

Press release 17.06.2021



## **LAFUMA MOBILIER signs a limited edition with Jean Paul Gaultier by Lelièvre Paris**

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The French outdoor furniture brand based in the Département of Drôme has teamed up for the first time with a big name in the French fashion industry and a prestigious design studio to reinterpret two of its iconic models.

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## A limited edition

For autumn, LAFUMA MOBILIER is launching a new collection called LABYRINTHE, comprising a lounge, a director's chair and a cushion. With a black and white graphic pattern inspired by the geometry of mazes, the Labyrinth fabric signed by Jean Paul GAULTIER – produced and distributed by Lelièvre Paris – is enhanced with a "bronze" strip for a limited edition. The structure of the seats is adorned with a transparent matt varnish with a "gold bronze" effect, a nod to the vintage LAFUMA MOBILIER models produced in the 1950s.

*"The LAFUMA MOBILIER style combines Bauhaus with French Chic! The former inspires us in the design of our structures and the latter for the fabric work."* Baptiste Neltner, director of LAFUMA MOBILIER Marketing and Collections.

This capsule collection, distributed on the brand's website and in certain premium shops of its retailer network, is fully in line with its strategy of rejuvenating and moving upmarket while remaining true to its DNA.

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## An exclusive collaboration

A major French design studio for four generations, the know-how of Lelièvre Paris is based on the combination of many crafts, from design to weaving. Every year, a new collection of fabrics designed by Jean Paul Gaultier is offered.

As a designer and couturier nicknamed the "enfant terrible" of the fashion industry, Jean Paul Gaultier evokes sensuality, freedom and irreverence... The incarnation even of French elegance, his brand is recognised worldwide.

The artistic directions of the three companies have jointly developed an exclusive outdoor fabric, LABYRINTHE BRONZE, 100% polyester, of the POP ROCK collection.

Baptiste Neltner, director of LAFUMA MOBILIER Marketing and Collections, explains: *"We wanted to work with a big name in French fashion to reimagine our iconic folding chairs. When Jean Paul GAULTIER and LELIEVRE Paris approached us, this three-way collaboration seemed obvious to us. What better than a range resulting from a six-handed collaboration between a grand Paris company and two great French manufacturers with exceptional know-how!"*

The LABYRINTHE collection will be presented to the press on 24 June in Paris.

Available for sale from 1 September 2021 on [lafuma-mobilier.com](http://lafuma-mobilier.com)



## ABOUT LAFUMA MOBILIER

LAFUMA MOBILIER designs, develops and manufactures eco-responsible furniture in metal and fabric for every relaxing moment. Durability, comfort and style are the values common to all creations of the brand. Based on unique French know-how and a fine sense of innovation, LAFUMA MOBILIER continues to appeal to lovers of well-being. All the products are manufactured at the historic Drôme site (Anneyron) labelled Living Heritage Company (EPV).

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