



JANUS et Cie®

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INTRODUCING THE SERENGETI COLLECTION BY PHILIPPE STARCK

(SEPTEMBER 5, 2021 – MILAN) For their first partnership, JANUS et Cie and award-winning designer and architect Philippe Starck have created an exciting new outdoor dining and lounge collection: Serengeti. JANUS et Cie will preview Serengeti in September at Milan’s Salone del Mobile 2021 and will formally launch the collection in January 2022.

Inspired by nature and the spectacular African savannah for which it is named, Serengeti is a magical marriage of timeless elegance and refined natural elements, crafted for durability and longevity.

“I live in the middle of nowhere, in the middle of the mud, of the sand, of the forest.

I dreamed of furniture that Nature could love, accept, integrate. Different, personal, original but timeless furniture that we could have found there, as is it, abandoned by elegant people. Furniture made with real wood, in the middle of the woods. But above all, which, like certain magical objects, although immobile, transports you back to other times, to other places, to other dreams.

This is the reason why the Serengeti collection exists.” – Philippe Starck

The Serengeti collection features clean lines, an exceptionally comfortable upright seat pitch, and deep, sumptuous cushions. Its frames are constructed of fine sanded teak with visible peg joinery, powder coated aluminum, and sturdy, canvas sling mesh. One of Serengeti’s most distinctive pieces is the two-seat, high back sofa with its clever, integrated awning, a chic solution for sun protection, whether gazing across the plains, relaxing on the veranda, or lounging poolside.

“This collaboration has been an extraordinary opportunity to share in Starck’s vision of a distinctively nature-inspired collection forged in excellence at all stages of development to withstand the elements and be enjoyed for generations to come,” said Carolina Zhang, Vice President of Product Development for JANUS et Cie. “He worked in concert with our team to bring his vision to reality by sourcing the very best materials, engineering with precision, and rigorously testing for endurance.”

Offered in canvas sling mesh in Gazelle, Horizon and Tusk colorways, and cushions available in the full array of JANUS et Cie’s outdoor-friendly textiles, the Serengeti collection consists of eight pieces:

- Armchair
- Dining Table
- Lounge Chair
- Ottoman
- Two-Seat Sofa
- High Back Two-Seat Sofa with Awning
- Cocktail Table
- Side Table

Serengeti will be available for sale beginning January 2022 via JANUS et Cie showrooms, sales offices, and select dealers globally.

THE DEFINITIVE SOURCE FOR SITE, GARDEN & CASUAL FURNISHINGS

JANUSETCIE.COM

About JANUS et Cie

The Definitive Source for Site, Garden, and Casual Furnishings®

For more than 40 years, JANUS et Cie has been an industry leader in design-driven furnishings for the outdoors. The luxury furniture brand, part of Lifestyle Design family with Cappellini, Cassina, Ceccotti Collezioni, Luminaire, Karakter, Poltrona Frau, Luxury Living Group, and DZINE serves commercial, hospitality and residential clients with a dedicated focus on outstanding quality, superior craftsmanship and unparalleled service. In the years since the company's founding in 1978, JANUS et Cie has transformed from a single showroom in the Los Angeles Pacific Design Center to a comprehensive global design resource with 19 flagship showrooms, as well as field offices and select dealers throughout the world.

The company's namesake—the Roman god JANUS, whose two faces look both forward and back—is the foundation of a unified mission rooted in tradition, heritage and craft, yet equally dedicated to innovative materials and progressive engineering. This inspired long-term view is realized through the lens of a unique corporate culture that encourages curiosity, creativity and collaboration in the pursuit of excellence.

JANUS et Cie offers a diverse catalog of over 6,000 pieces—each design remarkably distinguished in concept and form—and in addition to furniture, includes a growing commitment to decorative accessories and performance textiles. Acclaimed by the most discriminating designers, architects and juried competitions, this powerful body of work has inspired for decades a demand for beautifully imagined furnishings to be used both indoors and out, and has influenced an entire industry in the process.

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About Starck

Philippe Starck, world famous creator with multifaceted inventiveness, is always focused on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This philosophy has made him one of the pioneers and central figures of the concept of “democratic design.”

By employing his prolific work across all domains, from everyday products (furniture, a citrus squeezer, electric bikes, an individual wind turbine), to architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering (mega yachts, habitation module for private space tourism), he continually pushes the boundaries and requirements of design, becoming one of the most visionary and renowned creators of the international contemporary scene.

Philippe Starck and his wife, Jasmine, spend most of their time on airplanes or in "middles of nowhere."

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