

## Living Divani and Corneliani

Reference point on the design scene due to the perfection, harmonious proportions and sense of understated luxury of its upholstery, **Living Divani** has been chosen to enhance the new lifestyle images of **Corneliani**, the Mantuan fashion brand that, from over 60 years, is synonymous of an impeccable and refined, but at the same time spontaneous and comfortable, Italian menswear.

**High artisan quality, an idea of luxury** that speaks softly and expresses itself through details, **the preference for simple lines, neutral tones, and sophisticated fabrics**, connect Living Divani and Corneliani, the two renowned brands of **Made in Italy**.

Both partners of **Altagamma**, the foundation that gathers Italian companies of international repute, which operate at the top end of the market and stand out for innovation, quality and service, the brands have established themselves over time as **ambassadors of Italian lifestyle all over the world**, a unique spirit that is not only expressed through the beauty tout-court but also in virtue of the core values, primarily heritage, experience and culture.

The result of the collaboration is a series of extremely sophisticated images, which looks to the while projecting into the contemporary world through avant-garde fabrics and manufacturing process, for a truly attractive and inspirational total look. This is the fil rouge that links Corneliani and Living Divani, excellences with **an important and refined experiential background capable of evolving and always appearing modern and up to date**. Able to transform their incredible savoir-faire into a real savoir-vivre, both offer precious moments to live, wrapped in a sophisticated, timeless and cosmopolitan allure.

The **latest proposals of Corneliani** are characterized and permeated by the Seventies spirit and by the assertive elegance of the **SS2020 Spring Summer Collection**, by fabrics and manufacturing processes with an ecological soul that constitute the **CIRCUS Collection**, up to the best of sartorial sophistication for special occasions, of the **Ceremony** line; each collection is therefore transformed into an experience to be lived surrounded by the perfect atmosphere of the **Living Divani indoor and outdoor scenarios**. The light and essential trait that pervades the creative solutions of both companies, shines through these environments where fashion and design interact harmoniously, sharing their contemporary and open-minded character.

The man in Corneliani, pleasantly spends his day in elegant domestic interiors, working spaces, urban views and transit places, suggestively furnished with both iconic products and latest novelties by Living Divani, in the name of **silent elegance, essential shapes and precious details**.

The wise eye of the photographer Max Zambelli, perfectly conveys the mission of both brands: not only to create versatile and warm hearted products but also to set up, through them, unique moments to be lived in an authentic experience that embraces the consumer in every aspect of his daily life.

## Living Divani furnishes the pages of Corneliani SS2020 new catalogue

In the home settings, protagonists are the upholstery systems by **Piero Lissoni**, which range from the unstructured comfort of **Extrasoft** in leather, for a warm-hearted and pleasant image, to the more elegant and bourgeois attitude of **Dumas** in black leather, for an impeccable evening shot, in every single detail, in line with the casual, and at the same time formal, nature of Corneliani's proposals.

The sculptural silhouette of the **Wedge** table design by **Arik Levy** enchants thanks to its symmetry inspired by the lightness of an origami, accompanied by the **Rivulet** chair by **Junpei & Iori Tamaki**, whose wooden structure is embellished with a decorative weaving in leather that becomes a characterizing element.

The glossy shapes of **Poltrona 02** stand out and capture the attention. This product, between art and design, belongs to "**The Uncollected Collection**" by Living Divani, the limited-edition collection designed by **Piero Lissoni** to celebrate the 50 years anniversary of the brand and its 30 years as Art Director. For the occasion, the armchair is placed on the refined carpet **Ice Flowers** design by **Harry Paul**, characterized by a wise use of precious materials and featuring a unique harmony of patterns and contrasts.

Freedom is also movement: it begins with a fleeting walk among the sculptural yet rarefied forms of the **Sedia 05** and **Sedia 07** ("**The Uncollected Collection**"), to overcome the elongated silhouettes of the **Agra** armchairs by **David Lopez Quincoces**, with neoclassical elegance, followed by the **Pebble Low Table** by **Lanzavecchia + Wai**, inspired by the organic shape of stones.

Waiting moments become enjoyable on the **Rodwood** armchairs designed by **Piero Lissoni**, characterized by a wooden shell for an extremely natural visual impact, together with the **Era Table** designed by **David Lopez Quincoces**, available in different heights and sizes.

Finally, for a break or a cocktail is perfect the lounge area furnished with **Tethys** low table by **Gabriele and Oscar Buratti**, surrounded by the **Era Settee** and **Era Easychair** designed by **David Lopez Quincoces**, with a padded backrest covered in leather and a slender steel structure painted in gunmetal grey colour. Everything in the name of lightness and purity which pervade the whole **Corneliani collection**.

Press Office Living Divani: T +39 031 630954 [press@livingdivani.it](mailto:press@livingdivani.it) [www.livingdivani.it](http://www.livingdivani.it)