



NEW DESIGNS & NEW FABRICS FROM MUNNA AT SALONE DEL MOBILE IN MILAN

PURE POP



ROY | 290 SOFA

PORTO, Portugal | June 2022 | **Munna**, renowned for creating handmade upholstery with unmatched craftsmanship, is launching the **Roy Sofa**, a tribute to the Pop Art aesthetic, at the 2022 edition of **Salone del Mobile**, in Milan.

The **Roy Sofa** embraces a playful celebration of a sofa in pop culture – a symbol of comfort, cosy, big and full of personality. The Roy has an impactful silhouette, with oversized curved arms and back that work in either formal and more casual settings. With relaxed comfort in mind, the Roy is grand, curvy and charismatic.

Also new is the **Candy Limited Edition**, the very definition of Munna – a celebration of craft, of beauty and full of colour and fun. The upholstery in plush cotton velvet, the detailed tufting and midnight blue lacquered legs make have a lounge feel. Then, once the magenta neon coloured lighting strip is lit, the Candy becomes the icon we all need. The Limited Edition is revisited by **Paula Sousa**, Designer, Founder and Creative Director of **Munna** and **Ginger & Jagger**.

The new Buttermilk cotton velvet is highlighted in the **Femina Armchair**, that became the center of the campaign around **Salone del Mobile**, in a minimalist chromatic and very pop art editorial.

Besides launching the new sofa, the brand is also introducing new fabrics, that not only meet the industry's highest standards, but also widen the range for interior designers and architects. The launch includes bouclé, chenille, new cotton velvets and more. While the brand also works with fabrics the clients provide, the wider portfolio of options represents "a world of possibilities", as **Paula Sousa** explains: "for aesthetes, like our clients, it's like being a kid in a candy store".

Despite the growing fabric options, **Munna's** made to order approach keeps the brands focus on sustainability, along with only crafting wood structures from sustainable forests. **Munna's** sustainability endeavours are developed in deep coordination with the artisan ateliers that handcraft the products, as **Paula** describes "we only produce what has direct demand in the market, and that has been our model since the start. It's more of matter of consciousness, even more than a question of corporate responsibility".



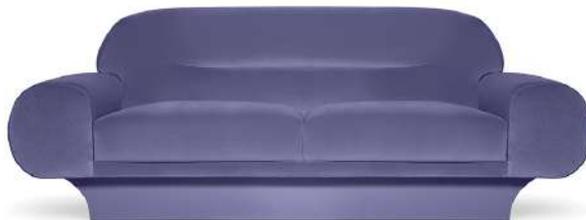
Roy | 290 Sofa



Roy | 290 Sofa

The Roy Sofa has an impactful silhouette. The oversized softly curved arms and back work in either formal and more casual settings, the Roy has relaxed comfort in mind. It's grand, curvy and charismatic.

THE CUTE SMALLER VERSION



Roy | 220 Sofa



Femina | Armchair in Buttermilk cotton velvet



CANDY LIMITED EDITION ARMCHAIR



Candy | Limited Edition Armchair

The Candy Limited Edition is the very definition of Munna – a celebration of craft, of beauty and full of colour and fun. The upholstery in plush cotton velvet, the detailed tufting and midnight blue lacquered legs make have a lounge feel. Then, once the magenta neon coloured lighting strip is lit, the Candy becomes the icon we all need. Experienced best with dancing shoes on and “Devices of Love” by Munna playing loud!

LIMITED EDITION OF 12 Revisited by Paula Sousa, Designer, Founder and Creative Director of Munna and Ginger & Jagger



1



2



3



4

Editorial | Lifestyle Images

Munna and partner brand Ginger & Jagger created an aspirational lifestyle photoshoot in a distinctive pigmented lime house in Alentejo, in Portugal.

This photoshoot is part of a temporary installation that was curated in a house that conveys the relationship between the light and space, where the natural landscape resonates with the interior.

The intimate campaign features the new designs launched, as well as some award winning and established icons from both Munna and Ginger & Jagger, presented in a home setting designed by the brands, for the first time.

1 | Roy 290 Sofa; Gran Torino Armchair; Mellow . 2 | Françoise Chair . 3 | Gran Torino Armchair . 4 | Roy 290 Sofa



THE NEW FABRICS



1



2



3

Concept | Lifestyle Images

Munna's 2021 new fabrics not only meet the industry's highest standards, but also widen the range for interior designers and architects. The main types are two new Chenille fabrics, that not only come in a superb range of colours, but also meet the REACH and Oeko-Tex environmental standards, tested to ensure safe use for humans, animals and the environment. The 2021 fabrics includes new bouclé colours, new cotton velvets and more. While the brand also works with fabrics the clients provide, the wider portfolio of options represents a world of possibilities.

1. 2 | Mary Q upholstered with new Bond Chenille. 3 | Françoise Chair upholstered with new Vivid Chenille



NOTES TO EDITORS

Munna's collections are an homage to the profound heritage of craftsmanship, a tribute to meaningful design with lasting appeal, blending a carefully and exquisite range of selected materials and finishes, created to infuse the feel of a higher form of living.

Founded in Porto in 2008, Munna is a furniture design brand renowned for its sumptuous upholstery pieces, present in over 40 international markets in residential, commercial and hospitality projects. Munna's designs are acclaimed by specialized publications targeted at interior designers, architects and design curators. Munna is now present in showrooms in Europe, USA, Russia, Middle East and Asia, and Istanbul.

AWARD-WINNING DESIGNS



2019 - GRAN TORINO ARMCHAIR
GOOD DESIGN AWARDS



2019 - LUKE 240 SOFA
INTERNATIONAL DESIGN &
ARCHITECTURE AWARDS



2018 - FRINGES ARMCHAIR
EUROPEAN PRODUCT DESIGN AWARDS



2017 - CHANTAL ARMCHAIR
GOOD DESIGN AWARDS



2014 - HUGHES 240 SOFA
INTERNATIONAL PRODUCT
DESIGN AWARDS



2012 - BECOMES ME ARMCHAIR
INTERNATIONAL PRODUCT
DESIGN AWARDS

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