

The philosophy of Liu Jo Living enclosed in a reasoned catalogue

Leafing through the new volume, each product, accompanied by high quality images, is meticulously described through accurate descriptions to allow readers to fully appreciate the value of beauty and *know-how* of **Liu Jo Living**. A real catalogue raisonné that offers a continuous discovery experience, page after page, thanks to the "change of clothes" concept that encapsulates the entire entrepreneurial philosophy and vision of the brand.

Create, dare and renew. These actions are the driving force behind the sustainable research on which **Liu Jo Living** builds its idea of "home". An idea of contemporary living that makes it possible to maintain high product standards and work quality within an Italian production chain.

All the collections express this concept of 'changing clothes' through the removable covers of their upholstered items and the continuous updating of the accessories in the complements, thus offering the possibility of adapting one's furniture over time.

Renewing and integrating the products in the catalogue by means of a technological-functional development of the production processes that allows for a lower environmental impact is a demonstration of the company's firm and consolidated ethical and social responsibility.

The same sustainable vision that is so dear to the "change of clothes" of the **Liu Jo Living** collections, capable of guaranteeing furniture that is always up-to-date by extending its durability, returns in the choice of raw materials used to produce the new catalogue.

As a matter of fact, the cover of the volume, obtained by exclusively using self-produced hydroelectric energy and containing 40% of post-consumer recycled material and 15% of wool or cotton processing residues, is eco-sustainable. Thanks to an innovative treatment that combines textile production residues with cellulose, **Liu Jo Living** paper reconfirms the sartorial appeal of the brand.

Like a travelling companion for life, this volume offers the opportunity to discover and appreciate the *total look* by **Liu Jo Living**. Stored in a bookcase shelf, the new catalogue is another way to dress the home with the chapters of a story that over time has become an entrepreneurial philosophy.

Thanks to sustainable research and the creation of high quality contemporary furniture, **Liu Jo Living** is confirmed as a reference point in the *Made in Italy* furnishing sector.