

## HIGH POINT SPRING MARKET 2025

**Collection 2025**  
220 ELM #318  
26/04/2025 - 30/04/2025

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 2025 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.

### EROS

The Eros stands out for its modern and welcoming lines, perfect for those looking for a sofa that combines elegance and comfort. Thanks to its sophisticated design, it is ideal for furnishing both contemporary and traditional spaces.

Its timeless “tub” design is made more modern by comfortable flared armrests, perfect for holding round cushions that make the seat even more inviting.

Discover the Eros sofa, the ideal solution for a modern and comfortable living space.



### TATE

The elegant and minimal lines of Tate reflect the simple and light style typical of the 70s design. Its manually operated swing backrests and arms allow you to adjust the seat depth, so as to customize the level of comfort in moments of relaxation.



**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 | Showroom #318, High Point, NC.