

JEROME DREYFUSS

PARIS

Spring - Summer 2022



JÉRÔME DREYFUSS JOINS WITH THE AIRBORNE BRAND FOR AN EXCLUSIVE COLLABORATION UNTIL APRIL 24 AT LE BON MARCHE

As part of the "X" Exhibition imagined by the Bon Marché Rive Gauche and to be discovered from February 12, the French designer Jérôme Dreyfuss is joining forces with Airborne. Airborne is the French manufacturer of the famous AA© armchair with its timeless style, which has perpetuated the brand's reputation since 1952. Passionate about design and a great fan of AA©, this collaboration is for Jérôme Dreyfuss the opportunity to write a new story at this iconic armchair with its original silhouette and graphic curves by offering three new versions that combine the art of living, know-how and simplicity.

«The AA© armchair has been present in my world since my childhood. I have always known him from my grandparents and my parents for several years. So I'm really excited to be able to do this collaboration with Airborne today. A way to appropriate this iconic armchair a little more! » Jérôme Dreyfuss

Marked by a memory from here and elsewhere, the designer was particularly inspired by his favorite places to dress up this cult armchair. Drawing inspiration from Ibiza to Fontainebleau via Paris, three cotton versions are available, each trimmed in vegetable leather, mixing muted colors like khaki with cooler, springtime tones like blue and yellow. Perfect for your interior, this exclusive edition of the AA© x Jérôme Dreyfuss armchair combines functionality, timelessness and lifestyle!

« When Jérôme called us for a collaboration, we obviously blushed with pleasure and pride. The creator of the famous "Billy", "Lulu" or "Bobi" was going to dress our AA armchair... Two worlds that come together around the simplicity of their lines. Jérôme has designed a collection that gives the AA armchair a contemporary elegance. It's a very nice meeting! Thank you. » Christine Prévart

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