



GOMMAIRE

organic living



INDOOR & OUTDOOR FURNITURE - DECORATION

**2022 - 2023 COLLECTION - PRESS RELEASE**



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## **GOMMAIRE pursues a sustainable and organic story with strong designs and a novel brand identity**

Antwerp 7 September 2022 - The success formula of GOMMAIRE Organic Living is interwoven in the brand's philosophy: attention to detail, comfort and sustainability. This autumn, GOMMAIRE knows how to surprise with well-thought-out designs, solid foundations and unique material selections. Brand-new, practical pieces and softer colours complement the already existing indoor and outdoor collections. Collection pieces which form a lifelong enrichment to every interior.

### **GOMMAIRE - Organic Living unveils new collection items**



In response to the increasing demand from business-to-business customers - particularly hospitality - GOMMAIRE has expanded its existing collections with bar sets, bistro sets and coffee tables.

For instance, the Sally collection was expanded with Barchair Sally, a taller variant which offers the exact same comfort thanks to the accompanying cushions for both the seat and the back. Newcomer Armchair Mieke - a combination of natural teak and sand-coloured PE Wicker Weed - has an impeccable design and is stackable, which is a big plus when it comes to storage.

The indoor collection also has quite some interesting additions, including Club Julian, Sofa Julian and Club Nathan in combination with Pouffe Nathan. A compact design that adds extra personality to any indoor space.



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One of the latest extensions to the outdoor collection is Lounge Mario (1-seater and 2-seater), made in the highly coveted combination of teak and rope. Sunlounger Mieke and Chair Marie bring GOMMAIRE outdoor to a close with their refined wicker finish in the colour Sand, a softer shade of the well-known PE Wicker Weed.

### **PORTUGAL - Decoration expands: careful production closer to home**

This year, GOMMAIRE went to Portugal for the ceramic production. Not an illogical choice given the centuries-old tradition that characterises the country. The collection of ceramics and terracotta was substantially expanded with handmade tableware Tilda, Melda and Ali. Every single item was carefully hand-wrought according to the rules of the trade. Each design radiates that which makes GOMMAIRE so unique: craftsmanship, authenticity and character - a fascinating addition to any contemporary setting.



### **A renewed brand identity for GOMMAIRE: light, organic shapes, soft colours and fine materials are at its heart**



For 2022-2023, extensive work went into the renewed brand identity. Where previously mainly robust materials and darker colours were in the foreground, the existing collection is now complemented with more organic shapes, softer colours and more earthy tones.



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## ABOUT GOMMAIRE

Gommaire is a Belgian brand founded in January 2015, where the ideas and extensive experience of the brand's founders have joined together in organic harmony. GOMMAIRE brings you a timeless collection of interior and exterior furniture, as well as a wide array of decorative items. The "organic living" aspect of GOMMAIRE plays an indispensable role in the entire collection and comes to life in the designs, the choice of materials and the production process. Each item is carefully designed by our designers.

**Discover the new collection pieces on [gommaire.com](https://gommaire.com).**  
**Discover our virtual showroom on [gommaire.com/showroom](https://gommaire.com/showroom).**  
**High resolution images: [gommaire.com/press](https://gommaire.com/press).**

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