

Press Release

Nazareth, Belgium, January 2025



JATI · KEBON

A bold start to 2025 with **new** branding, collections and **capacity** expansion

Luxury outdoor living, for everyone.

Jati Kebon kicks off 2025 with exciting developments, including a refreshed brand identity, innovative new collections and a significant expansion of its production capacity. This marks a pivotal moment in the company's journey to redefine outdoor living.

New branding: A commitment to luxury and accessibility

Jati Kebon continues its mission to create luxurious outdoor living experiences that are accessible to all. By blending Belgian entrepreneurship with Asian craftsmanship, the brand delivers timeless designs that transform outdoor spaces into exquisite retreats. With complete in-house operations, Jati Kebon offers flexible, tailor-made solutions while maintaining its commitment to quality, sustainability and building enduring connections.

Innovative collections by renowned designers

For 2025, Jati Kebon introduces exciting new collections developed in collaboration with international design studios. The **Lynn Collection**, created with Danish designer Povl Eskildsen, offers Scandinavian-inspired, eco-conscious pieces that blend clean lines with natural warmth for timeless appeal. The **Cala Collection**, designed with Spain's La Mamba Studio, features modular sofas and dining sets with aluminum softened by intricate rope weaving, creating inviting sanctuaries. Meanwhile, the **Boho Collection** by Spain's Made Studio combines teak and woven accents to balance sophistication and comfort, adding warmth to any outdoor setting.

Additionally, the Jati Kebon Design Studio enhances existing collections, including new teak sunloungers.

Expanding horizons with a new production facility

To support its ambitious vision, Jati Kebon is building a third state-of-the-art factory and business hub in Asia. This new facility will significantly increase production capacity, storage capabilities and provide space for future projects. With this expansion, the company is well positioned to meet growing demand while maintaining its commitment to excellence.

Looking ahead

Jati Kebon enters 2025 with renewed energy, innovation and dedication to creating outdoor furniture that enriches lives. The new branding, collections and facility mark an exciting new chapter, inviting customers worldwide to experience the beauty of elevated outdoor living.

Press Contact

Jordi Delcroix | jordi.delcroix@jati-kebon.com