

IN- & OUTDOOR FURNITURE
COLLECTION 2017 - 2018

noorden design

Revendeur premium

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in  +  out

In 2016, Joli celebrated 20 years of experience in indoor and outdoor furniture design. 20 years of high-quality craftsmanship, bespoke furniture and ergonomic designs. Time we used to optimize our range of 100% Belgian handcrafted metal, aluminum and stainless steel furniture. Looking back, we are proud of the progress we've made, while remaining true to our brand values: local production, durable materials and a dedicated service.

Specialized in custom designs, Joli designs for and with its customers. The result? Unique designs that are both contemporary and timeless. Starting from a conceptual approach, all of our pieces are handcrafted and designed to last. After a series of commercial actions, we decided to take it up a notch. Today, we present an upgraded version of the Joli brand. With highend collections, designed by renowned and talented designers.

Mathias De Ferm, who has worked for numerous international brands, scooped a Red Dot Award and an iF Design Award in 2016 and the German Design Award in 2017, for our new Marguerite chair. The Marguerite collection was praised for its balanced lines and flexible design, bringing together innovation and inspiration. De Ferm also has the almost futuristic Wire collection to his name, characterized by its sleek hairpin legs and intriguing interplay of lines supporting a smooth surface.

Sylvain Willenz, two-time winner of a Red Dot Award and five-time winner of a Henry Van de Velde Label, designed a complementary collection of furniture for Joli. Our new Layers collection features a wide mix of durable materials and fascinating colour combinations. The chairs designed for Joli are constructed from subtly cut and folded sheets of aluminum, whilst the legs of the table share a similar silhouette and fold. The Layers furniture bears Willenz's unique graphic and progressive design approach.

Wire
in  +  out

“The art is to make a design that is beautiful, ergonomical and ecological at the same time. By removing all the redundant material, I made the chair stackable and elegant, without losing comfort.”

Wire by Mathias De Ferm



Wire low chair lino + cushion nautic linen carbon





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Wire low chair, armchair & bar stool lino



Wire armchair black + cushion leather black

Enjoy your Wire chairs in- and outdoor.
Simply change the cushions.



Marguerite
in  +  out

Enjoy your Marguerite chairs in- and outdoor.
Simply change the cushions.



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“I believe in creating added value through innovation.
The future of furniture design lies in the use of
sustainable and durable materials, combined with
a solid understanding of a product’s social environment.”

Marguerite by Mathias De Ferm



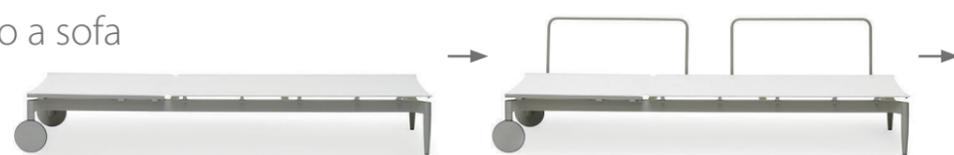
Marguerite chair black



Marguerite chair black + table /
Marguerite table frame black + Xeramica® top black iron



Transform your lounger into a sofa



Layers
in  +  out

“My designs are clean, elegant,
joyful and classic at the same
time. I like the idea that objects
give you a reassuring feeling,
that they have a sense of
friendliness.”

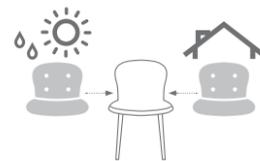
Layers by Sylvain Willenz



Layers table frame black + WOG top nature oak / Layers chair leather black /
Cube 55 cupboard black + WOG top nature oak + Layers legs black



Enjoy your Layers chairs in- and outdoor.
Simply change the cushions.





Layers chair leather cognac



Layers bar stool & chair black

Layers low chair & armchair black

Chagall
in 

“Simplicity and elegance, graceful and organic forms...
I wanted to give the Chagall plenty of feminine touches.
The rounded, swivel seat contributes to its tactile allure
as well as making it comfortable to sit in.”

Chagall by John Ghekiere





Chagall X-base chairs + Easy Care Fabrics



Chagall spinning chairs + Easy Care Fabrics

Elyps
in 

“The ellipse is a basic shape that we encounter everywhere in the universe. This is why an oval table exudes such calm and cosiness. The wood-on-glass tabletop emphasises its elegance, with the thin wood veneer providing a warm, natural touch.”

Elyps by Tom Devrieze



Elyps table WOG nature oak /
Chagall spinning chairs white /
Easycare fabrics / Cube 55





Rafael x-base chair lino



Rafael armchair black

“The ultra-thin armrest gives Rafael its decidedly refined character. The arm that runs behind the chair back is striking and unusual. This is a thoroughbred design chair which nevertheless does not compromise on comfort.”

Rafael by John Ghekiere



Rafael barstool low black



Cube 55 double 4 Matilux white



“I have expanded on the CUBE concept with a special combination of cabinets as a minimalist surround for a flat-screen TV. These are light and airy, slim and slender, open and refined. All the accessories and DVD boxes can be hidden away in designer storage elements.”

Cube by Chris Vankeirsbilck



Cube Play cabinet 1, 2 & 3 Matilux /
Cube Play drawer 140 & drop-down door 140 Matilux White +
WOG top nature oak / Layers low chair lino + cushion Nautic Linen carbon

JOLI

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Poly AI Boats

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