding in stress resistant differentiated expanded polyurethane is encased in a fixed foam covering in polyester fiber and polyamide. The removable upholstery cover is available in the outdoor fabrics in the collection. Linea, in the original indoor version, is one of the first designs resulting from the collaboration between designer Francesco Rota and the Paola Lenti company and one of the products that has made the brand renowned worldwide.

In the photo, Linea is upholstered with Moss, a 100% recyclable fabric, similar to a dense terry cloth. Moss is loom woven with Rope yarns in different colours to produce a delicate mélange effect.





Founded in 1994, Paola Lenti is renowned worldwide for the innovative twist it has given to design products and for its unmistakable interpretation of colour. In thirty years of activity, the company has created a collection of exclusive fabrics and technical materials, eco-friendly and available in hundreds of hues. Paola Lenti indoor and outdoor collections and complements for the architecture are displayed in the most important international showrooms.

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