



This tranquil setting layers architectural elements, seating, rugs, tables and accessories, all by Paola Lenti.

MASTER OF THE COLOR WHEEL, INDOORS AND OUT

Paola Lenti is synonymous with visions of chic, colorful and, most importantly, comfortable outdoor furniture. The Italian entrepreneur made a name for herself and the eponymous brand she runs with her sister, Anna (at the business helm), through their unique approach to design, material research, experimentation and a sustainable ethos. A master colorist, Lenti combines hues to sophisticated effect, allowing customers to thrive as the main characters of their spaces. Sustainability is a key consideration in bringing these forward-thinking designs to life, and the brand has developed their own high-tech, 100 percent recyclable and eco-compatible yarns and textiles to create durable colorfast furniture while minimizing the ecological impact. Responsible sourcing and manufacturing in Italy also lower the carbon footprint. With the very first United States Paola Lenti stores opening in Los Angeles and Miami, the brand has expanded its oeuvre to include architectural elements, indoor product and most recently, Eres, a collection crafted using 100 percent natural materials like bamboo, hemp and linen.

BY SOPHIA SMALL

WHAT EXPERIENCES LED YOU TO DESIGN? Paola Lenti: Color has always fascinated me, even from a very young age. I was drawn to design well before I even knew what that meant. Early in my career, I worked as a graphic designer for many brands but found that to be a bit limiting. I decided to invent a job that would allow me the freedom to explore and express my ideas fully. I consider 1994 to be the year that Paola Lenti, the company, was born. I started by designing Limoges porcelain and glass objects but I've always liked working with all kinds of materials, especially fabrics, and it was with the introduction of the wool felt we use to produce rugs and furnishing accessories that we first gained attention.

WHERE DO YOU FIND INSPIRATION FOR YOUR COLLECTIONS? I can find inspiration in a good book or a work of art, architecture or design from the past. But it can also bubble up in moments of stillness and tranquility. If you learn how to listen to nature, you can discover an inexhaustible wealth of information.

WHAT DOES SUSTAINABILITY MEAN TO YOU? Our approach to design from our earliest days has incorporated our commitment to a very precise set of ecological ethics that, unfortunately, has now become a real necessity. We start by fully understanding and respecting the inherent properties of each material, using only those that are 100 percent recyclable or recycled, industrial or natural (never from animal sources though) and then process them without chemical substances harmful to living beings and the environment.

WHAT WAS THE TRANSITION FROM OUTDOOR TO INDOOR FURNITURE LIKE? Having begun our entrepreneurial path with indoor accessories such as rugs, we extended our research and experimentation in the last few years to include products and architectural elements, which, layered together, can create a holistic environment, sensitive to its setting. We have brought the comfort of indoor seating outdoors and the easy informality of outdoor living indoors.



FRANK CHOU

In 2021, Beijing-based designer Frank Chou joined the growing roster of Objets Nomades designers, instantly making a grand entrance with his armchair and sofa designs. The collaboration seemingly went without a hitch, and Chou didn't need to sacrifice his vision at any point. "Louis Vuitton really encourages designers to keep their own spirit and character," he says. "We figured out how to combine our DNA with the brand as the project developed." The Signature Armchair and Sofa were inspired by the terraced fields in Yunnan, China and the Antelope Canyon in Arizona, and signal the very first time the Objets Nomades series sees an item designed specifically for the outdoors. "In bringing value to the concept, we found more possibilities with an outdoor piece," Chou explains. Ready for the wear of everyday, the seating set is equipped with Louis Vuitton's waterproof canvas and Brio rope yarn fabric by the Italian textile company Paola Lenti.

