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Press Release - ENGLISH

LO DECOR

Italian Luxury Handmade Cushions

LO DECOR is a luxury interior design firm established by Lorenza Briola in 2017, noted for its highly sophisticated aesthetic and meticulous production process, representing the *Italian Excellence* in the realization of Italian luxury handmade cushions.

Core to the brand is a research and innovation ethos, that is evident in all its cushions, from thread and color selection to the final motif design. Based in Carimate (Como), Lo Decor places their customers at the center of its creations, providing customizations that embody each vision and interior need. Committed to creating only the finest cushioned comforts from exquisite fabrics, LO DECOR celebrates *tradition, innovation and outstanding quality*. Each individually artisan fashioned in Italy, the pillows demonstrate a *devoted attention to detail* and are constantly evolving with the decadent demands of home interiors and outdoors.

The skills of talented artisans are employed to create cushions that enhance the value of impeccable details. All pieces are marked by *simple versatility and charming hues*, that are easy to mix and match. Each artisan crafted using a smooth fabric and plush padding, the pillow will instantly elevate both your mood and interior, offering a rich prestige and gentle sheen.

LO DÉCOR | CARRY OVER COLLECTION Happy Velvet Pillow | Happy Frame Velvet Pillow

Sophisticated and elegant, the CARRY OVER COLLECTION is our everlasting creation.

This collection displays a classic past taste, designed in a contemporary and refined style, using an opaque velvet with a soft, cloudy effect. Simple, stylish and classic with modern refined texture, these stunning cushions are thought for a classic and contemporary interior decor either. In the Carry Over Collection you will find the **Happy Pillow**, with a soft and elegant fringe and the **Happy Frame**, with a velvet frame that in its simplicity results smart and easy at the same time.

The customizable fringes and the accurate color combination characterized LO DECOR style and high-level craftsmanship.

LO DÉCOR | LINEN COLLECTION

LO DECOR | Happy Linen Pillow the perfect accent piece for an easy style update, this cushion makes a chic accent for any well-decorated home, adding charm to a bed, sofa, or your favorite armchair.

Crafted of pure Italian linen, refined with sophisticated cotton fringes, LO DECOR Linen collection is available in both plain and striped colors both with its delicate hues and details with understated glamour.

Warm colors, exquisite craftsmanship, and elegant materials are the hallmarks of these cushions which will be a refined addition to both a classic and contemporary decor.

LO DECOR | Capri Linen Collection with the colourful (blue, light blue, white, cream) fringes and the traditional LO DECOR mood, remind the glamour and fashion of the exquisite timeless elegance of the Italian Capri.

The traditions and the craftsmanship of Italy are brought together in LO DECOR Linen collection cushions. Entirely handmade by local artisans this precious linen cushion carries the charm of Capri combining softness with elegance and design.