

L'OBJET
FORTUNY

L'OBJET X FORTUNY — The Second Chapter
A VENETIAN LOVE AFFAIR

More than a decade after their first creative dialogue, L'OBJET and FORTUNY reunite to unveil the next chapter in their collaboration. What began as a shared reverence for Venetian artistry now deepens into a broader exploration of design, one that bridges time, material, and imagination.

Originally introduced in 2011, the collaboration brought together two houses united by a passion for craftsmanship and refined sensibility. This new collection builds on that foundation with intention — expanding into dinnerware, décor, and games that reflect both FORTUNY's evolving archive and L'OBJET's mastery of intricate form. From luxury boxes and trays to patterned ceramics and reimagined classic games like dominoes and backgammon, the collection captures a dialogue between old-world charm and modern craftsmanship.

“We’ve grown in our craft. Today, we’re able to work with complex materials and techniques that simply weren’t possible 15 years ago,” says Elad Yifrach, Founder and Creative Director of L'OBJET. “This collection reflects that evolution, with pieces that are both deeply luxurious and beautifully practical.”

New to this chapter is an earthenware ceramic line, where FORTUNY's aged gold tones are reimagined through a textured finish that evokes timeworn metallics. Developed over months to mirror the nuanced shimmer of FORTUNY's original fabrics, this gold technique embodies a quiet mastery of material. A luminous yellow and gold palette breathes new life into a colour story that began over a decade ago.

In décor, trays and boxes are handcrafted using original FORTUNY textiles, treated for water and stain resistance and framed in sculpted walnut with suede-lined interiors. The collection's games — elegant backgammon, dominoes, and card sets — transform traditional pastimes into *objets d'art*. Dominoes are carved from walnut and inlaid with brass and diamond-shaped dots.

Backgammon boards feature complex wood marquetry techniques, while the illustrated playing cards wear FORTUNY patterns like couture, where each figure is drawn by FORTUNY's own team and finished with gold-stamped flourishes.

“We revised the past but also asked ourselves what FORTUNY would look like today through the lens of everything we know how to do now. This collection is a tribute to the journey we've taken as a studio.” - Elad Yifrach, Founder and Creative Director

“At FORTUNY, we believe in the power of the handmade — that objects shaped by human hands bear the imprint and soul of their maker. This devotion to craftsmanship has guided us for over a century, and it was essential to collaborate with someone who shares that reverence. This collection is also a tribute to the eternal beauty of Venice and the moments that matter most—time with family and friends. It feels really special to create an opportunity for people to bring a piece Venice into their home that enables new memories with cherished ones.” - Mickey Riad, FORTUNY's Creative Director

To honour the origin of the partnership, the campaign was captured in Venice, at the magical FORTUNY factory and the Palazzina beside it, an atmospheric space designed by FORTUNY and Chahan that evokes the elegance and depth of FORTUNY's world. Here, surrounded by patinaed walls and layered textiles, the collection finds its perfect setting.

“Venice is present in every detail,” Elad explains. “The textures, the palette, the way the gold patinas. It's our signature, reimagined with the soul of the city.”

More than a mere continuation, this second chapter is a renewed expression of a shared vision. A tribute to enduring artistry and a future shaped by heritage.

ABOUT L'OBJET

Founded in 2005 by Elad Yifrach, L'OBJET is a luxury design and fragrance brand committed to elevating everyday living. By seamlessly blending artistic craftsmanship and timeless design, L'OBJET invites you to experience the extraordinary through curated collections that appeal to all senses. Each piece, from exquisite tableware to indulgent fragrances, is a testament to L'OBJET's unwavering dedication to innovation and an unrivaled aesthetic vision. Recent years have seen the successful launch of partnerships alongside designers and artists, exclusive home furnishings, eau de parfum, and apothecary creations that redefine luxury living.

www.l-objet.com @lobjet

ABOUT FORTUNY

FORTUNY, founded in 1921 by artist and inventor Mariano Fortuny y Madrazo, has been at the forefront of textile innovation and is celebrated for its exquisite fabrics and timeless designs. This legacy is today carried forward and revitalized by brothers Mickey and Maury Riad, the Creative Director and CEO, respectively, having inherited the company from their father, Maged Riad, in 1998. With a rich heritage spanning generations, Fortuny continues to uphold its tradition of craftsmanship and innovation, creating products with a distinct identity, timeless aesthetics, and quality that intertwine art and history in the contemporary world.

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