

J-LINE

BY JOLIPA



DISCOVER OUR

**VIRTUAL
SHOWROOM**

**NO
TRADESHOWS**

> JOLIPA SHOWROOM

INSIDE

WINTER
COLLECTION
2020

Journal

AUTUMN-WINTER COLLECTION 2020

Welcome to the first edition of the J-line Journal

We hope to bring you great pleasure in a particularly strange period! It is clear that the coronavirus has changed the current way of living and working. Thank you all for being so **creative and enterprising** during this unseen crisis!

Despite these strange times, we are still there for you! J-line by Jolipa has also adapted to **a new way of working**, in which we gradually strive to pursue “business as usual”.

This first edition of the J-line Journal will keep you updated on all of the latest developments within J-line by Jolipa. We will also **inspire you** with a preview of our brand-new autumn-winter 2020 collection.

Enjoy reading!



by JOLIPA



**CORONAVIRUS IS
FORCING TRADESHOWS
TO CANCEL OR POSTPONE**



We love tradeshows and the opportunity to meet you in person. Nevertheless, we have decided not to participate in the smaller-scale tradeshow concepts this season. A difficult decision, but it seems to us to be the only right decision. We want to be able to meet you in a safe environment with certainty, and currently we can only guarantee this as follows:

Visit our **showroom**

Visit our **online shop** www.jolipa.com

Have your **agent** come to your shop



**VISIT
OUR SHOWROOMS
IN A SAFE ENVIRONMENT**



Our 6.000m² showrooms are open for you to discover our newest collections. A unique experience where customers can shop at ease.

The advantages are endless: the complete product range in one place, all the trends for the upcoming season, be the first to order, fast deliveries, 1-to-1 professional advice,...

We have taken all necessary precautions to make our showrooms corona-proof and are very happy to welcome you!

-p22



**WALK AROUND IN OUR
VIRTUAL SHOWROOM**

For the first time we have set up a wonderful virtual showroom. This way you can walk around our showroom virtually from home. New and a must-do experience! -p21



J-line by Jolipa

where ideas come to life

J-line by Jolipa is a leading Belgian wholesaler of home accessories and decorative items and was founded in 1978. J-line is our brand. As a family business we have always had the freedom to follow our own taste, own intuition and our own feeling.

With 10.000 items, we offer a wide mix of furniture and home decoration. All sorts of styles are represented: classic, modern, vintage, industrial, exotic and even baroque.

Our office and warehouse is located in Marquain (Belgium), where we also have a permanent showroom of 6.000 m². Twice a year, J-line by Jolipa has its own pre-show where customers are always the first to discover the latest home accessories for the coming season.

We look forward to welcoming you!



6.000 m² showrooms with shopping street | Cosy loungebar & trendy bistro | Cash & Carry | 32.000 m² warehouse | 38.000 pallet spaces | 10. 000 decorative items | 100 staff members | 80 sales agents in Europe | 10 international trade shows | Customers in 100 countries | 10.000 customers worldwide

*Stay close to nature,
it will never fail you*



Who thought the dark colour black was no longer trendy? J-line takes you back with its “Black to Basic” collection to the special mysterious atmosphere that this winner represents. Create the absolute campaign feeling, but this time with an industrial flair. Go for dark, robust furniture and natural materials. Such as an imposing dark wood cabinet with metal finish in which you can display your nicest tableware with accompanying plants. Bring nature into your home and enjoy the ultimate peace that radiates from it!



BLACK TO
BASIC

NATURAL ESSENTIALS

J-LINE AUTUMN-WINTER 2020



Hello sweater weather! Who doesn't feel like cocooning at home when the weather starts to change! Nothing is more satisfying and relaxing than a house full of interior items that exude a cosy atmosphere. Light wood, natural colours and warm materials. We all need a place where we can relax and get to our essence. Snuggle in a sea of pillows and plaids from J-line's "Natural Essentials" collection.



*Drink tea,
read books
& be happy*



*It's beginning
to look a lot like
Christmas...*



J-line's "Christmas Carols" collection is sure to cheer you on! From now on you will intensely experience the feeling of Christmas all year round. Classic red plays the leading role in this. But make no mistake, because a refreshing black and white vichy pattern on pillows and plaids also steal the show in this magnificent Christmas story. Wrap your presents in the most beautiful boxes. Hide them in Christmas stockings and bags with fun quotes.



CHRISTMAS CAROLS

CHERRY BERRY



ROYAL GOLD



RUSTY JUNGLE



PUMPKIN SPICE



*Take a walk into your own
magical Winter Wonderland*



Do you want to bring some magic into your daily life? The “Winter Wonderland” collection by J-line will bring you the solution! Be instantly enchanted. Snuggle up in a lounge chair with an extra soft fluffy cover and dream away from other places. Experience the fairy tale atmosphere of the far north and immerse yourself in a layer of pure white. Be amazed by the beautiful and magical interior accessories.



WINTER
WONDERLAND

IMPERIAL PLUM



*No excuses. No worries.
No regrets. No fear.
Go all in!*



Baroque'n roll your world with J-line. This season you will experience the Baroque style in a very contemporary & modern way! Minimalistic and sophisticated. Step out of your comfort zone and create an original blend in your interior. Immerse yourself in a sea of flowers and let a royal colour palette approach you. Don't hold back and go for the intense green emerald colour in combination with the mystical aubergine.



J-LINE AUTUMN-WINTER 2020

Fortunately you do not need to travel hundreds of miles to feel truly at home. With the “Yellow Mellow” collection by J-line you get an instant feeling of belonging and serenity yet at the same time you will never have felt so vividly. Light some candles, get yourself a delicious drink and a comfy blanket and just enjoy the feeling of being home.

Live life in warm yellows!

YELLOW MELLOW



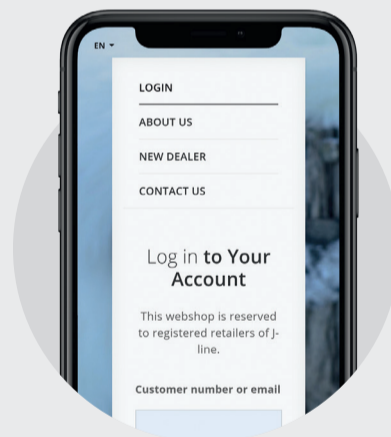
Online shop



J-LINE AUTUMN-WINTER 2020

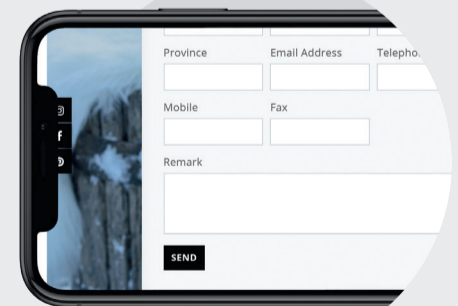
Welcome to the online universe of J-line by Jolipa. You can order your favourite products in just a few clicks via our webshop. Easy, fast and 24/7! Discover more about our collections, product range and J-line brand.

HOW TO BECOME A CUSTOMER?



1 Go to www.jolipa.com and click “New Dealer” or scan the QR code.

2 Fill in your company details and click “Send”. Your request will be processed and after our confirmation you will receive an e-mail with your log-in details for the J-line by Jolipa webshop.



www.jolipa.com/en/new-dealer/

Virtual showroom



Discover our Summer 2020 and Winter 2020 collection
as if you were walking around in our showroom.

NEW!

www.jolipa.com/en/360-showroom/

How to get in touch with us?

Showrooms

Our different showrooms in Belgium with a surface of 6.000 m² offer you an exciting world full of inspiration to suit your needs and wishes. We are happy to invite you to the following showrooms:



1 SPRING-SUMMER 2020
COLLECTION
2.500 m²



2 AUTUMN-WINTER 2020
COLLECTION
1.750 m²

3

PRESALE
SPRING-SUMMER 2021
COLLECTION*

1.750 m²



* Exclusive benefits from
June 15 until July 31, 2020

J-LINE AUTUMN-WINTER 2020

SHOPPING SUNDAY SEPTEMBER 6, 2020

The number of visitors is limited to ensure your safety. Make your appointment via:

reception@jolipa.com or +32 69 77 80 80

Please indicate your preferred date and time of visit.

Why our showroom is worth a visit?



Discover the newest collections in absolute premiere

Be spot-on with the upcoming trends!



Personal approach

Our experienced J-line sales team is ready to assist you during your entire visit.



The entire collection is at display

You can shop both the Autumn-Winter 2020 and Spring-Summer 2021 collection at the same time! More than 8.000 articles on show in our 6.000 m² showroom.



Fast deliveries

Coming to our preshow implies fast delivery! You can purchase your collection months before the start of the tradeshow.



Enjoy the J-line experience

Embrace yourself for the J-line experience! What a wonderful place to be: fun people, a delicious lunch and refreshing drinks in the cozy lounge bar. And did we already mention the dazzling architecture of our new offices?



... and we cover most of your expenses!

A happy customer is a happy J-line team and therefore we like to pamper our precious customers! If you take the time to come to us, we will gladly offer you an unforgettable experience. We are happy to help you with your visit. Ask for the possibilities regarding hotel and taxi!

Agent

You prefer a personal appointment?
Our agents will be happy to visit you to present our newest product range and to answer all your questions.

Online shop

Welcome to the online universe of J-line by Jolipa.
You can order your favourite products in just a few clicks via our webshop. Easy, fast and 24/7! Discover more about our collections, product range and J-line brand.



PRACTICAL INFORMATION

Only by appointment! 

Contact your agent or our office.

+32 69 77 80 80

reception@jolipa.com

OPENING TIMES

Monday – Thursday: 9 am to 6 pm

Friday: 9 am to 4 pm

Shopping Sunday: 9 am to 6 pm

(September 6, 2020)

ADDRESS

Jolipa Showrooms | Rue de la Forêt 5,
7522 Marquain (Tournai-Ouest) | Belgium
+32 69 77 80 80 | www.j-line.be



Can't get enough of the Pleasure of Living? We are looking forward to welcoming you to our J-line Community.
The place to be to get inspired by a daily dose of breathtaking decoration! #pleasureofliving

