

ATL Group and Liu Jo Living at Salone del Mobile 2025: Tailored for the Human Experience

With the goal of reaffirming its presence at the Salone del Mobile in Milan 2025, ATL Group, a historic Italian company with nearly 50 years of experience in the upholstered furniture sector, proudly presents Liu Jo Living—one of its flagship projects in the realm of handcrafted, tailor-made production. The 250 sqm exhibition space, located in Hall 11, Stand M20-M24, perfectly embodies the core themes of this edition: sustainability and the concept of "Thought of Humans".

With the claim *"Tailored for the Human Experience"*, ATL Group offers a vision that places the human being at the center of design, creating solutions that respond to both the physical and emotional needs of people. The products go beyond mere aesthetics and are designed to enrich everyday life by combining beauty, comfort, and functionality.

Among the highlights of the exhibition are the Glam modular sofas for indoor/outdoor use—now available in new armrest, corner, and pouf variations; the Caillou sofa family, a consolidated bestseller; the Riva outdoor collection, inspired by classic garden lounges; the iconic Guest bed; the Soft Island sofa, which transforms into a bed with a single gesture; the Osè tables featuring new tabletop finishes; the Marsina chairs with removable covers dressed in fabrics from the new collection; and the Gavi modular sofa, which stands out for its foldable backrest thanks to an internal mechanical arm or interchangeable cushion. Every product, along with the entire exhibition setup, is designed by Simone Cagnazzo, the artistic director of Liu Jo Living.

The architectural space, defined by curved walls, evokes a welcoming and convivial environment. Warm, soft colors embrace the organic shapes of the upholstered pieces, creating a unique atmosphere where design becomes a sensory experience. The exhibition is divided into five thematic areas: living, outdoor, night area, lounge, and a section dedicated to the new fabric sample books—all marked by a constant research into materials, colors, and textures that enhance the "touch it and feel it" experience.

ATL Group constantly explores new possibilities to create coverings that are not only visually appealing but also pleasant to the touch and sensorially stimulating.

Each collection anticipates trends and meets the growing demand for versatile, durable, and easily removable products, in line with the "long life product" philosophy. Thanks to its ability to deliver tailor-made solutions, ATL Group is the ideal partner to bring innovative ideas to life, combining original design with long-term functionality.

With this edition, ATL Group reaffirms its commitment to developing products that place human beings at the center, blending design, ergonomics, and comfort. Each creation stimulates the senses with refined fabrics and materials, and cushions designed to provide maximum well-being. The result is a perfect balance between aesthetics and functionality, meeting the growing need for spaces that enhance everyday quality of life by adapting to people's physical and emotional needs.

The exhibition will also continue at the Fuorisalone, inside the Liu Jo Living Flagship Store located in Via Fiori Chiari 28, Brera, Milan, where the brand's latest innovations will be unveiled.

Two years after its official opening, the Milanese Flagship Store of Liu Jo Living is thrilled to present the new fabric lines enriching the collection. With *"Tailored Design"*, Liu Jo Living renews its commitment to innovation, dressing its iconic sofas in exclusive colors and textures. Each fabric is the result of meticulous research into tones, textures, and yarn quality—bringing an air of elegance and sophistication, typical of the fashion world, into interior design.

Liu Jo Living & ATL Group: The Perfect Encounter Between Elegance and Innovation in Interior Design

In 2019, the encounter between ATL Group and LIUJO gave birth to LIUJO Living—a furniture collection that translates the refined and contemporary style of the renowned fashion brand into an exclusive home décor proposal. Combining ATL Group's manufacturing expertise with LIUJO's sophisticated design, the collection offers a range of products from sofas and armchairs to beds and accessories, conceived for an audience seeking elegance, comfort, and uncompromising quality.

The partnership between the two companies stems from a shared desire to create a new design language within the furniture sector, with pieces that express LIUJO's values—femininity, versatility, and attention to detail—through premium materials, refined craftsmanship, and solutions that merge aesthetics with functionality. Thanks to ATL Group's production capabilities and expertise, LIUJO Living stands out for its artisanal quality and innovation, positioning itself in the contemporary design segment with a distinctive and recognizable identity.

ATL Group's industrial approach and international experience blend seamlessly with LIUJO's stylistic vision, giving rise to collections that evolve season after season. This synergy allows them to meet the needs of a dynamic market, offering furniture solutions that reflect contemporary trends while staying true to the tradition of Made in Italy.

As a continuously expanding project, LIUJO Living represents a natural evolution of the fashion brand's philosophy, bringing its distinctive DNA into the world of interior design. The collaboration with ATL Group ensures not only excellence in production but also an innovative and versatile approach—able to adapt to the demands of a clientele increasingly attentive to quality and exclusivity.

Discover the Future of Comfort: Liu Jo Living's New Releases Previewed at the Fair

GLAM

The modular Glam system evolves the concept of comfort and customization with the introduction of new elements—including armrests, corner modules, and poufs—expanding its configuration possibilities. Made of expanded polyurethane, Glam ensures high ergonomics and is fully removable and recyclable, meeting the demands of environmental sustainability. Its versatility extends outdoors thanks to the outdoor version with Dryfeel® padding, designed to resist the elements while maintaining its sophisticated design. Ideal for both residential and contract settings, Glam represents the perfect fusion of aesthetics and functionality.

CAILLOU

A timeless icon of Liu Jo Living design, the Caillou sofa stands out for its soft, enveloping lines inspired by water-smoothed pebbles. The collection includes armchairs, linear sofas, and modular components, offering flexible solutions for any space. Refined details—such as contrasting piping and a new variant with capitonné stitching—enhance its elegance. Designed for exclusive environments, both residential and hospitality, the Caillou sofa masterfully combines aesthetics and comfort.

GAVI

The Gavi sofa embodies elegance and versatility with a cozy and highly customizable design. The model offers two backrest options: one with a loose bolster headrest, ideal for informal comfort, and another with an adjustable mechanism, perfect for adapting to various postural needs. Fully removable and modular, Gavi integrates harmoniously into any living space, delivering uncompromised relaxation. With multiple configuration possibilities and high-quality materials, this sofa is a refined choice for those seeking both style and functionality.

SOFT ISLAND

Soft Island is an innovative convertible sofa that transforms into a bed with a single motion, thanks to its rotating backrest system. Its frame-free structure is made from a single block of polyurethane, ensuring a high level of recyclability, lightness, and long-term durability. Designed to meet the needs of modern living, Soft Island is also available in an outdoor version with a protective cover, offering a unique combination of functionality, sustainability, and contemporary design.

CAILLOU WOOD

The Caillou Wood collection expands with new variants designed to offer versatile and functional solutions suited to different spatial and stylistic needs. Now available with a 140 cm diameter in two height options—35 and 45 cm—it also includes a new irregular table version measuring 65x140x65h cm. Perfect for social settings, the design of Caillou Wood is inspired by Eastern aesthetics, characterized by organic shapes and the use of natural wood, bringing a sophisticated and elegant touch to any environment.

OSÉ TABLE & MARSINA CHAIR

The Osé table and Marsina chair perfectly embody the fusion of tradition and innovation. The table features a bold, dynamic structure and is available with a smoked glass top or the new HPL version, specifically designed to withstand outdoor conditions. The Marsina chair, with its ergonomic shell and removable cushion, is crafted to ensure maximum comfort without compromising practicality. Thanks to its versatile design, it fits seamlessly into both indoor and outdoor spaces, blending functionality and elegance into a single design solution.

Discover what's new



www.liujoliving.com