

DESIGN - DECO
PRESS RELEASE

MLLE JO is firmly in line with the autumn-winter trend with its new vibrant orange-red pieces that will enhance our interiors, give character to dull rooms and brighten up our darkest days.

Vermilion, terracotta, blood orange..., red has been setting the world of interior design on fire for several months now, and the trend shows no signs of abating, quite the contrary. The latest pieces from Belgian designer MLLE JO, which features its flagship models YOUMY and TOUPY in a red hue that reveals all the elegance and fantasy of the brand, bear witness to this.

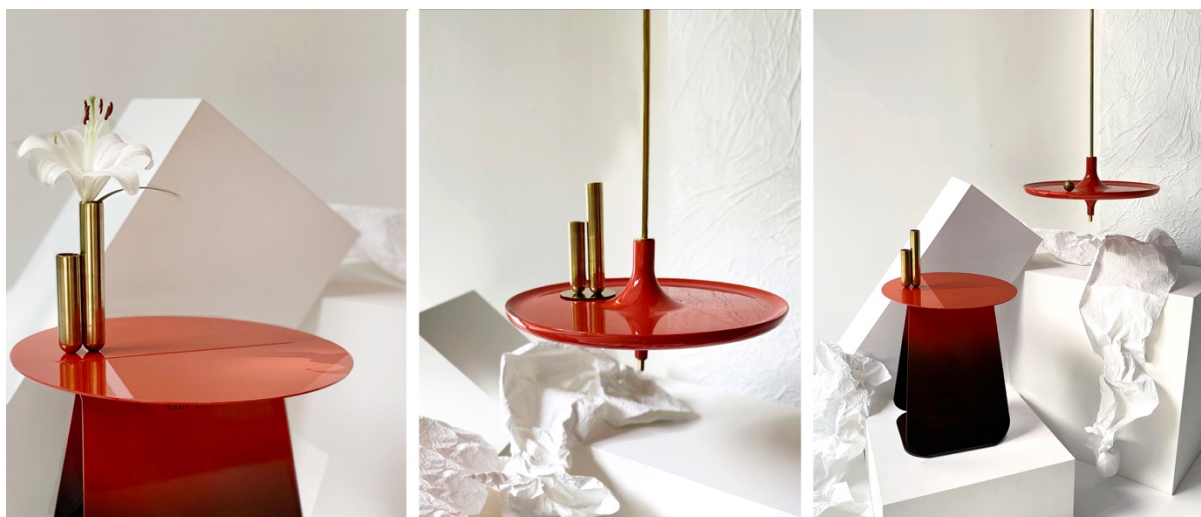
Red is a warm colour that evokes passion, character and energy, but also sophistication, fantasy and conviviality. Combined with cooler shades, it will give the room a beautiful luminosity and warm up a more contemporary architecture. And there's no need to go in with big brush strokes, a few pieces of furniture and accessories in a beautiful orange red will do the trick... Major brands such as Hermès, Cinna, Carré Blanc, Artemide and Foscariini have understood this and have fallen for this autumnal colour, emblematic of the 1970s, whose revival, when well controlled, injects a new dynamism into the decorating sphere.

Belgian design is not to be outdone. All dressed in a sublimely brilliant orange-red hue, the purity of the lines and the poetry of the objects and furniture designed by Joan, the designer behind the MLLE JO brand, are truly exalted in their new attire.

The turned wood of the TOUPY hanging shelf is covered with a vermilion red lacquer that is reminiscent of Chinese lacquered wood art. This makes the object a real work of art, with a smooth, pleasantly tactile appearance, while retaining its contemporary design and functionality.

The YOUMY folded steel table, on the other hand, has a subtle red-orange-brown gradation applied in four phases in a body paint booth. Taking on the appearance of an incandescent flame, the object nevertheless remains true to its vocation, serving as an occasional table by fitting together or separating according to our desires and needs.

The two red models will soon be available via the e-shop at <https://mademoisellejo.com> and from a number of the brand's retailers in Belgium and abroad.



The entire MLE JO collection is available online at <https://mademoisellejo.com> and from a selection of distributors in Belgium and abroad.

Trained as a stylist at La Cambre, Joan Bebronne is a passionate designer who has worked for 25 years creating trends, colours and fabrics for the world of lingerie. Architecture has always been her passion and through this, object design naturally imposed itself on her.

Infos :

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