

HIGH POINT MARKET FALL 2024

New Collection

2024

220 ELM #318

26/10/2024 - 30/10/2024

The Italian taste, Egoitaliano's taste, arrives at High Point with a tailor-made collection, a reinterpretation of its creativity in an American key: the sinuous shapes of the new models are presented in more generous compositions, the trendy colors take on softer shades while maintaining the usual contrasts that characterize accessories and complements: colorful pillows and rugs bring vibrancy even to the most classic living rooms.

Models, compositions, and moods are adapted to meet the needs of the American market, which is captivated by Italian style.

Anyone who enters our stand will immediately recognize a monochromatic setting, yet never flat, ready to embrace Egoitaliano's typical 'frenzy'.

Egoitaliano is exhibiting at the High Point Market event with the new 2024 Collection. This year, the offerings are numerous, some of the new models presented are: *Shai*, *Momo*, *Hoops* and *Astoria*. In addition to these, there are new colorful and technical coverings available.

SHAI



Completely handmade, like all Egoitaliano products, Shai is a stand-alone model characterized by a covering in bielastic technical fabric that enhances its shape and soft details, available in numerous colors and decorations. The brightly colored profiles in lycra make it a unique piece, destined to become an icon of the new Egoitaliano collection, thanks also to the numerous available covering possibilities. The soft shape is enhanced by the quilting on the seat and backrest, creating a visually contemporary rhythm.

The living environment can be enriched by a composition with a pouf available in a double version, round or curved shape.

MOMO



Momo, designed by the designer Bernard Masson, is a 2/3-seater sofa with a unique seat that makes its backrest its distinctive feature: the backrest folds forward as if to embrace its guest. The Lycra trim enhances its enveloping shapes, urging one to surrender to total relaxation. The volume of the seat and that of the backrest with integrated armrests merge into a piece with a statuesque design, also thanks to the absence of seams, which makes it the protagonist of the most contemporary living spaces. The soft shapes and curved profile follow the latest trends in interior design, focusing on excellent comfort thanks to the integration of Nosag springs. Available only in fabric and microfiber, this product can be customized with a wide range of colors and multiple compositions, including a model with a chaise longue.

HOOPS



Hoops is a sofa created in collaboration with designer Stefano Bonavita. Its soft and welcoming shapes reflect the circularity inherent in its name. Thanks to the two rocking mechanisms present in both the backrest and armrests, the seating depth is extended to ensure greater comfort. The smart and innovative design consists of a monobloc with a floor base that, thanks to the backrest padded in an oblique position, allows for comfortable seating both in the closed and open positions, providing comfort to the kidneys and back. The home theater version includes a console pouf with a central storage compartment, equipped with a lamp and wireless cell phone charger. The organic and rounded shapes that inspire Hoops are enhanced by contrasting piping, available in a wide range of colors. The double covering includes rio leather and Mumble, a fabric made with recycled polyester yarn from plastic bottles. Hoops is also available in a corner configuration, divided into two pieces.

ASTORIA



Astoria represents uncompromising comfort, an oversized sofa with a traditional shape, featuring a welcoming and sophisticated aesthetic. What makes it super comfortable is the combination of the headrest cushion and the topper fixed on the seat cushions, both removable and made of Molina, a synthetic padding derived from recycled plastic bottles. The more classic lines open into a deep seat and curved armrests on the outside, embellished by the wide band border. Numerous configurations and fabrics in the catalog make it versatile and suitable for every style, from minimalism to the latest contemporary country trends and modern farmhouses.

Egoitaliano flagship product presented for the first time in America is the cloud-shaped sofa **NefeLe**.

NEFELE



NEFELE is the iconic sofa of Egoitaliano, designed and engineered by the creative flair of the architect Giulio Manzoni. The rounded design and the soft comfort give real shape to the impalpable essence of the clouds, thanks to the innovative production techniques used.

The cushions are covered with an exclusive high-pile bi-elastic fabric available in four different nuances inspired by the different moments of the day, from dawn to dusk. The light and shadow games resulting from the three-dimensional design of the fabric make NefeLe a true masterpiece of the Egoitaliano style centre.

Presented for the first time at the 2023 Milan Design Week, NefeLe is destined to become the flagship product of the Egoitaliano collection, available in a limited edition.

Egoitaliano

Egoitaliano, founded in Matera in 2007, is a leading company in the design and production of sofas, armchairs, and furniture accessories Made in Italy. The eclectic style and production in the Murgiano Upholstered Furniture District signify two representative aspects of the brand, which combines advanced technology with distinctive aesthetics. Its offer stands out for the contamination between design and sectors such as fashion and pop culture, offering customized solutions for living spaces. With over 140 sales points in Italy and an international presence in Europe, North America, and Asia, Egoitaliano exports *Made in Matera* design to more than forty countries. The company's strategy focuses on innovation, a selected sales network, and integrated communication. Through social projects such as Made in Carcere and thanks to the creative recovery of production waste, the company is committed to recovery, craftsmanship, and the promotion of a conscious lifestyle, with an eye always towards the future.

You will find us in our showroom located in 220 ELM #318, High Point, NC.