

DESIGN – DECO

## PRESS INFORMATION

### **mle jo bites the Big Apple**

The young Belgian design brand **mle jo**, joins the Belgian design group Ernest in the heart of New York (USA).

The collection of designer objects and furniture by Belgian designer Joan Bebronne will hit the asphalt of the mythical 5<sup>th</sup> Avenue in New York next October thanks to a partnership with the Belgian design group ERNEST, established in the American megapolis since 2016.

ERNEST's mission is to promote Belgian design and architectural talent in the United States and to represent high-end European brands through the distribution of a selection of products (furniture, lighting, materials and architectural products) in its flagship store located on one of the world's most famous shopping streets in downtown Manhattan. This multifunctional exhibition space also serves as a meeting place and venue for cultural and social events.

Starting in October 2020, the American public will be able to find **mle jo**'s poetic objects, such as the YOUMY origami table, the ASSY stool, the TOUPY spinning top tray or the new SOLIFLORE vases. They will be presented and sold by Ernest's team who will also ship them to the American market.

**mle jo** is thus expanding its international horizons and sharing this new adventure with two young designers in the spotlight, Gilles Werbrouck and Daan De Wit.

The **mle jo** collection is available online at <https://mademoisellejo.com> and from a selection of distributors in Belgium (complete list on the site).

The ERNEST online shop is accessible via <https://www.shop-ernest.com/shop>.

*Infos :*

*mle jo studio design, Joan Bebronne, Designer-Product Developer, M. +32 478 95 60 01,  
[info@mademoisellejo.com](mailto:info@mademoisellejo.com) or [jo@mlejo.com](mailto:jo@mlejo.com), <https://mademoisellejo.com>, Instagram  
[mademoisellejo\\_designstudio](#), Facebook [mademoisellejo\\_designstudio](#).*