

New Airloop collection, "Magic is in the air"



AIRLOOP ARMCHAIR AND TABLE, design Frédéric Sofia

The **wire-working technique** which so impressed the designer Frédéric Sofia is showcased in this collection which he created. Airloop comprises a table and an armchair, designed to **showcase the brand's industrial expertise** : working with steel (a material which is 100% recyclable), curved wire and hand-forged rings.

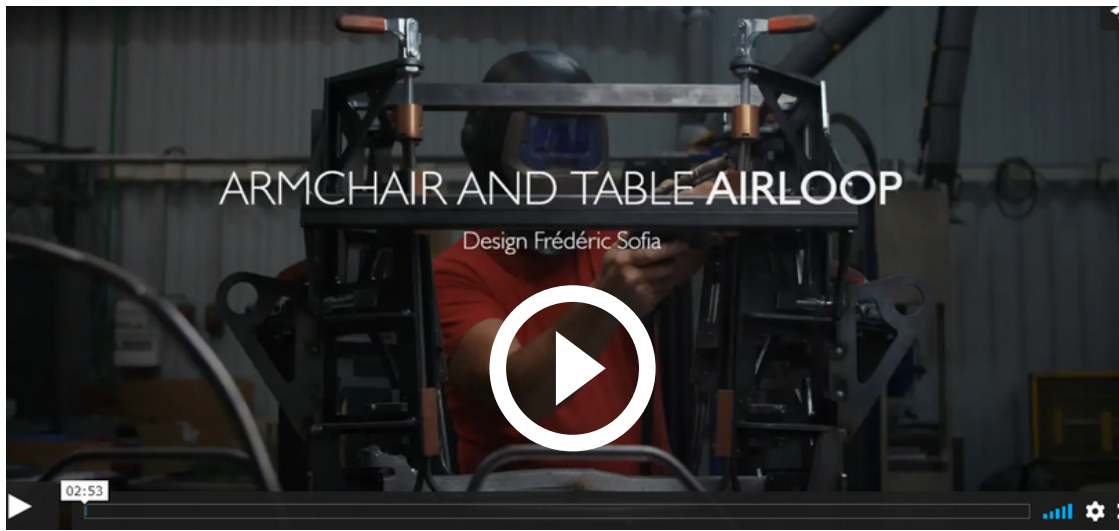
2 masterpieces as a **two-fold tribute**: to the collection's designer, a long-standing friend of the Fermob brand, and to the expertise of the brand's teams.

2 pieces with an elegant and aerial design which provide a more **contemporary** alternative to the 1900 collection and bolster Fermob's range of products with a **romantic** style.

The armchair has a wide, round backrest for a comfortable seated position. With a diameter of 60 cm, the table is incredibly functional while taking up very little space; it's perfect for an apartment balcony, a terrace or even indoors. Whether it's used for practical or aesthetic purposes, **it's just so stylish!**



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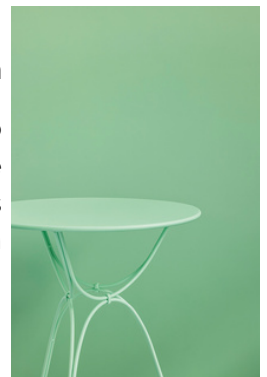


Armchair technical information

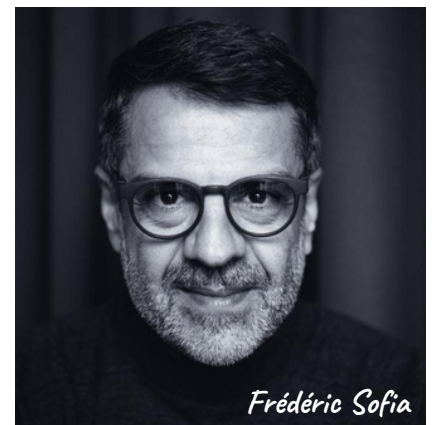
Steel rod frame
 Steel sheet seat
 Steel rod backrest
 Steel rod armrests
 Hand forged rings
 Measurements : H81 x D40 x W44 cm

Table technical information

Steel sheet table top
 Steel rod base
 Hand forged rings
 Measurements : H74,5 x D60 cm
 Table top (thickness: 1,2 mm)



Between graphics and function, structural realism and formal aesthetics, Frédéric Sofia makes his way instinctively, from the world of objects to contemporary art. Self-taught, his formation followed atypical and transversal paths. He functions without theory, with a practical intuition that needs no explanation. He intervenes on the object in a way that is both classical and viral. The transformations, the messages, are subtly conveyed. Sly references take form and propagate. Without frontiers, a hybrid soul, he recognises the signs of affiliation, respects individual groups, desacralising symbols even as he restores them. A reminder of the evolution of things, homage to what he loves, be it industrial or environmental, his design speaks the language of the collective imagination while celebrating the soul of the object.



His collaborations with Fermob include the Ultrasofa, Sixties, Lorette and Luxembourg collections.

About Fermob

Originally a creator and manufacturer of colourful metal tables and chairs, Fermob has enjoyed 30 years of consecutive growth and profit and recorded an annual turnover of about 80 million euros in 2019, with 45% of all sales generated in the export market. Armed with a truly unique brand positioning, Fermob now offers a wide range of outdoor furniture, decorative accessories and lighting solutions. Based near Lyon and boasting about 250 employees, Fermob designs products for both professionals and individuals and has established a reputation as a leading garden, terrace and public space furnishing specialist.

Fermob offers a complete range of outdoor living spaces, also drawing on the know-how of Vlaemynck, a specialist in outdoor textile-making, whose terrace installations can be found in some of the most prestigious French hotels.

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