

LELIEVRE
PARIS



made in design
PRINTEMPS



JOSÉ LÉVY

Present

JEUX DE SALON



Press kit

January 2022

Lelièvre Paris x Made In Design x José Lévy Launch Latest Upholstery Collection 'Jeux de Salon'

'Jeux de Salon' is the first collection of completely customizable upholstered furniture by **Lelièvre Paris**, designed by **José Lévy**, manufactured in France, and distributed by the brand's exclusive retail partner **Made In Design**. Bold, playful, contemporary and flamboyant, the new collection is inspired by the powerful concept of play, rendered through the architectural and customizable lines of the furniture.

Lelièvre Paris creates, weaves and produces exceptional fabrics for high-end interiors, with a range of upholstery textiles, wallpapers, wall coverings, rugs and accessories designed to elevate the world's most outstanding interior projects. Guided by bold creativity, a passion for colours and materials, and a constant drive to surprise, Lelièvre Paris is now turning its focus to furniture as a new medium to demonstrate its expertise and the wealth of its textile collections.

'This furniture collection opens a new chapter in the history of Lelièvre Paris, as the company expands its offering with an all-new collection of furniture manufactured by Lelièvre Paris.'

'This new creative gesture is an opportunity for us to deliver a 100% Lelièvre Paris experience to our clients. The vision of beauty and elegance conveyed by the collection undeniably reflects the brand's values while also highlighting the beauty of our fabrics and reaffirming our commitment to French production.'
Emmanuel Lelièvre

For this exclusive new addition, Lelièvre Paris has relied on **José Lévy** — a curious and eclectic designer, a free-thinker, and a narrator of objects and space in the great tradition of French interior designers from previous centuries — to create a bold, multi-purpose, flamboyant and very contemporary collection entitled 'Jeux de Salon'.

'The series of pieces I have imagined is a tribute to the gorgeous textiles and colours developed by Lelièvre Paris, a revered French institution and a celebrated name on the decorative arts scene for more than a century. This glorious heritage now includes 'Jeux de Salon', which deconstructs living habits and behaviours for a playful, graphic and colourful collection.' **José Lévy**



Divan Place des Victoires

'Jeux de salon'

Lelièvre Paris X Made In Design X José Lévy

**A bold, playful,
multi-purpose
and flamboyant
collection!**



The genesis of an exclusive collection

made in France and designed in collaboration by three great names in interior design.

On the retail end of things, Lelièvre has signed an exclusive distribution deal for all markets with **Made In Design**, a leading design brand both for online and physical retail, with selling points in Printemps department stores. Made In Design's decision to collaborate on this project is a natural extension of its long-standing commitment to the art scene, exemplifying the company's dedication to promoting creation by helping designers and manufacturers launch original projects.

'This collaboration encapsulates a variety of Made In Design's commitments: supporting French designers and manufacturers, promoting sustainable and eco-friendly design, curating a singular vision showcasing outstanding creations. José Lévy's narrative on the idea of play has truly captivated us with an approach that is at once sensitive, cheerful, free-spirited, creative and absolutely unique. Drawing inspiration from the designer's intimate history, his pieces epitomize the utmost perfection,

and display a subtle balance of shapes, materials and colours, revealing a vision of play that is both infinite and masterful. The exceptional beauty of Lelièvre's fabrics enhance Lévy's vision, while the project also offers an opportunity for the celebrated brand to explore a fresh field of expression with a bold new furniture collection. Being able to partake in the brand's first venture into this uncharted territory is truly something magical, a delightful tale!'

Embarking on this creative journey to design the brand's first upholstered furniture collection, José Lévy tapped into Lelièvre's extensive range of craftsmanship to imagine 'Jeux de Salon'. The casual, yet refined furniture collection boasts a mix and match of materials and colours, revisiting the brand's iconic fabrics such as velvet and boucle in strong, assertive shades paired with red, black or honey wood finishes.

A defining element of any interior, the cushion was the starting point of the collection, and a common thread throughout it. For each **'Jeux de Salon'** piece, José Lévy devised combinations inspired by constructions which can be playfully assembled or broken apart. Entirely customizable and conceived to offer a diversity of perspectives, the various designs of the collection — **a divan, a lounge chair, an ottoman, two benches, a footstool, two rugs and multiple cushions** — match together or stand alone, depending on situations and the time of the day, leaving users free to put together their own living room arrangements and tell unique stories by taking the collection into their own hands.

The **'Jeux de Salon'** collection was designed low to the ground as in traditional Japanese interiors, which have always been a source of inspiration for José Lévy. Each element can also be experienced on its own. One example of this is the vast daybed — a deliberate tribute to conversation sofas — which was conceived as a platform, an island halfway between a bed and a table, where users can curl up for a nap, give in to contemplation, play a game or just have a chat...

The ultra-vivid colours of the velvets, boldly borrowed from the iconic collections of Lelièvre Paris, bring a modern touch and play largely into the collection's theme of play: the solid fabrics of the cushions and the colour-block design of the spherical pouffes add structure and underscore a strikingly graphic ambience. Rugs featuring lines and patterns running over large solid blocks of colour evoke a geometric world inspired by play and sport.

In a nod to the Parisian quarter of Place des Victoires, home to the historical showroom of **Lelièvre Paris** and the headquarters of **Made In Design**, **José Lévy** has chosen to name his curvy pouffe *Palais Royal*, and his long pommel horse-shaped bench *Galerie Vivienne*. Two rugs — *Square Louvois 1 & 2* — were also named after the location of the former Paris opera house from 1794 to 1820. To guarantee the quality and excellence of artisanal craftsmanship, the entire collection is manufactured in France, using sustainable materials.



Galerie Vivienne long bench



Place des Petits-Pères short bench

'Jeux de Salon'

Lelièvre Paris X Made In Design X José Lévy

Exclusive Presentation at Made In Design at the Printemps Haussmann store

From 12 January 2022, the 'Jeux de Salon' collection will be presented exclusively by Made In Design on the 2nd floor of the Printemps Haussmann Home store, in an immersive display inspired by the world of play and sport.

An opportunity for Lelièvre Paris to be physically present in the iconic Paris department store, a major luxury retail destination in France, and for Made In Design to unveil this bold new collection. A programme of events on the theme of play, sharing and 'usage' will also bring the space to life throughout the duration of the presentation.

The entire collection will be featured on www.madeindesign.com and in all Printemps stores.





Place des Victoires colour Pavot



Place des Victoires colour Conifer

PLACE DES VICTOIRES

Divan
Dimension: L 2200 P 1100 H 560
Composition: Ash Wood

Fabrics colour Conifer: Lana Poivre, Cosmos Noir, Cosmos Conifère, Cosmos Indigo.
Fabrics colour Pavot: Cosmos Bruyère, Lana Tulipe, Cosmos Pavot, Cosmos Coquelicot.
Fabrics colour Deer: Cosmos Sable, Lana Naturel, Chaulnes Biche, Sherpas Dune.

Price on request





Rue du Mail colour Nautilus



Rue du Mail colour Tulip



RUE DU MAIL

Arm chair, double seated platform
cylindrical armrests
Dimension: L 690 P 660 H 720 H. seat 350
Composition: Ash Wood

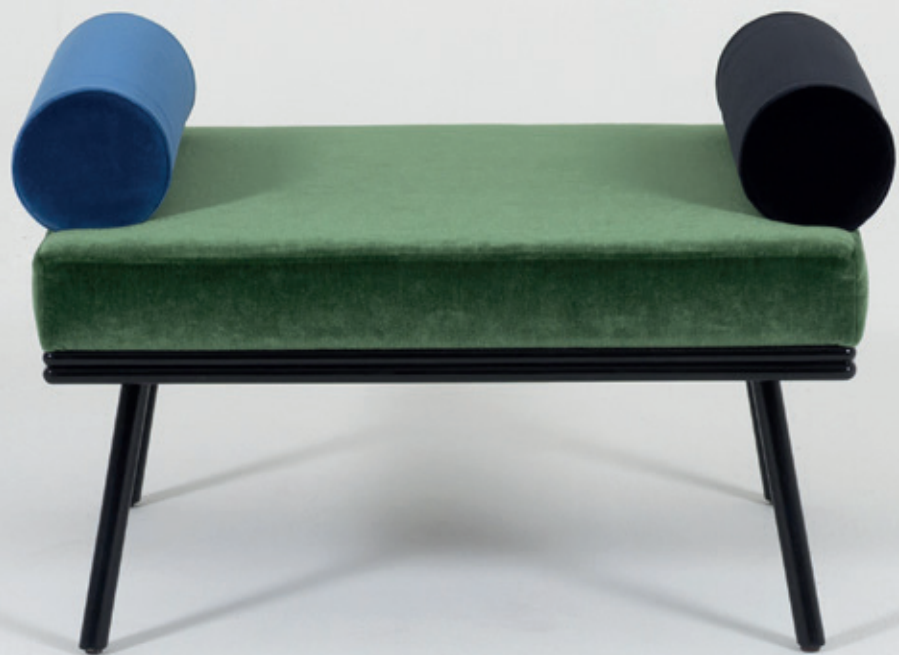
Fabrics colour Nautilus: Cosmos Noir,
Cosmos Nautilus.
Fabrics colour Tulip: Lana Tulipe,
Sherpa Craie, Cosmos Pavot, Cosmos Dune.
Fabrics colour Dune: Sherpas Dune,
Sherpas Craie, Cosmos Sable.

Price on request

'Jeux de Salon'

Lelièvre Paris X Made in Design X José Lévy





Rue du Louvre colour Conifer



Rue du Louvre colour Pavot

RUE DU LOUVRE

Ottoman, double seated platform cylindrical armrests

Dimension: L 780 P 520 H 480 H. seat 350

Composition: Ash Wood

Fabrics colour Conifer: Cosmos Conifère, Cosmos Noir, Cosmos Nautilus.

Fabrics colour Pavot: Cosmos Pavot, Sherpas Dune, Chaulne Biche.

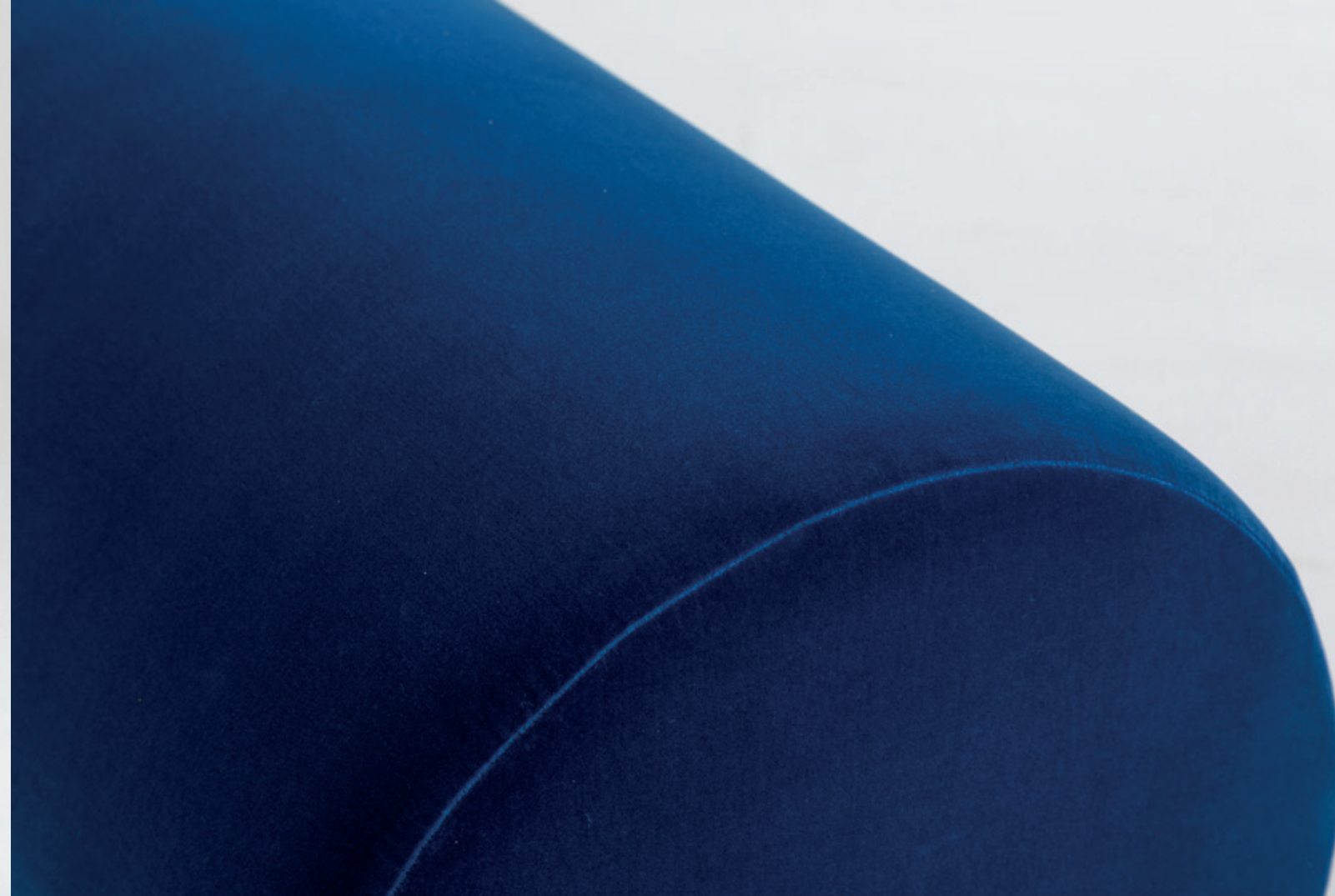
Fabrics colour Dune: Sherpas Dune, Sherpas Craie, Cosmos Sable.

Price on request





Galerie Vivienne colour Nautilus



Galerie Vivienne colour Dune

GALERIE VIVIENNE

Long bench

Dimensions: L 1550 P 420 H 425

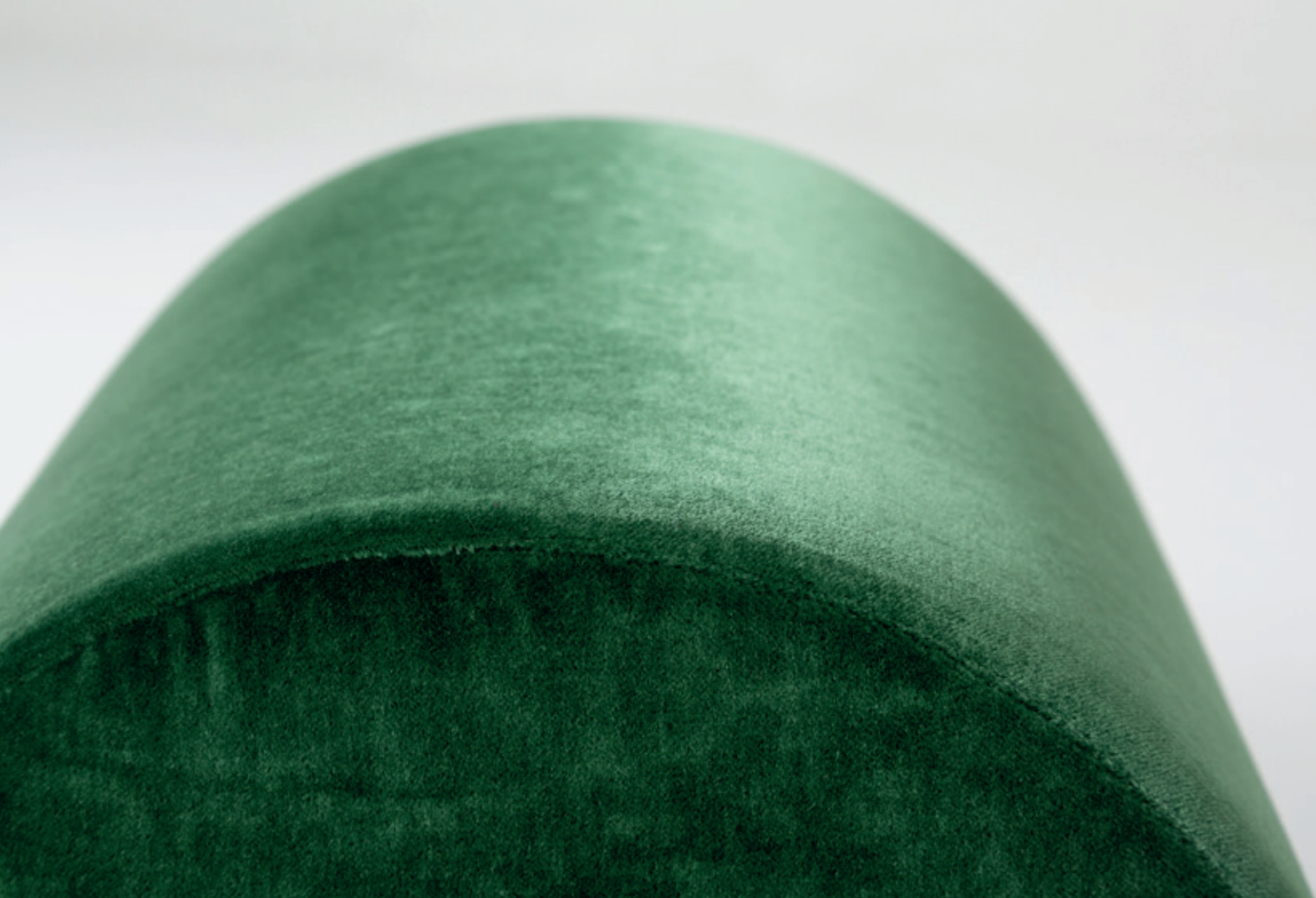
Composition: Ash Wood

Fabrics colour Nautilus: Cosmos Nautilus.

Fabrics colour Dune: Sherpas Dune.

Fabrics colour Sand: Cosmos Sable.

Price on request



PLACE DES PETITS PÈRES

Short bench

Dimensions: L 600 P 420 H 425

Composition: Ash Wood

Fabrics colour Chalk: Sherpas Craie.

Fabrics colour Conifer: Cosmos Conifère.

Fabrics colour Pepper: Lana Poivre.

Price on request



Place des Petits Pères colour Chalk



Place des Petits Pères colour Conifer

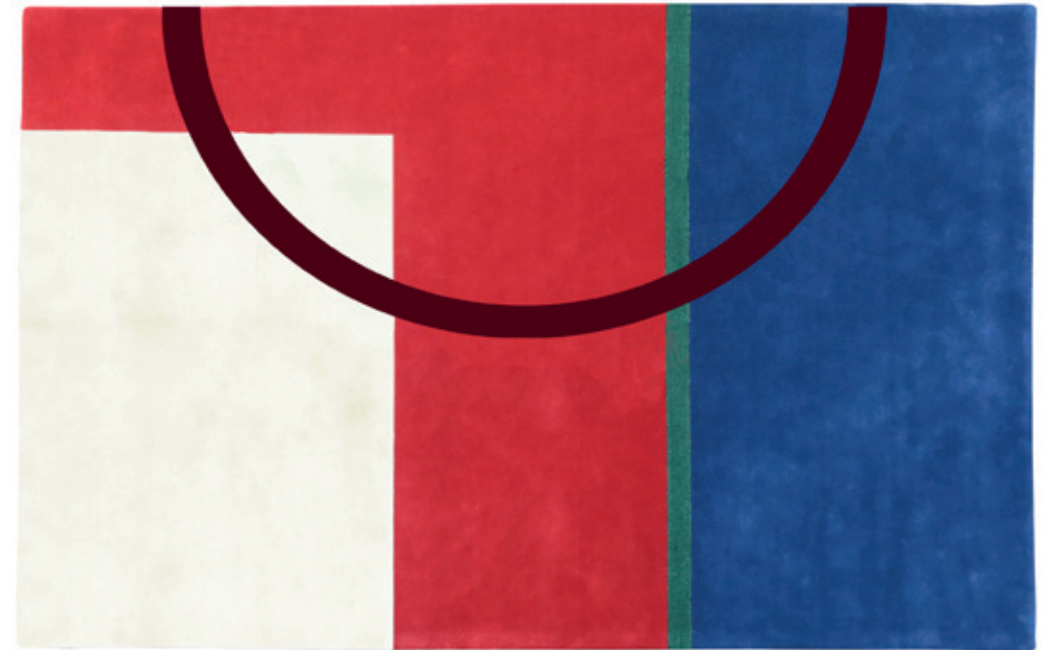


SQUARE LOUVOIS

Rug 100% New Zealand wool,
hand tufted

Thickness: 10 mm and 12 mm

Dimensions: 200 x 300 cm



Square Louvois 1 colour Multico

Price on request



Square Louvois 1 colour Natural

Price on request

PLACE DU PALAIS ROYAL

Footstool

Dimension: D 65 cm

Fabric colour Blue: Lana Nuit.

Fabric colour Tulip: Lana Tulipe.

Fabric colour Dune: Sherpas Dune.

Price on request



Place du Palais Royal colour Tulip

‘Jeux de Salon’

BOILER PLATES

Three great names in interior design
One collection

LELIEVRE
PARIS

For more than a century, Lelièvre Paris has sought inspiration and striven to inspire others. Founded in 1914 by Henri Lelièvre, his namesake company has made its name by championing strong values: creativity, heritage and know-how. Driven by the same family-ingrained passion for materials, colours and the continuous pursuit of beauty, after a century in existence Lelièvre Paris has become one of the world's leading home design brands. At the forefront of home trends, Lelièvre Paris is an influential and modern brand that caters to interior design professionals with a range of more than 6,000 products, including furnishing textiles, wallpapers, wall coverings, rugs and accessories, delivering beauty to the world's most stunning interiors through a constant search for harmony and elegance, ever faithful to that elusive French quality that makes the brand's products both chic and timeless.

made in design PRINTEMPS

A European leader for online retail of designer furniture, lighting and interior accessories for more than 20 years, Made In Design now operates a network of retail points in Printemps department stores, where it also organizes a host of exclusive events to promote both culture and new design creation. Always current, the company contributes to the democratization of design and has consistently supported contemporary creation, providing a stage for projects by both emerging designers, as well unique and iconic pieces that have left their mark in the history of design, as exemplified by its recent exhibition dedicated to the Memphis movement.

JOSÉ LÉVY



José Lévy is a designer widely recognized on the international scene that has developed a diverse and multidisciplinary field of practice steeped in poetry and humour. Consistent in his focus on people, he has made users his compass and the main driving force behind each of his projects. A purveyor of both singular and intimate objects, José Lévy weaves connections between his designs and those to which they are intended. A re-creator of memories — his own or those borrowed from others —, he breathes fantasy and precision into each of his creations. His inspiration is drawn from cultures and techniques he discovered during his many travels, especially to Japan which has influenced him since childhood.



MEDIA CONTACTS

Lelièvre Paris

14 Septembre - Catherine Alfillé
catherinealfille@14septembre.com
+44 (0) 7799535556

Made In Design

Pernille Christiansen PR - Greta Grosu
greta@pernillechristiansen.com
+33 (0)6 64 08 28 33