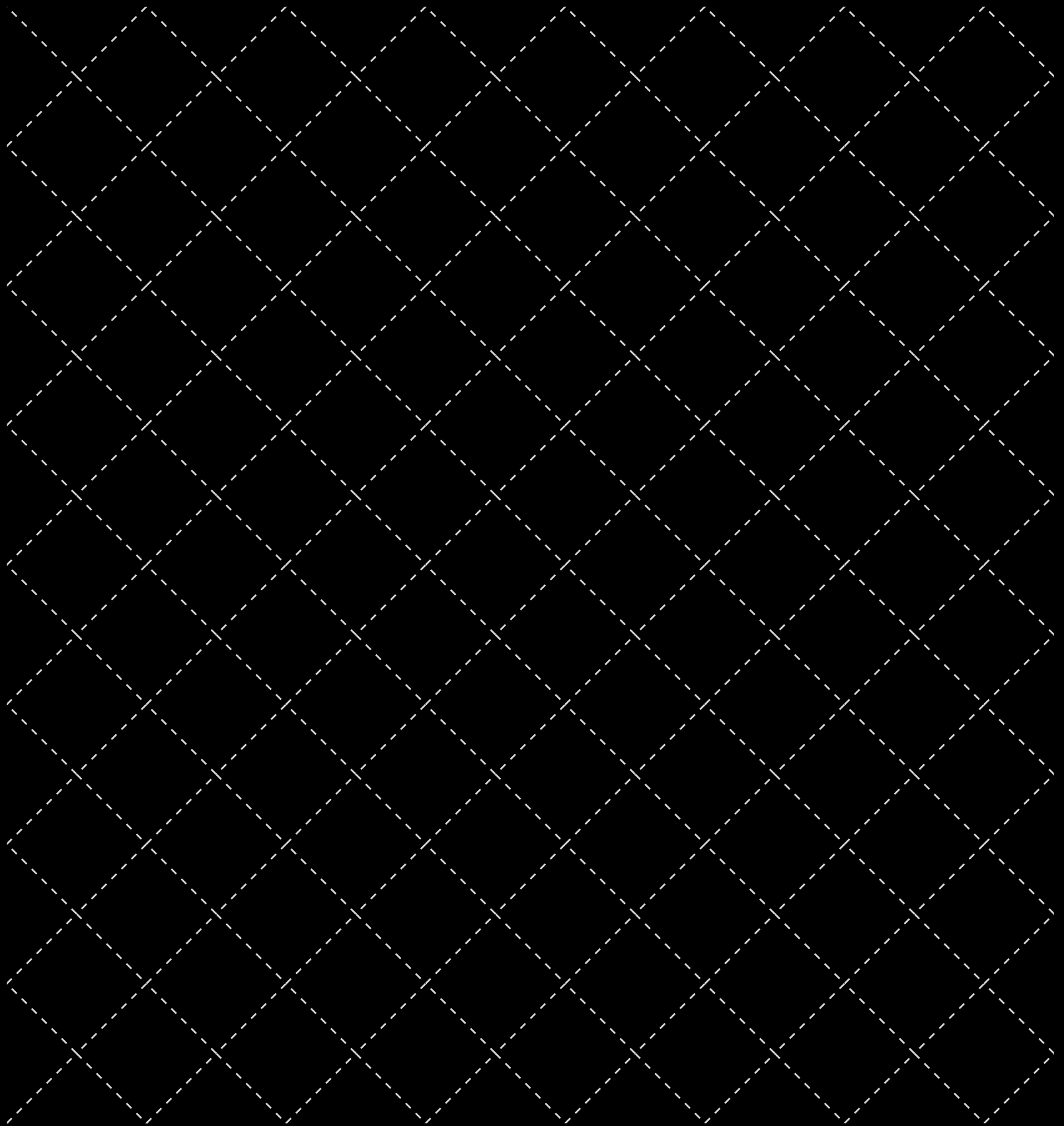




KELVIN GIORMANI
Luxury Sofas

Supreme honor for Hong Kong designer

Home furnishing has seemingly been the territory of European designers for many years. For manufacturing, China is now gaining a position for quality production, and thanks to Kelvin Ng, one of Hong Kong's leading furniture and sofa designers, "Designed in China" could soon be the way forward.



Award presenter Mr. Mike Forewood and Kelvin Ng



KELVIN GIORMANI Gallery in Culemborg, Netherlands

The award-winning designer, also co-founder of GIORMANI and its overseas brand KELVIN GIORMANI, Kelvin Ng has recently garnered another internationally distinguished award.

Adding to the honor of being one of Hong Kong's top 40 designers under 40 years old by an interior design magazine PERSPECTIVE,

Ng is once again recognized by the prestigious American Society of Furniture Designers (ASFD) 2011 Annual Pinnacle Design Achievement Awards - Leather Upholstery.

Creation of a ground-breaking piece

The contemporary, minimal design of the low-backed three-seater sofa Strada II in supple Italian leather is of course enchanting, but what truly captures the heart of judges, is the

"I always believe that if I can find a niche, to try to differentiate ourselves instead of following the mainstream, it's just a matter of time before we succeed."

Helping in his father's furniture factory since 1992 after graduation, and working at a company which started off as a manufacturer, exporter and retailer of sofas, Kelvin has gained a solid foundation of the industry in terms of all aspects, from sales and marketing, to production

designs, taking Eastern and Western aesthetic standards to an exceptional high. Ng has been leading the company with a "no compromise" approach to soft-manufacturing.

"The shift from solely low-value-added production to creating cutting-edge designs and carrying an exclusive brand is never easy. It is, therefore, of utmost importance for us to keep a close watch on quality of our products," Ng asserts.

On top of quality, Ng knows best about perceptions western buyers hold when it comes to Chinese designers - a lack of respect for original designs. "As the first Hong Kong Chinese designer to win this award, I hope people in America as well as other parts of the world will start recognizing that there are indeed many dedicated designers in China who are working hard every day to try to make a difference," says Ng.

Expanding KELVIN GIORMANI, galleries established Asian and European countries such as Japan, Singapore, Thailand, Malaysia, Denmark, and Poland, Ng is gracing the American counterparts in North Carolina and Florida as well.

He is confident that he and other emerging young Chinese and Hong Kong designers will continue to elevate the reputation of Chinese designs and the "Designed in China" label internationally.

I always believe that if I can find a niche, to try to differentiate ourselves instead of following the mainstream, it's just the matter of time before we succeed.

says Kelvin Ng, Chief Designer of GIORMANI

distinctive leather-weaving technique Ng adopts. Not content with traditional leather sofa designs, Ng pushes the boundaries and incorporates fashion into home furnishings. "I love playing around with different leather crafting techniques. In 2009, I started trying leather weaving, a technique that is quite commonly used in garments and handbags. I tried to keep the form of Strada II simple, but added a little twist to make it a pleasantly luxurious piece to have at home," Ng continued.

and quality control.

GIORMANI's decades of experience as sofa manufacturer for top rated European companies such as WECO from Germany and Italian high-end furniture company Cierre have given the visionary guide both inspiration and aspiration to expand the company's global reach as KELVIN GIORMANI.

Altering western perceptions

Known for his unique and innovative



Kelvin Ng, winner of American Society of Furniture Designers (ASFD) 2011 Annual Pinnacle Design Achievement Awards - Leather Upholstery



GIORMANI flagship store at MegaBox

The award-winning sofa Strada II



Founded in 1995 by the American Society of Furniture Designers (ASFD), the Pinnacle Design Achievement Awards are to promote furniture design quality and serve the purpose of encouraging designers in the home furnishings sector to original and creative designs. It is widely regarded by the American home furnishing industry as the 'Oscar' of home furnishing product design. Product entries must be in current production and must have been shown at one of the major furniture retailers worldwide; or be available in at least 20 retail stores in the US.



STRADA II 0168
KELVIN GIORMANI Fall 2009 Collection
Pinnacle Design Achievement Awards 2011
Winner Design in LEATHER UPHOLSTERY Category





1.5D



4D

PATTINATORE II 0283



The shape and wide-open design feature of the arm of Model PATTINATORE II (0283) resemble the beautiful curve of a figure skater's body while performing layback spin. The continuation of the sofa arm from left to right (through the back frame) was inspired by the layback spin motion of a figure skater, twirling from one side to the other.





PATTINATORE II 0283



The diamond stitching patterns on the sofa arm and back-frame interior of Model PATTINATORE II (0283) are realized by highly skilled labor craftsmanship.

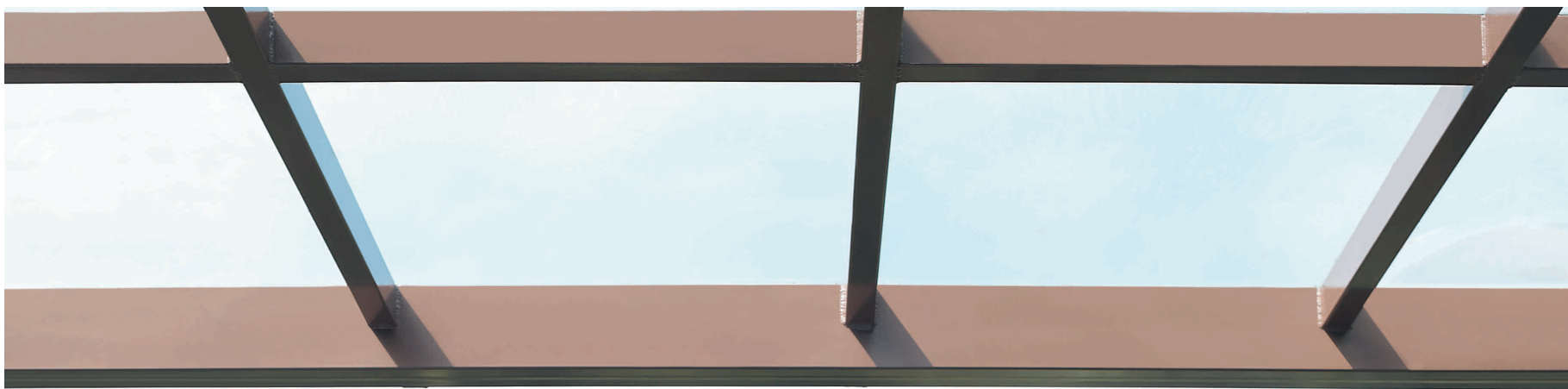


The cushion shape of the optional stool (no. ST2) resembles the seat cushion curve shape of Model PATTINATORE II (0283).



4RA

SXL



Without the diamond stitching pattern, Model PATTINATORE I (0282) represents the minimalist version the model, which matches perfectly with living rooms of cleaner and more modern interior design setting.

PATTINATORE is certainly a model where you can find different elegant curves from almost every viewing angle.





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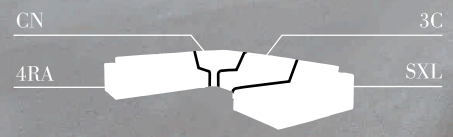


TESSERE I 0284

The genuine leather weaving feature is the key design element of Model TESSERE I (0284), which is found only at the sofa arm edge and seat front frame. This high level leather crafting technique gives a truly luxury touch to the model. The 2-tone highlight on the weaving edge is optional.

TESSERE is a model for people who like sofas with simple and timeless design as a basis plus a little touch of an unusual design element.





TESSERE I 0284



TESSERE I 0284



Luxury, sometimes, can be presented in a subtle way. The genuine leather weaving feature of Model TESSERE I (0284) becomes more self-expressive while being tone-on-tone with the sofa body.

Optional headrest (HR4) enhances the head comfort.



LXRHM 11A93

TESSERE II 0285



The optional stool (no. ST55) is almost fully upholstered with woven genuine leather expressing the spirit of luxury and exquisite leather craftsmanship.



For the composition of a one arm sofa plus a longer chaise, there are maximum 4 head mechanisms.



TESSERE II 0285



The genuine leather weaving feature is still the key design element of Model TESSERE II (0285), which is found only at the sofa arm edge and seat front frame. This high level leather crafting technique gives a truly luxury touch to the model.



Model TESSERE II (0285) is the function oriented version of the TESSERE family. There are 2 optional functions, namely, head mechanism (supplied by Hettich International of Germany) and seat sliding mechanism (supplied by Kemmann & Koch of Germany).

To add the luxury flare to the sofa, you can customize the sofa frame leather covers with the special crocodile skin print.



The optional coffee table (no. STG3B) always comes with matching leather of the sofa set and with either black or white tempered glass.



KELVIN GIORMANI

Luxury Sofas



SXR 4LA

STRATO I 0286



STRATO I 0286

The vivid layer pattern of the sofa arm side was inspired by the design feature of a classical metal watch belt, which becomes the highlight of Model STRATO I (0286). It is another fusion of a classical pattern with a contemporary style sofa frame.

Optional headrest (HR4) enhances the head comfort.



37



The optional stool (no. ST2) always comes with matching design of the sofa seat and leg.



The genuine leather upholstered sofa leg of Model STRATO I (0286) is particularly designed to match the basic element of the layer pattern at the sofa arm side. The leather color of the leg can always match with that of the sofa. The leg is also accessorized with solid stainless steel at the front and back.



4D



1D

1D

STRATO II 0287





On Model STRATO II (0287), the layer pattern is even extended to the back side of the sofa which makes this stunning feature more eye-catching.



The beauty of the layer pattern on Model STRATO II (0287) is realized by exquisite leather craftsmanship. Each single unit is genuine leather upholstered by highly skillful hands.



This particular square stool (no. ST3) is complimentary with Model STRATO II (0287) in a larger group.



4RA

SXL

DITA INCRO 0288



Model DITA INCRO (0288) is a sofa inspired by “Good Luck.” You can tell by the fact that it always keeps the “finger crossed.”



Optional headrest (HR4) enhances the head comfort.



DITA INCRO 0288



The unconventional, see-through design concept is dedicated to someone who does not want to compromise with the ordinary.



The optional stool (no. ST2) always comes with matching design of the sofa seat cushion and base frame.



KELVIN GIORMANI
Luxury Sofas



SXR



4LA

ONDA 0290



Model ONDA (0290) comes with free style genuine leather pillows as the back cushions. You are free to move them around to create your favorite back comfort.



The seat cushion front edge has a curved shape matching with the wave pattern design concept of Model ONDA (0290).



Each layer of “waves” is upholstered with a genuine leather cover and is realized by high level skilled labor hands.



The optional stool (no. ST2) always comes with matching design of the sofa seat cushion and base frame.



Each layer of “waves” is specially arranged to be half a cycle out of phase with another layer of “waves.” The longer the wave layers, the more spectacular the wave pattern will appear.



“Wave pattern” was the design inspiration of Model ONDA (0290).



Each layer of “waves” is connected by stainless steel tubes, which creates a strong frame of sofa back and arm.





Model PRIVATA (0289) is an extra-ordinary model which is composed of individual seating units. The left or right unit is like a compartment with tall panels which offers more privacy for you and the beloved one while enjoying the sofa set.



The tall panels are accessorized with leather weaving pattern that adds the luxury flare to the Model PRIVATA (0289)

The stainless steel metal leg well matches the square and contemporary look of Model PRIVATA (0289)





4RASM3

EXLSR



Model GIRARE (0291) is virtually a timeless design which can be well matched with any contemporary living room interior setting. At the same time, the design is highlighted with irregular strip pattern which is realized through leather perforation technique, something out of the ordinary.



Thanks to an Italian leading sofa mechanism provider, an uptrend seat rotating mechanism is featured on selected items of Model GIRARE (0291) as an option. The seat rotation function allows you to sit and enjoy the sofa set at many more different orientations.



To easily operate the seat rotation function, you are advised to start from a proper position as seen on the photo.



Next, pull the seat cushion toward yourself.



While you are pulling the seat cushion, you can feel it rotating at a clockwise direction.



When you finish rotating, the seat cushion shall be lined up with the other seat cushions of the sofa set.



The specially designed wooden sofa leg resembles the irregular strip pattern effect of the sofa seat base frame while it is viewed from different angles. There are 6 standard wooden leg colors for the choice of customization.

The double-edge sewing feature is another design element of Model GIRARE (0291)

The optional coffee table (no. STG3W) comes with the irregular strip pattern effect that matches perfectly the sofa seat base frame. The color of the tempered glass top can be either black or white.