



Press Release Milan Design Week 2016
120%LINO PRESENTS "NAHOOR SARTORIAL", THE LAMP DRESSED WITH LINEN

Mahari is a lamp which believes to be a model. In the past, Nahoor's lamp-symbol already dressed sartorial fabrics and twisted. This time William Pianta, designer of this Italian brand internationally appreciated for its range of indoor and outdoor lighting fixtures, meets the soft fabrics of 120% Lino, in constant research of new challenges to mix materials and combinations.

By sharing the values based on quality, Made in Italy craftsmanship, continuous research and desire to experiment, was born the new lamps collection that combines the rigor of the forms to the linen texture for a surprising effect, where light is transformed and becomes spokesman of fabrics' "softness".

Endless exploration, deepening of aesthetics and technological contents are the fundamental elements of the unprecedented partnership between Nahoor and 120% Lino. The designer's research focuses on materials, which are enhanced in all their material power, becoming the real protagonists of the history of the product to enhance all the natural quality of linen and reinterpret this fiber from ancient history through a design concept. With his work, William Pianta wants to communicate the uniqueness of this lamp, through clean shapes, pruned of everything that is needless, leaving a sobriety that avoids ostentation.

"Nahoor Sartorial" is a project in 4 colors that will be presented at the next edition of Milan Design Week 2016, at the new store 120% Lino in Via Pontaccio 19, in the heart of the Brera Design District of the city.

press office

Per ulteriori informazioni:

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Info on 120percento

Produced and distributed by Palladium Moda Srl, 120% lino was born in the early '90s thanks to the passion of its founder and CEO, Alberto Peretto, for fine fibers. Selected among the best available in the market and achieved with yarn of particular value, the linen assumes a totally new identity thanks to sophisticated manufacturing techniques. This has been the mission pursued over the years by the brand that combines elegance, quality, and refinement to a fabric with a history that goes back a millennia. The uniqueness of the 120percento garments is due to the particular "dyeing garment" procedure, a technique that consists of dyeing clothes after their manufacturing, which gives the fabric an incredible softness and the possibility to offer an extremely wide range of colors, shades, and tones. There are collections for men, women, and children that express a timeless luxury, setting the stage for sober and innovative elegance. Today the 120% collections are present in the most important Italian and foreign multi-brand stores and in the 120% flagship stores of Milan, St. Martin, Miami, Palm Beach and Aventura.

Informazioni su Nahoor

The company was founded by William Pianta who introduces his own new project "Nahoor" after a long experience as a lighting designer of private and public contexts and through relevant collaborations with manufacturing companies. Endless exploration, deepening of aesthetic and technological contents are the fundamental elements of Nahoor's script. The designer's research focuses on the materials, mostly metal, on its own characteristics, processing and finishes. The materials used are celebrated in all their physical strength, becoming the real protagonists of products history. In 2010, the company of Brescia got the certification of "100 % Made in Italy" from the "Istituto per la Tutela dei Produttori", the only Italian acknowledgement to protect the authenticity of true Italian products.