

 **KELVIN GIORMANI**

KELVINGIORMANI Fashionable Custom-sofa Crafter 2014 Collection



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Fashionable Custom-sofa Crafter

KELVIN GIORMANI



2014 New Advertising Ideas for KELVIN GIORMANI dealers
(refer to website for details)



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1.5D

4DB

Leather: 0570F-4DB (subject to availability)
Leather: 9470F/9449F/9418F/9423F-1.5D (subject to availability)

CAVALLO IV 0365B



The design of Model CAVALLO was inspired by one of the 12 animals of the Chinese zodiac, which is HORSE. For the most part of 2014, it's the year of HORSE according to the ancient Chinese calendar. A horse inspired model certainly fits in the KELVIN GIORMANI 2014 Collection. The sofa arms and legs of Model CAVALLO resemble the posture of a running horse.





CAVALLO III (0365A) and CAVALLO IV (0365B) were designed with the original scale of a "running horse," and that's why the width of the sofa arms and legs are wider than those of CAVALLO I (0364A) and CAVALLO II (0364B).

The difference between versions "A" and "B" is that both Model 0364B and 0365B have a decorative stainless panel at each sofa arm side. It's like an option for those who would like more accessorizing features on sofas.

Optional headrests are available for enhancing the comfort.



Optional coffee tables (STG3W) which have the design matching with the sofa seat frame.

Luxury sofas can go well with bold multi-color concept. Are you ready to try four personalized leather colors in one sofa?





4RA  SXL

Leather: 0517F (subject to availability)

CAVALLO I 0364A

16



CAVALLO III (0365A) and CAVALLO IV (0365B) were designed with the original scale of a "running horse", and that's why the width of the sofa arms and legs are wider than those of CAVALLO I (0364A) and CAVALLO II (0364B).

On the other hand, with a lighter scale, CAVALLO I (0364A) and CAVALLO II (0364B) can better fit in smaller living rooms of metropolitan homes.

It's not rare to find other horse inspired sofas that are associated with classical design concepts. On the contrary, CAVALLO has a distinctive modern flair and is a truly unique design piece.

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Optional stool (ST2) is available with the design matches the sofa seat frame.



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4RA SXL



Leather: 7525F (subject to availability)

VELOCE I 0380



The design of Model VELOCE was inspired by the shapes and forms of the spoiler from a sports car as well as the streamline outer appearance of sports car bodies in general.

The clean & minimalistic version of the model is VELOCE I (0380) which does not come with any of the 2 optional leather-crafting features (see details in page 25 to 33).



Optional stool (ST2) is available with the design matches the sofa seat frame.



The design of the chaise (SXL or SXR) front leg goes in line with the shape of a sports car spoiler.





Leather: 9404F (subject to availability)

VELOCE II 0381



Designing contemporary sofas, we love to work on genuine leather as creatively and fashionably as designers do for conventional fashion goods like, shoes, handbags and garments.

For Model VELOCE, we incorporate 2 different types of fashionable leather-crafting features (optional) into the sofa arm and back frames. The first one is diamond-pattern stitching (VELOCE II 0381). The second one is genuine leather perforation with contrasting-color inlay (VELOCE III 0382).

The clean & minimalistic version of the model is VELOCE I (0380) which does not come with any of the 2 optional leather-crafting features.

A specially designed armrest cushion (A142) is available as an option.

The version that comes with the diamond-pattern stitching is VELOCE II (0381).

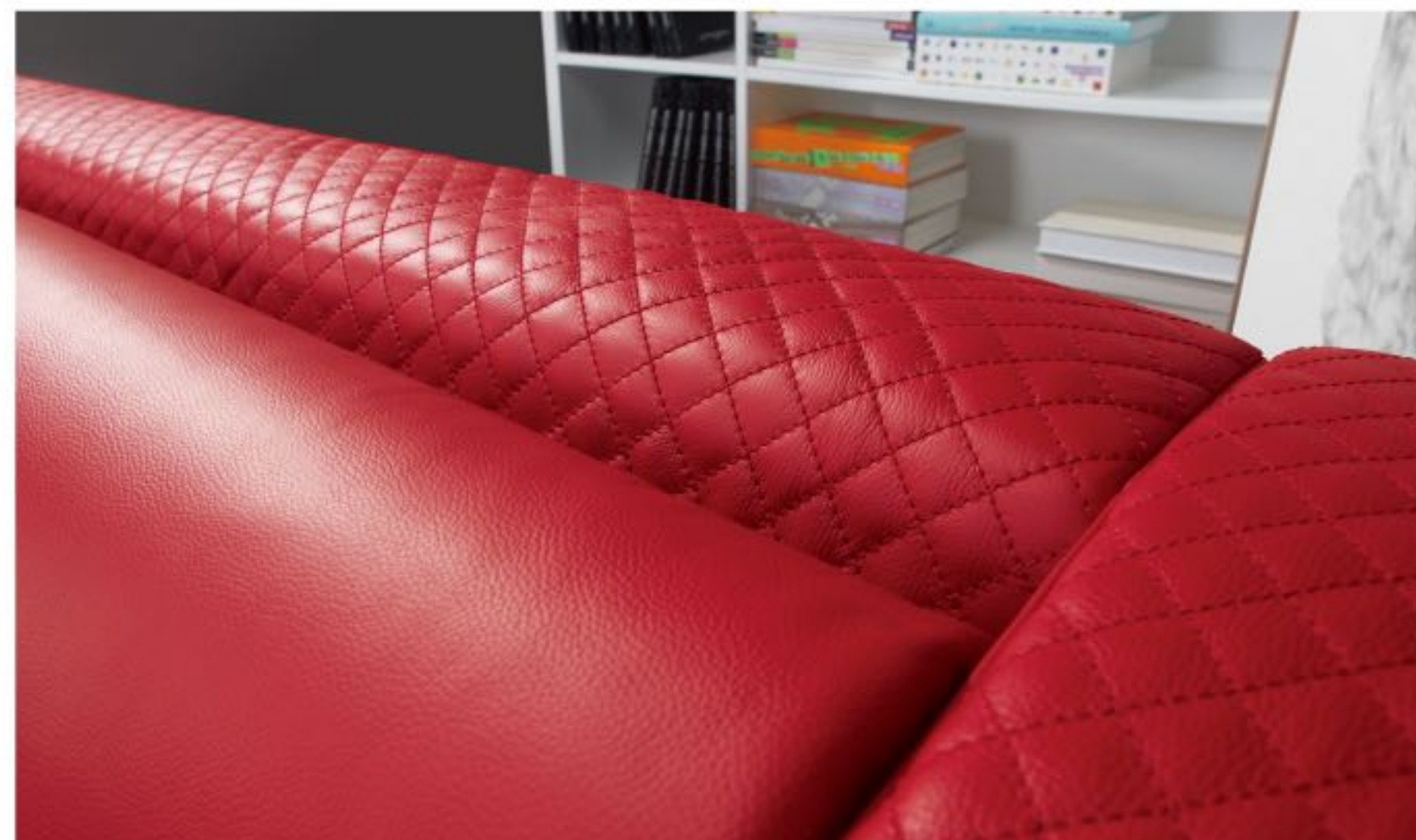


The version that features genuine leather perforation with contrasting-color inlay is VELOCE III (0382).

For the contrasting-color inlay, there are 6 different color options (details in page 33).



Incorporating fashionable leather-crafting features into contemporary sofa designs is always a signature design concept of KELVIN GIORMANI sofas. The way that the diamond-pattern stitching is featured on Model VELOCE tells us that sofas can also be fashionable!



Optional coffee tables (STC3W) which have the design matching with the sofa seat frame.



Optional headrests are available for enhancing the comfort.



The arm width of VELOCE armchair (1DAC) is about 5cm shorter than that of the sofa, which gives a better scale for an armchair.

The unconventional shapes and forms of Model VELOCE creates an eye-catching view in 360 degrees on the armchair.

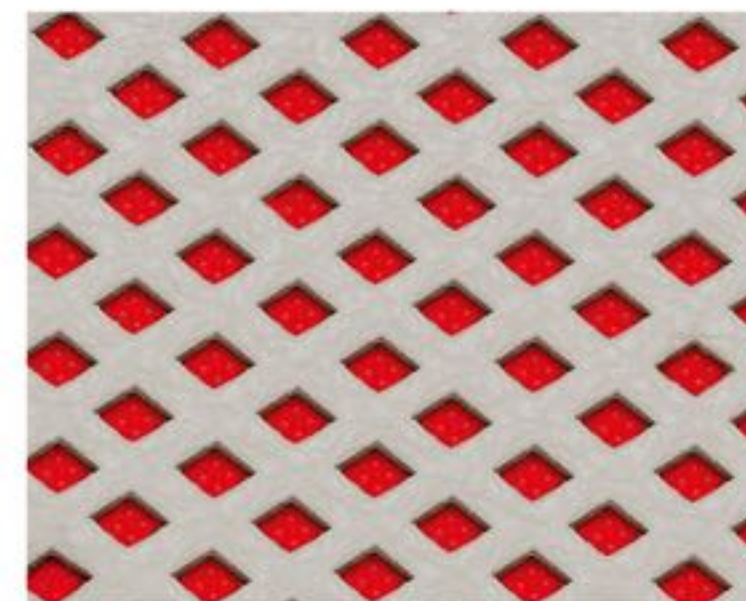


VELOCE III (0382) features genuine leather perforation with contrasting-color inlay.

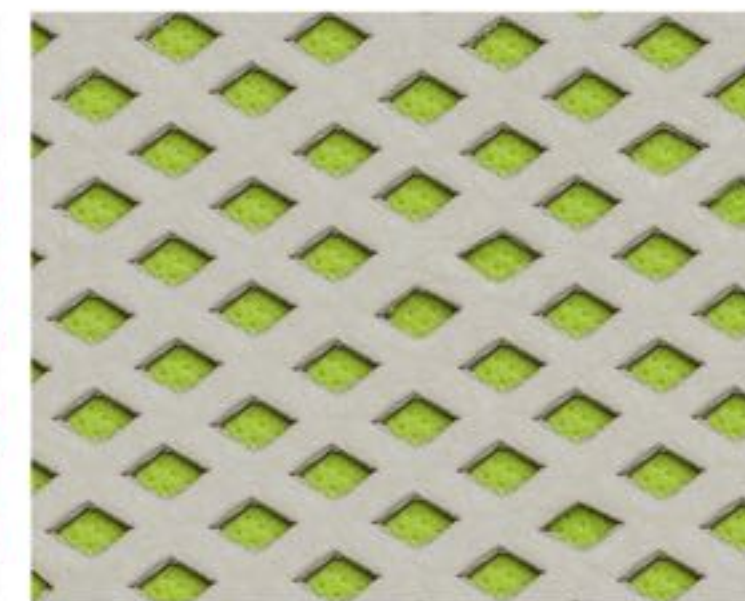
For the contrasting-color inlay, there are 6 different color options. They can be customized with any leather within the KELVIN GIORMANI leather collection.



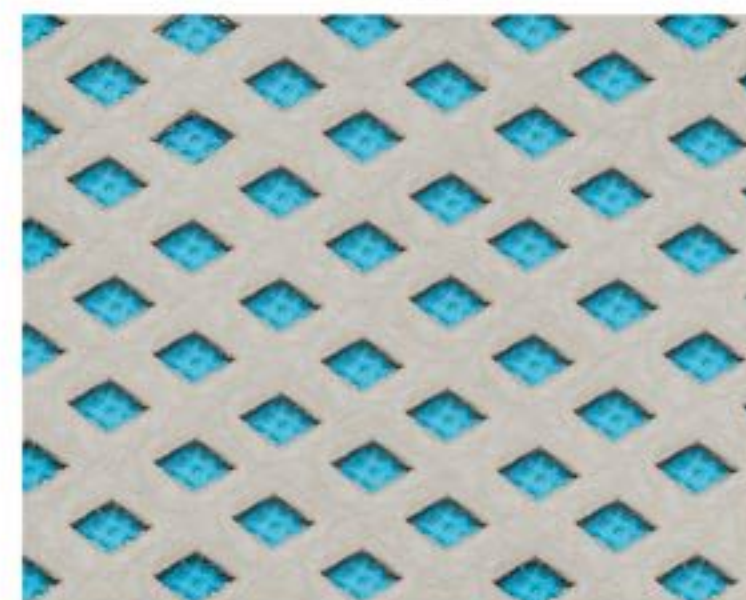
Yellow



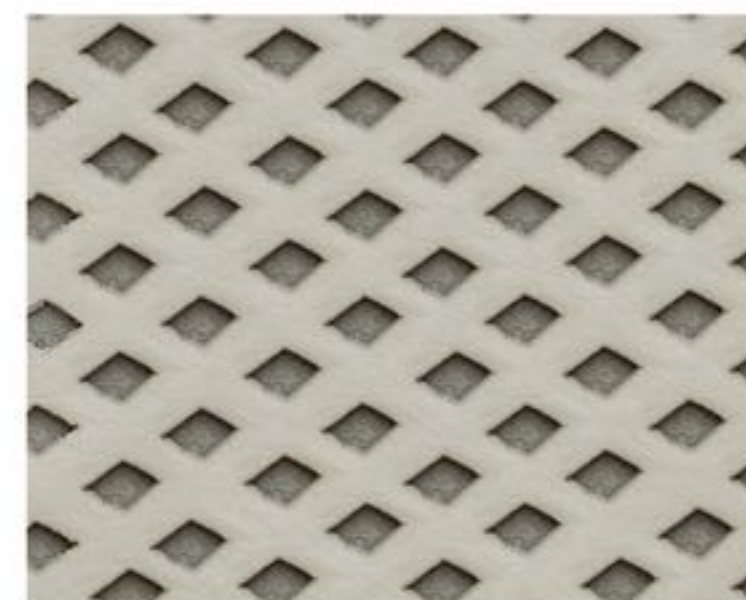
Red



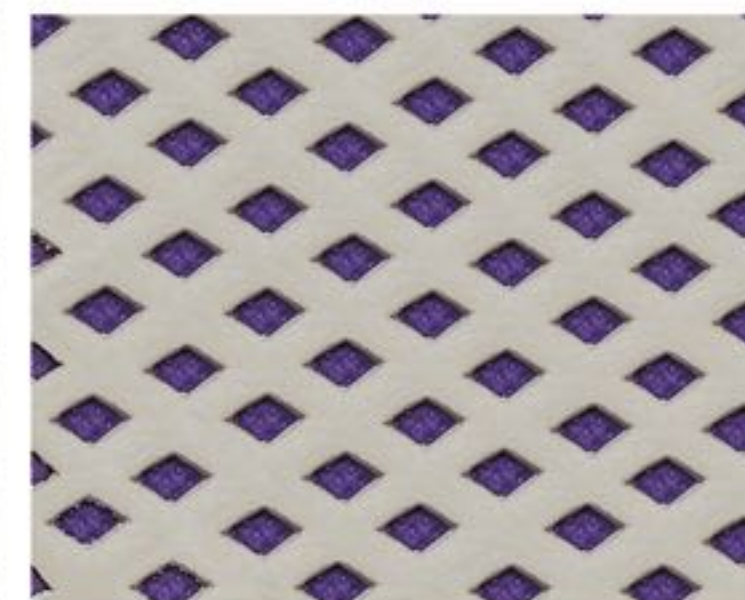
Green



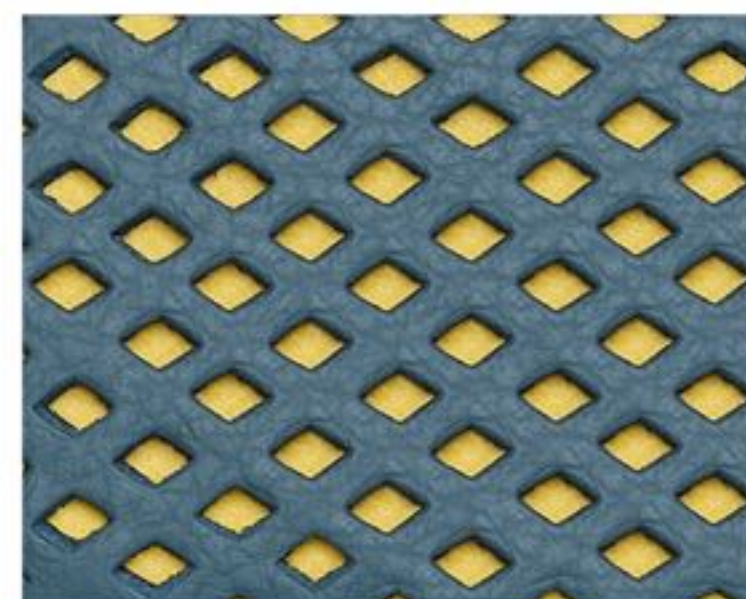
Blue



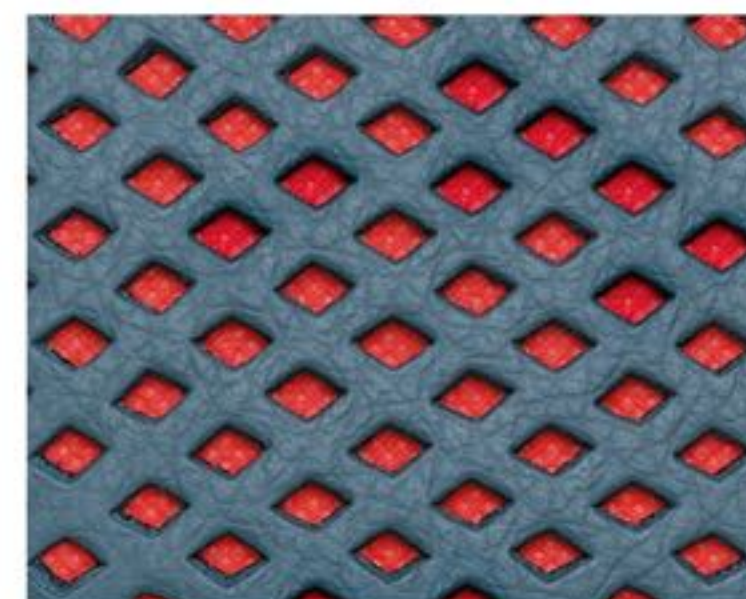
Grey



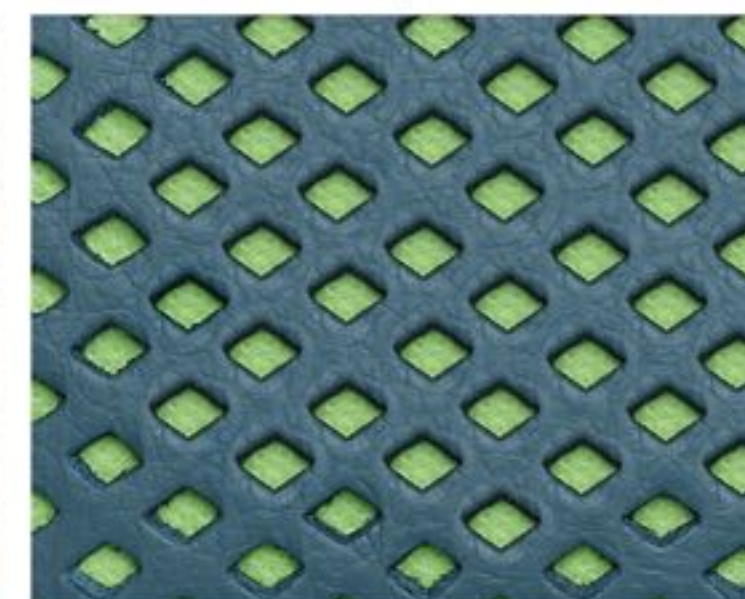
Purple



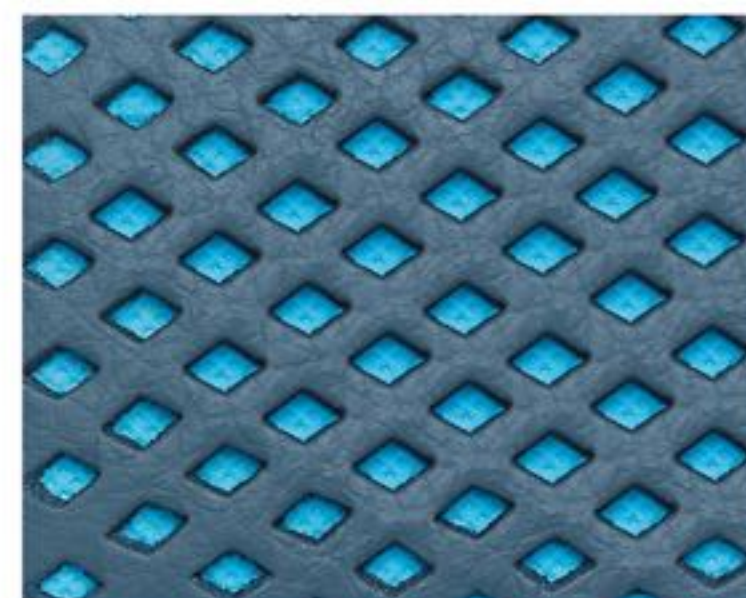
Yellow



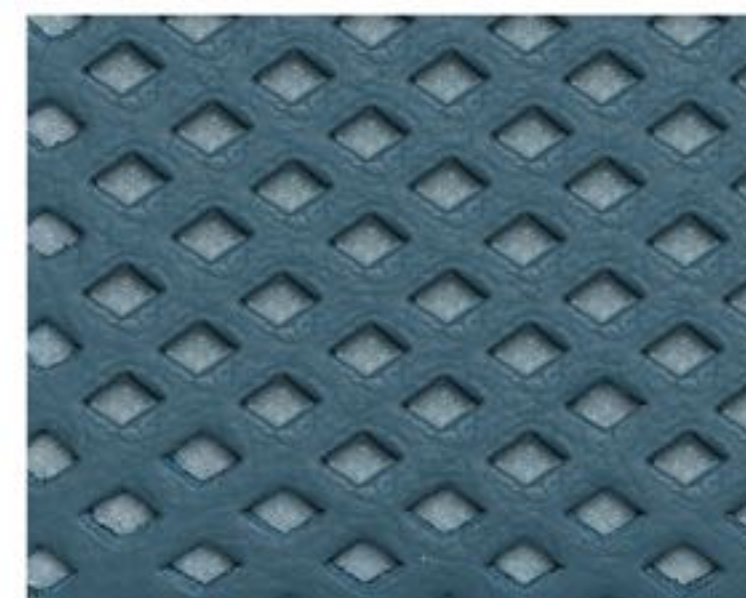
Red



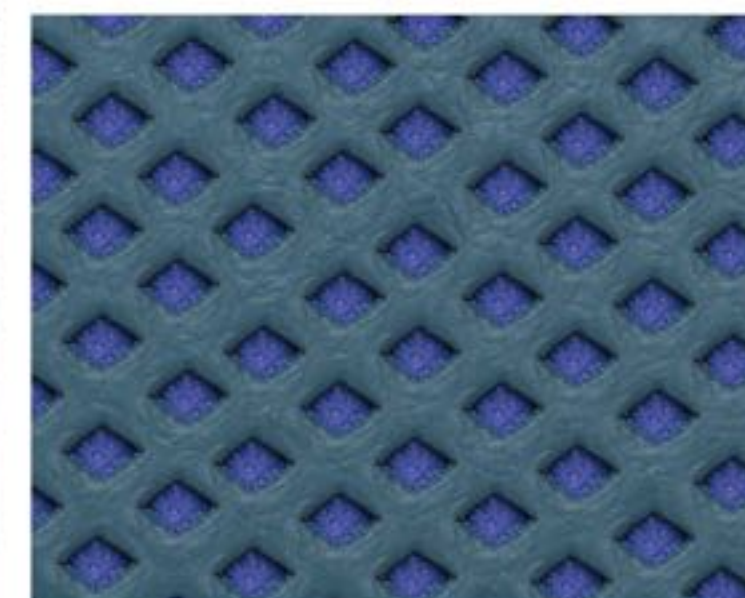
Green



Blue



Grey



Purple



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DIAMANTE II 0387



4RA

SXL

1DAC

Leather: 3793F/3593F-4RA+SXL (subject to availability)

Leather: 3628F/3693F-1DAC (subject to availability)

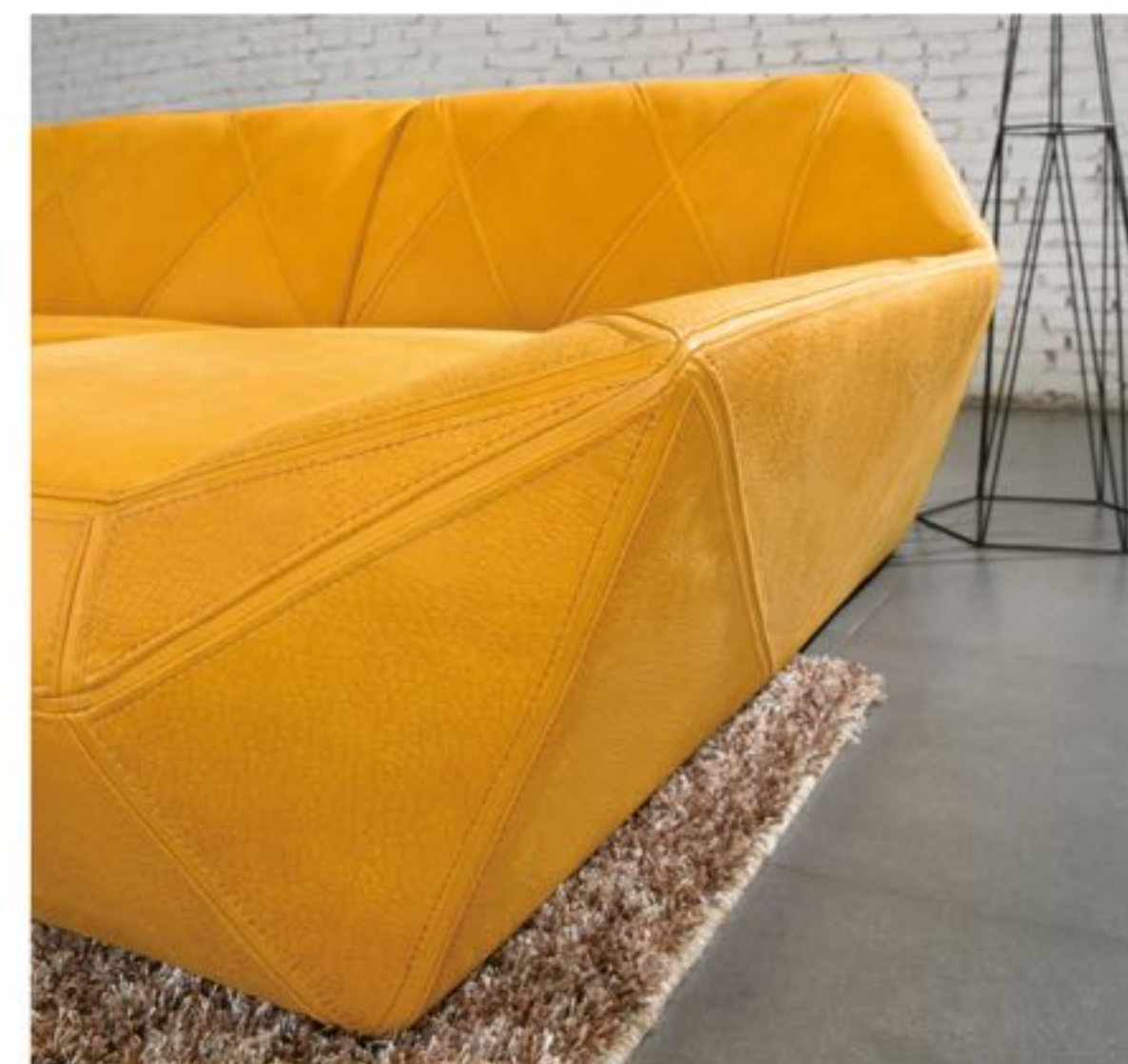
38

DIAMANTE II 0387



The design of Model DIAMANTE was inspired by the beauty of diamonds with various facets.

39



Each "facet" of Model DIAMANTE is well outlined and defined by 5mm-wide genuine leather strips which are sewed-and-stitched along angular genuine leather pieces that constitute the sofa covers. This special leather-crafting feature requires high-level leather cutting, sewing and stitching skills to accomplish.



The "multi-facets" design feature of Model DIAMANTE extends to the back of the sofa.



Optional stool (ST2) is available with the design matches the sofa seat frame.

IDVAC 1DAC

Leather: 3828F/3528F-1DVAC (subject to availability)
Leather: 3628F/3693F-1DAC (subject to availability)

DIAMANTE II 0387



With the combination of leather "facets" and leather strips, designers can play around with (1) contrasting leather colors or (2) combination of pattern-embossed leather and flat leather strips. As a result, almost unlimited number of personalized leather combinations (materials and colors) can be realized on Model DIAMANTE.

The "multi-facets" design feature of Model DIAMANTE extends to the back of the armchair (1DAC).

The arm width of DIAMANTE armchair (1DAC) is about 5cm shorter than that of the sofa, which gives a better scale for an armchair. Optional swivel armchair (1DVAC) is also available.







Leather: 9418F/9470F-4D (subject to availability)



Each "facet" of Model DIAMANTE is well defined and outlined by 5mm-wide genuine leather strips which are sewed-and-stitched along angular genuine leather pieces that constitute the sofa covers. This special leather-crafting feature requires high-level leather cutting, sewing and stitching skills to accomplish.

With the combination of leather "facets" and leather strips, designers can play around with (1) contrasting leather colors or (2) combination of pattern-embossed leather and flat leather strips. As a result, almost unlimited number of personalized leather combinations (materials and colors) can be realized on Model DIAMANTE.



Optional coffee tables (STC3B) which have the design matching with the sofa seat frame.



Model DIAMANTE has a lighter version (DIAMANTE I 0386) which has a thinner back frame that makes it easier to be accommodated in smaller living rooms of metropolitan homes.



Personalized color-contrasting feature as well as special pattern-embossed leathers shall be found, not just on conventional fashion leather goods, also on contemporary genuine leather sofas.

4D



Leather: 2090F/9470F (subject to availability)

50

PRISMA II 0392



51



Model PRISMA is the simplified design extension of Model DIAMANTE. The general shape of Model PRISMA retains, in a certain extent, the angular form of Model DIAMANTE.

Surfaces of Model PRISMA II (0392) are outlined by the 5mm-wide genuine leather strips which is a key design feature of Model DIAMANTE.

4D

Leather: 0586F/0686F (subject to availability)

PRISMA III 0393



To enhance the luxury flair of Model PRISMA III (0393), the special crocodile skin print leather is added to the sofa frame.





Leather: 8009F (subject to availability)

PRISMA I 0391



PRISMA III 0393



PRISMA II 0392



PRISMA I 0391



PRISMA I 0391

There are 3 versions within Model PRISMA. PRISMA I (0391) is the clean & minimalistic version. PRISMA II (0392) features the 5mm-wide genuine leather strips on sofa frame and cushion edges in contrast colors. PRISMA III (0393) comes with diamond-shape genuine leather weaving feature at the seat frame front.

The stainless steel sofa leg features a unique genuine leather-wrap base which can always match with the customized sofa leather color.

Optional headrests are available for enhancing the comfort.



Optional coffee tables (STG3W) which have the design matching with the sofa seat frame of PRISMA I (0391)



Optional stool (ST2) is available with the design matches the sofa seat frame of Model PRISMA II (0392).



Optional coffee tables (STG3B) which have the design matching with the sofa seat of Model PRISMA III (0393).



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4D



Leather: 7570F (subject to availability)

62

MARE I 0388



The design of Model MARE was inspired by the shapes and forms of a seashell as well as the beauty of its natural lines and grooves on the seashell surface.

The first version, Model MARE I (0388), resembles a seashell's original shapes and forms in the greatest extent among the 3 versions within the family of Model MARE.

The genuine leather folding effect is used to express the beauty of the natural lines and grooves on a seashell surface. Through this effect, the back comfort can also be enhanced.



Optional stool (RT3) is available with a round shape which well matches the beautiful curves of Model MARE I (0388).

63





Leather: 2267F (subject to availability)

MARE VI M0390



To make it easier to be appreciated by conventional families, we have created another 2 versions of Model MARE. The first one is Model no. 0390 where the leather folding effect is kept to better preserve the original design inspiration. Curved metal legs are added which go along with the generally round shape of Model MARE.



Optional coffee tables (STC3B) which have the design matching with the sofa seat frame.



The generally curved shape of Model MARE is extended to the sofa back frame.



70 MARE VI M0390

There are 3 options of sofa legs. The first one is made with curved solid stainless steel that is chromed with dark nickel color. The prefix of "M" shall be added to the model number to identify this leg option (e.g. M0390 or M0389).

The second optional leg is made with curved solid stainless steel with matt finishing. The prefix of "S" shall be added to the model number to identify this leg option (e.g. S0390 or S0389).



To remind people about the original design inspiration of Model MARE, a special wooden leg (optional), which resembles the shapes and forms of a spiral seashell, is available. The prefix of "H" shall be added to the model number to identify this leg option (e.g. H0390 or H0389).





The third version Model no. 0389, which is the clean version of Model MARE, was designed for those who appreciate minimalism. The original leather folding effect at the back front is eliminated.



Leather: 9407F (subject to availability)

MARE IV S0389

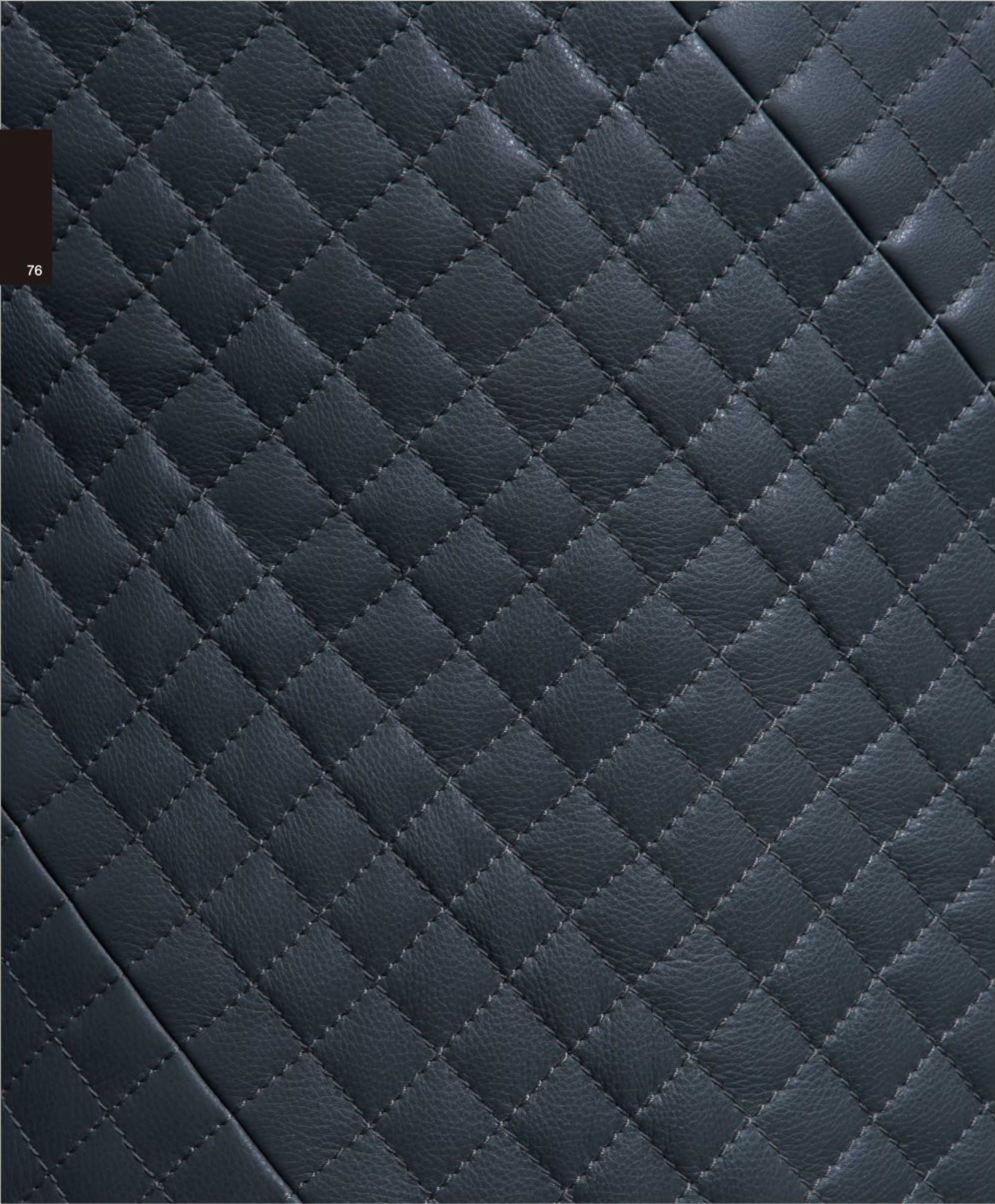


There are many beautiful shapes and forms that come from nature. The more designs that are inspired by nature, the better we inspire people to appreciate the beauty and to respect the originality of our nature.

To remind people about the original design inspiration of Model MARE, a special wooden leg (optional), which resembles the shapes and forms of a spiral seashell, is available.



Optional stool (ST2) is available with the design matches the sofa seat frame.



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4RA



SXL

Leather: 2272F (subject to availability)

COMODO VI S0384



A fashionable leather-crafting feature, namely, diamond-pattern stitching is added to the sofa arm frame exterior which becomes an optional feature of Model COMODO.

The way that the sofa arm frame curves into the back frame gives an uncommon feature to a minimalistic sofa frame like Model COMODO.



Optional stool (ST2) is available with the design matches the sofa seat frame.



There are 3 options of sofa legs. The first one is made with stainless steel. The prefix of "S" shall be added to the model number to identify this leg option (e.g. S0383, S0384 or S0385).



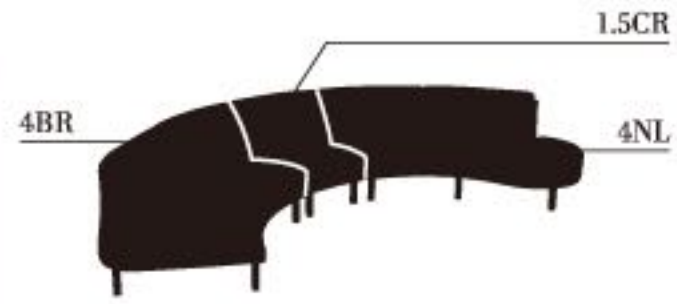
The second optional leg is made with stainless steel that is chromed with dark nickel color. The prefix of "M" shall be added to the model number to identify this leg option (e.g. M0383, M0384 or M0385).



The third optional leg is made with solid wood. The prefix of "H" shall be added to the model number to identify this leg option (e.g. H0383, H0384 or H0385).







Leather: 0525F (subject to availability)

COMODO VIII M0385



One of the key characteristics of Model COMODO is that it has more curve-frame items (SKUs) than most of the other KELVIN GIORMANI models have. It opens a lot of possibilities to create large or small curved compositions for living room with different sizes.

Large round-and-curved sofa composition being placed at the center of a master living room can easily become the focal point of a luxury home.



For those who appreciate curves, there will be a lot of nice viewing angles you can find from Model COMODO.

Optional round coffee tables (RTG3W) which have the design matching with the sofa seat frame.



Besides diamond-pattern stitching, there is one more fashionable leather-crafting feature option can be added onto Model COMODO, which is genuine leather perforation. This feature can be applied from the seat frame front through the arm frame top and all the way around the back frame top.





Leather: 9423F (subject to availability)

COMODO I H0383



The starting version of Model COMODO is certainly the clean and minimalistic version. The thin arm and high leg features of Model COMODO were created with influence from the Scandinavian home and interior style in the 50's and 60's.



Optional headrests are available for enhancing the comfort.



Optional coffee tables (STG3W) which have the design matching with the sofa seat frame.

Leather: 3256F-1DV (subject to availability)

BROOKE I AC73



Leather: 3278F-1DV (subject to availability)

BROOKE II AC74



Leather: 5586F-1DV (subject to availability)

JADE AC75

