

HOME FURNISHINGS

## Loro Piana Interiors to present at annual Paris Dco Off trade show

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*Loro Piana turns to the natural world with its newest collection, "Natural Talent." Image credit: Instagram*

By LUXURY DAILY NEWS SERVICE

Loro Piana Interiors, the home textiles offshoot of Italian apparel and accessories label [Loro Piana](#), will host a pop-up, per [Paris Dco Off](#) programming.

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On Jan. 21, the home dcor entity will present a "Natural Talent" assortment of fabric, accessories and furniture innovations, transforming an apartment overlooking the Ecole des Beaux-Arts into a showroom for the occasion. The overarching annual trade show Paris Dco Off occurs from Jan. 18 to Jan. 22 this year offers visitors a chance to explore new innovations within the industry.

### Wool to wool

"Natural Talent" is a curation of nature-minded interior pieces, as each selection is materialized with the very best cashmere, vicua and extra fine raw wool that money can buy, matching the rest of the LVMH-brand's offerings.

For the "Natural Talent" collection, Loro Piana relies heavily on the natural colors of the raw fabrics, such as the grays and chestnut hues of wool and beige in the cashmere. The collection also plays with texture, mixing materials to create fabrics such as the linen-silk fusion found throughout the lineup.

The collection includes mushroom-shaped ottomans, linens and seating pieces. The contemporary selections feature rounded shapes, Scandi-style geometric shapes and cooling earth tones, evoking a sense of place.

Almost none of Loro Piana's home creations contain artificial dyes, as is typical for the company as a historic wool merchant. The continuation of this practice renders the contemporary collection commiserate with brand heritage.



*The brand's interiors showcase in Paris leans into Loro Piana's history as a merchant of fine materials. Image credit: Loro Piana*

While Loro Piana's pop-up is by appointment only, located at the label's 19 Rue des Saints-Prés apartment showroom, the larger organizing body's full event is free and open to the public, with showrooms open from 9:30 a.m. to 7:30 p.m. local time each day.

A recent collaboration saw the master of Italian quality working with artist Charlotte Chesnais on a candlestick capsule collection inspired by light, Loro Piana continues to cement itself as a brand synonymous with luxury home interiors ([see story](#)).

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