

MINIMALISTS GIVE IN TO COLOR

Llamative has achieved the unimaginable. The color of the Andes makes a breakthrough at Maison Objet, and its energy shakes the principles of neutral tone enthusiasts.



Between neutral and subdued tones, games of shadows, and subtle volumes, we cannot help but let our gaze wander to an explosion of color and textures. What surprises us is the Llamative brand, which is participating in Maison Objet for the first time. Each of their products is full of energy and conveys optimism and vitality. Even the most devoted minimalists are tempted by the proposal of Llamative, a Spanish brand that creates unique and eclectic pieces from looms woven by farmers high in the Andes.

Fuchsias, yellows, aquamarine, reds, eggplants, coral, mustard, orange... Colors achieved from natural dyes by people living at over 3500 meters above sea level and weaving in their private homes. Artisans who have not received any formal training and who intuitively make the most spectacular and successful combinations. They never imagined that their looms would reach the world's most important decoration fair or that they would shake the principles of designers who gave up color and embraced neutral tones.

María Ibáñez, the creator of Llamative, confesses that she was also dazzled by the colors. "Living in Latin America, I had the opportunity to meet artisans from different places; I fell in love with the looms of the highlands. They are all unique pieces, and I couldn't resist taking them. I started a beautiful collection, and that was the beginning of Llamative." The brand, created eight years ago, currently has its headquarters in Madrid. It is very innovative and always, based on these artisanal looms, creates unique pieces of furniture, decoration, and accessories. "They are very showy looms that are also pleasant to the touch, very versatile, and I love creating upholstered benches, bed headboards, bags, and many, many cushions with them."

And in what kind of home can we imagine these pieces? We can find them as protagonists in very contemporary houses where everything is white, such as in Ibiza, but also providing warmth in mountain retreats or even in more urban environments. Nobody can resist Andean color, and everyone wants to enjoy its flow!

We encourage you to discover this vital and creative brand. Llamative will be in Pavilion 8 at booth D23. Ask for María; she will be delighted to greet you and tell you her story!

Llamative sera dans le pavillon 8, stand D23.

Demandez Maria, elle sera ravie de vous saluer et de vous raconter son histoire!

Contact info:

María Ibáñez Gabilondo

+34 634799088

hola@llamative.com





