



PAOLONESI
F I R E N Z E 1 9 6 2

/CraftWAVES
not ordinary

R

Quando l'obiettivo
è quello di cambiare
vita, il design è in
primo piano.

Paolo Nesi

Index.

The background features a complex, abstract composition of textures and colors. A deep blue, fine-grained fabric-like texture dominates the right side and bottom. On the left, a lighter, more uniform blue texture is visible. A vibrant purple line curves from the top center towards the middle right. A brown, leather-like curved line runs from the bottom left towards the center. The overall effect is one of layered, tactile surfaces.



/01 **Storia**

Paolo Nesi
Giuseppe Di Cecca
Francesca Nesi

/02 **CraftWAVES**

Prima collezione

/03 **Prodotti**

Ti Amo / outdoor (gialla)
Ti Amo / outdoor (gialla e blu)
Ti Amo / indoor
Snaked
Mistake
Jimmy

1962

Storia

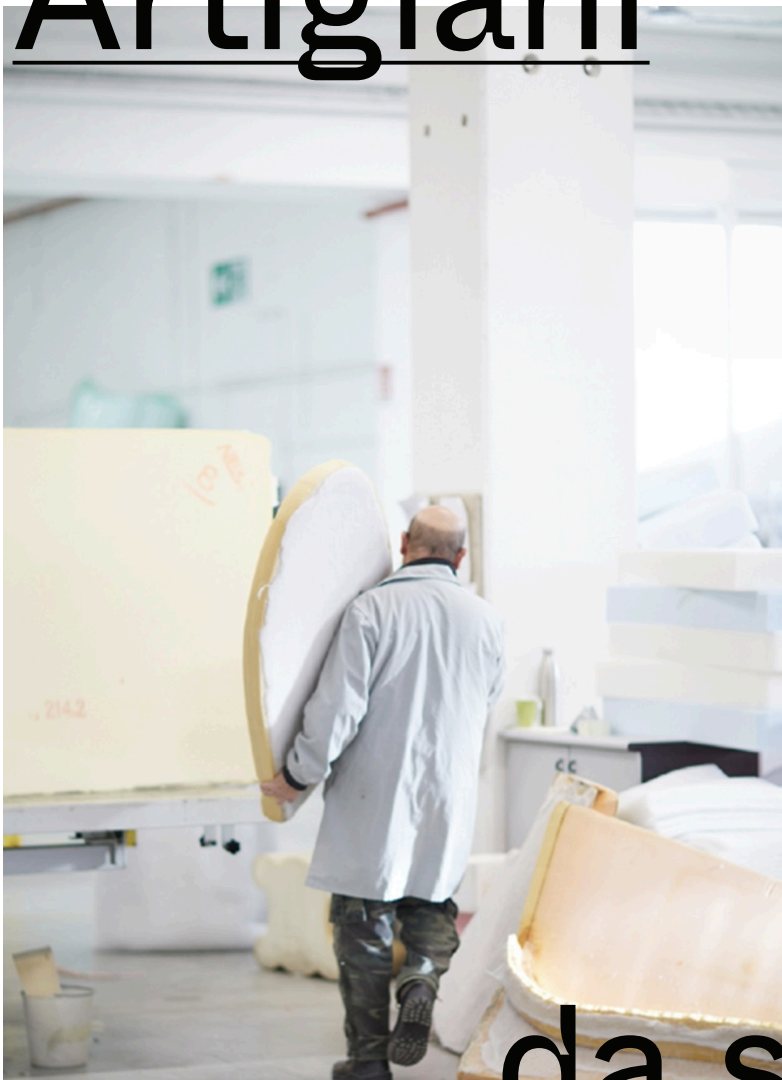


del lusso

Fondata nel 1962 dalla famiglia Nesi è sempre stata un punto di riferimento per la tappezzeria di lusso in tutta la Toscana. Attraverso gli anni sono stati custoditi e mantenuti i segreti della produzione artigianale senza però mai smettere di investire nello sviluppo tecnologico. Ogni creazione viene trasformata in un'opera dal valore culturale e sociale, sintesi di un sapere tramandato da più mani e voci.

È l'unica realtà del centro Italia che possa garantire consistenti livelli di produzione di altissima qualità, dal 2020 si presenta come la prima tappezzeria costum in Italia certificata ISO 9001. I collaboratori interni sono tutti artigiani toscani di grande esperienza, nati e cresciuti all'interno della grande tradizione artigianale italiana. Il prodotto è orgogliosamente 100% MADE IN ITALY. Per molti anni sono stati fatti investimenti in nuovi network vendite volti a migliorare e dare potenzialità ai prodotti, con la grande ambizione di posizionarsi nel mercato dell'arredamento come uno dei brand più importanti a livello internazionale. Su questo progetto è stata estesa la rete vendite con agenti in Nord Europa, Sud Europa, Africa e Medio Oriente.

Artigiani



da sempre

Paolo Nesi, un visionario nell'universo dell'imprenditoria tessile.

Paolo ha mosso i primi passi nel mondo degli affari nel negozio di famiglia a Poggibonsi, dove suo padre vendeva tessuti e sua madre confezionava tendaggi su misura.

Fin dalla giovane età, Paolo ha dimostrato una determinazione straordinaria: a soli 18 anni, ha acquistato un furgone e attrezzature per l'installazione, dimostrando le sue abilità imprenditoriali emergenti.

La sua ambizione lo ha spinto a fondare la Paolo Nesi Srl, trasformando il piccolo negozio di famiglia in una vera e propria azienda di successo nel settore del design tessile.

Motivato dalla costante sfida di superare se stesso, Paolo ha posto l'obiettivo di far crescere il marchio Paolo Nesi a livello globale, attraverso una combinazione di creatività, innovazione e impegno incessante.

Le sfide non sono mancate lungo il percorso di Paolo.

Con l'introduzione di nuove tecnologie industriali e collaborazioni con partner creativi come Giuseppe Dicecca, ogni ostacolo è stato affrontato con risolutezza e determinazione.

Oltre al successo commerciale, Paolo è impegnato a promuovere una visione sostenibile e responsabile. La Paolo Nesi Srl si impegna attivamente per diventare completamente ecocompatibile entro il 2026, adottando pratiche ecosostenibili e riducendo l'impatto ambientale.

/Ceo and Founder



**Paolo
Nesi**

Giuseppe Dicecca



/Designer

Giuseppe Dicecca, figura di spicco nel mondo del design, noto per la sua straordinaria creatività e innovazione.

Dopo una carriera nel mondo dello spettacolo e della moda, Giuseppe ha abbracciato il design d'interni e la creazione di prodotti, ispirandosi alla moda, all'arte e alla natura.

La sua collaborazione con Paolo Nesi è stata un incontro di menti creative, portando a progetti unici che riflettono passione e dedizione.

Le creazioni di Giuseppe sono caratterizzate da linee curve, colori pastello e materiali riciclati, esprimendo la sua visione di un design elegante e sostenibile.

Guardando al futuro, Giuseppe immagina un design guidato dall'innovazione materica, dalla multifunzionalità e dall'ecosostenibilità, impegnato a plasmare un mondo migliore per le generazioni future.

Francesca Nesi



/Worldwide Commercial Director

Francesca Nesi, la nostra Worldwide Commercial Director. Con la sua visione globale e il suo innato talento per il business, Francesca guida il nostro settore commerciale con passione e determinazione.

Grazie alla sua leadership, siamo in grado di espandere il nostro marchio a livello internazionale, portando l'eccellenza del nostro arredamento di lusso in tutto il mondo.



CraftWAVES

/Not Ordinary.



CraftWAVES

CraftWAVE rappresenta l'emozionante presentazione della prima collezione di Paolo Nesi. Un viaggio nelle influenze pop, un viaggio che esplora stile e creatività attraverso affascinanti contrasti. Paolo Nesi conduce la sua visione del soft living attraverso le opere uniche del designer Giuseppe Dicecca. Insieme esploriamo le forme intriganti di poltrone e divani, scoprendo una combinazione unica di design e comfort.



Prodotto

TiAmo /outdoor





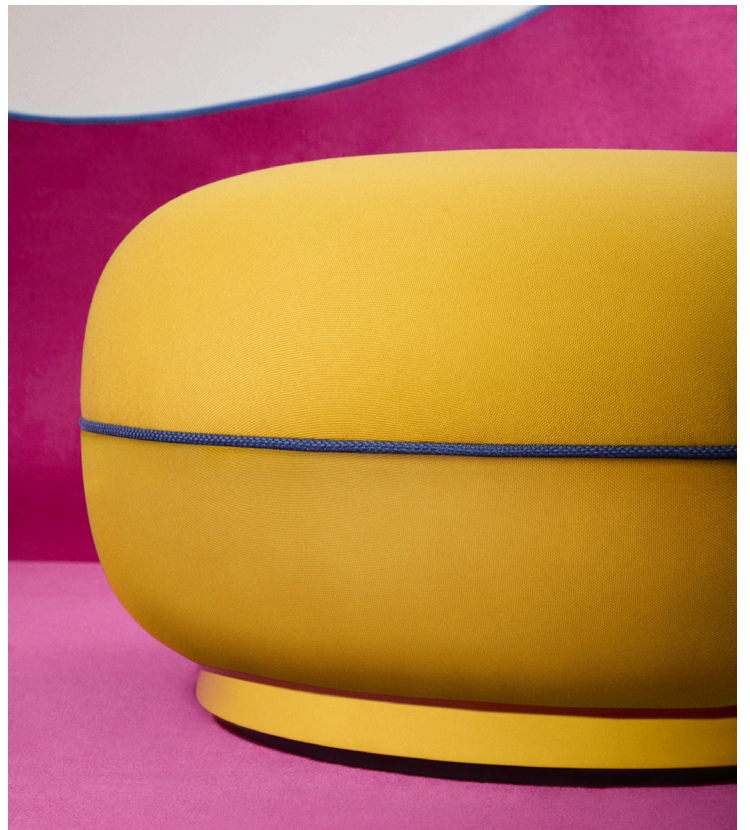
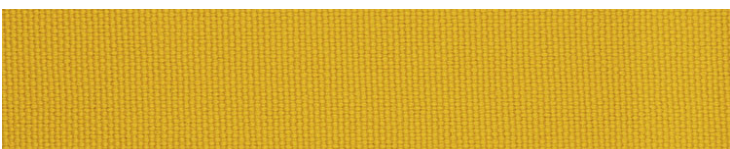
**DESIGN
GIUSEPPE DICECCA**

/CARATTERISTICHE

La poltrona Tiamo, pensata sia per indoor che per outdoor, è un connubio di confort e giocosità, le sue linee morbide e tondeggianti e suoi colori accesi e dal sapore vintage racchiudono un concept estremamente pop e contemporaneo. Per l'Outdoor il suo confort è curato e reso unico dalla gommapiuma Dryfeel®.

Dryfeel® è una gommapiuma a struttura cellulare completamente aperta che consente all'acqua e all'umidità di passarvi attraverso in modo rapido ed efficace, assicurando il massimo confort in ogni condizione di umidità.

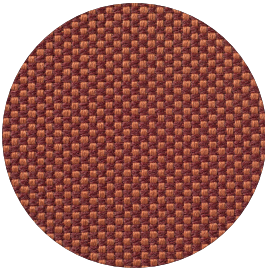
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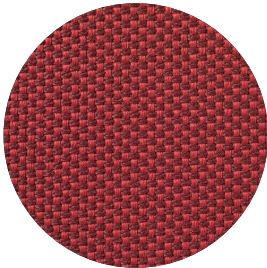


Materiali & Colori

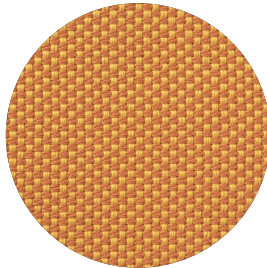
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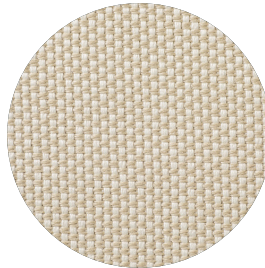
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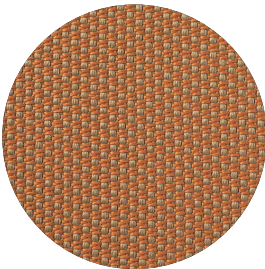
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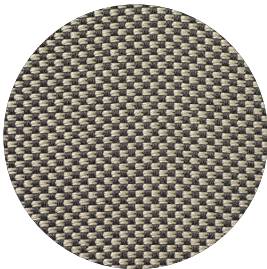
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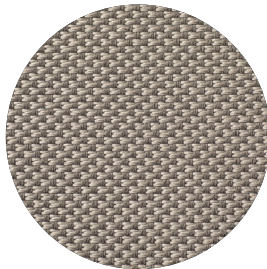
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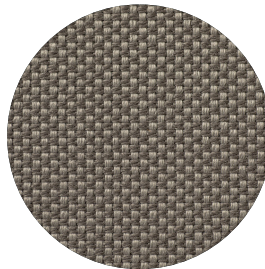
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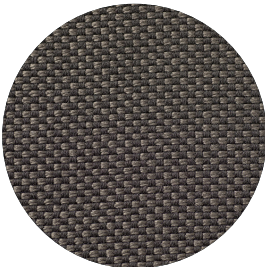
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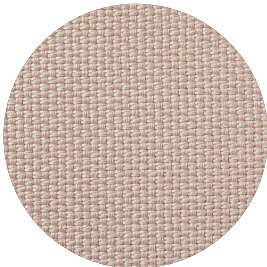
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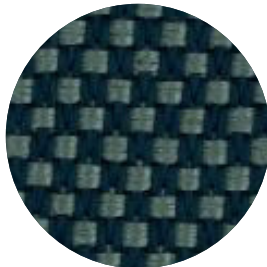
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REV200
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REV200
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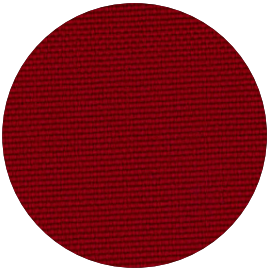
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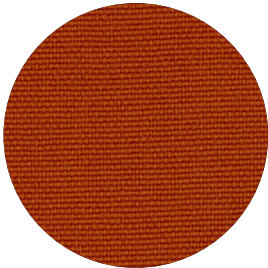
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Materiali & Colori

MY WAY



REV100
305



REV100
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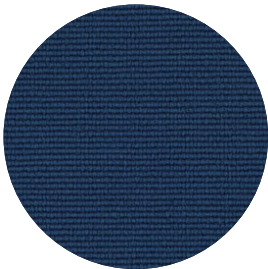
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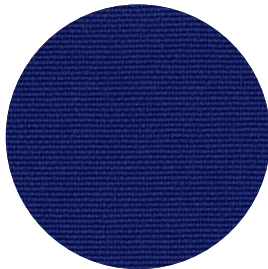
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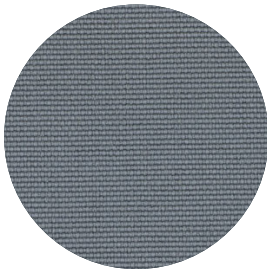
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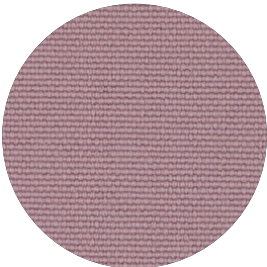
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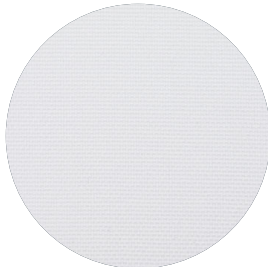
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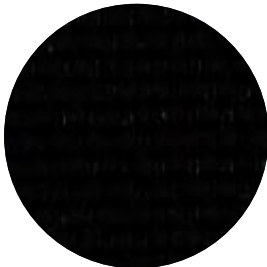
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REV100
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Materiali & Colori

MY WAY



REV100
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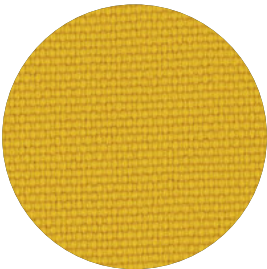
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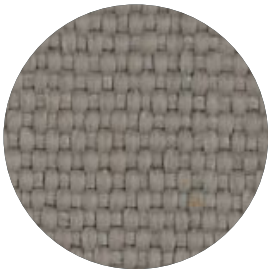
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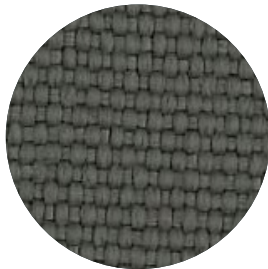
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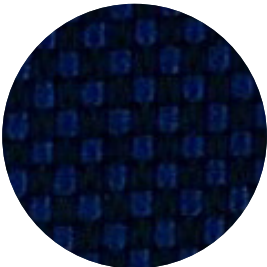
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REV100
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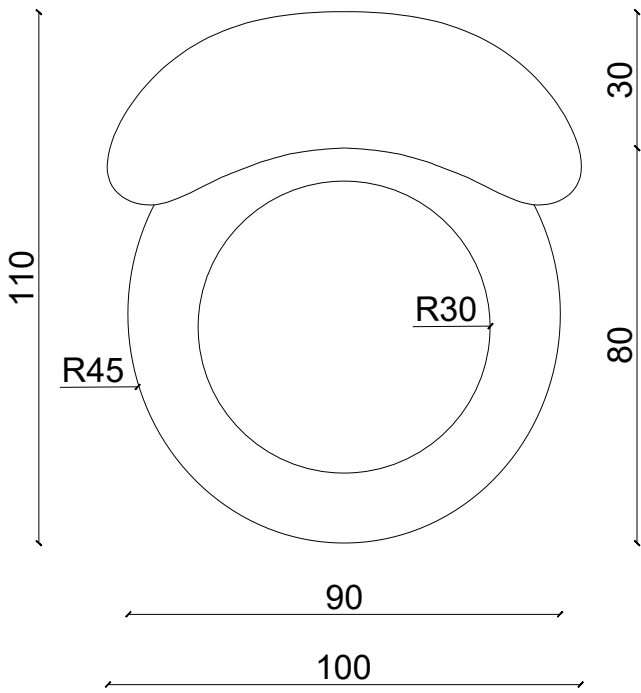
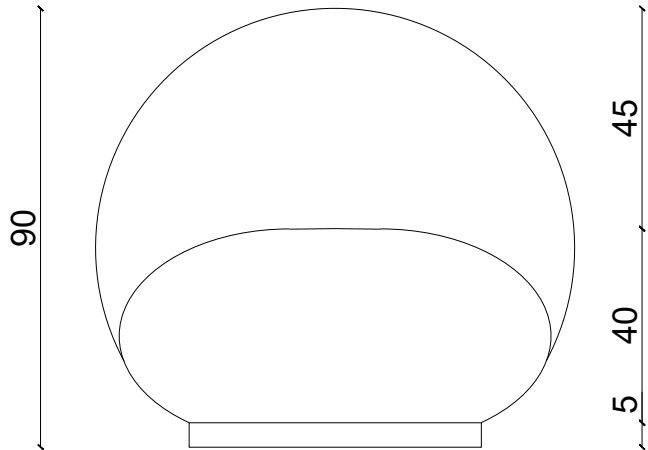
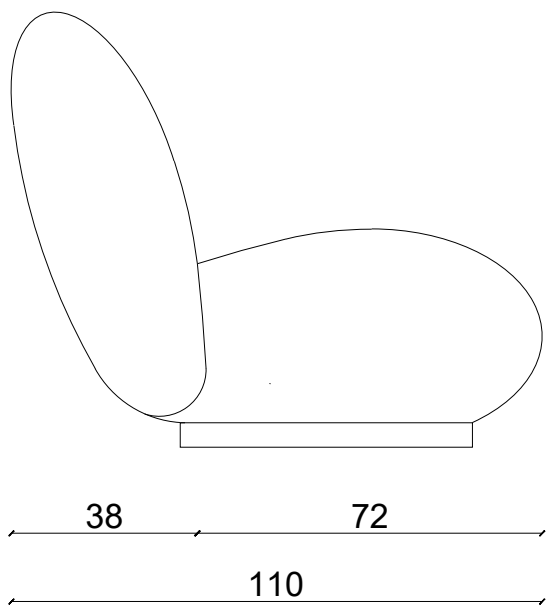
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Prodotto

TiAmo /outdoor



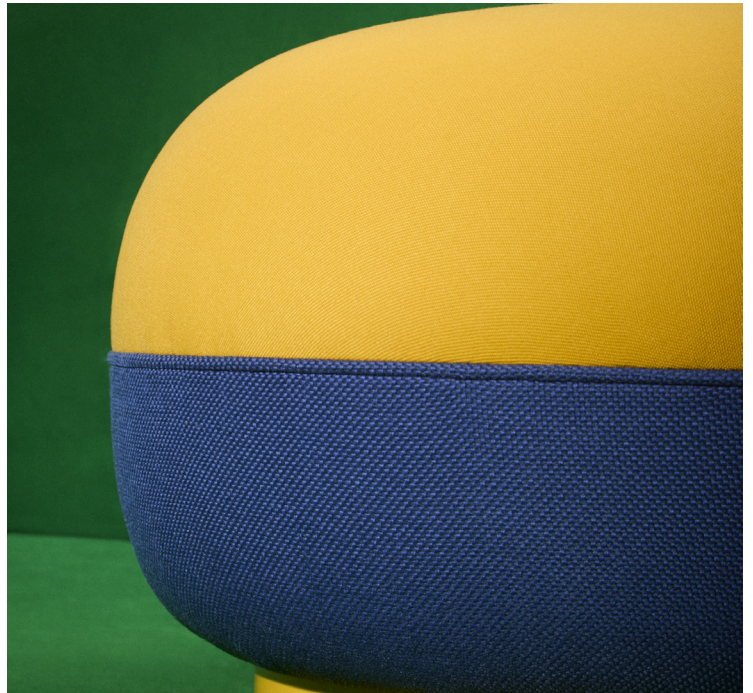
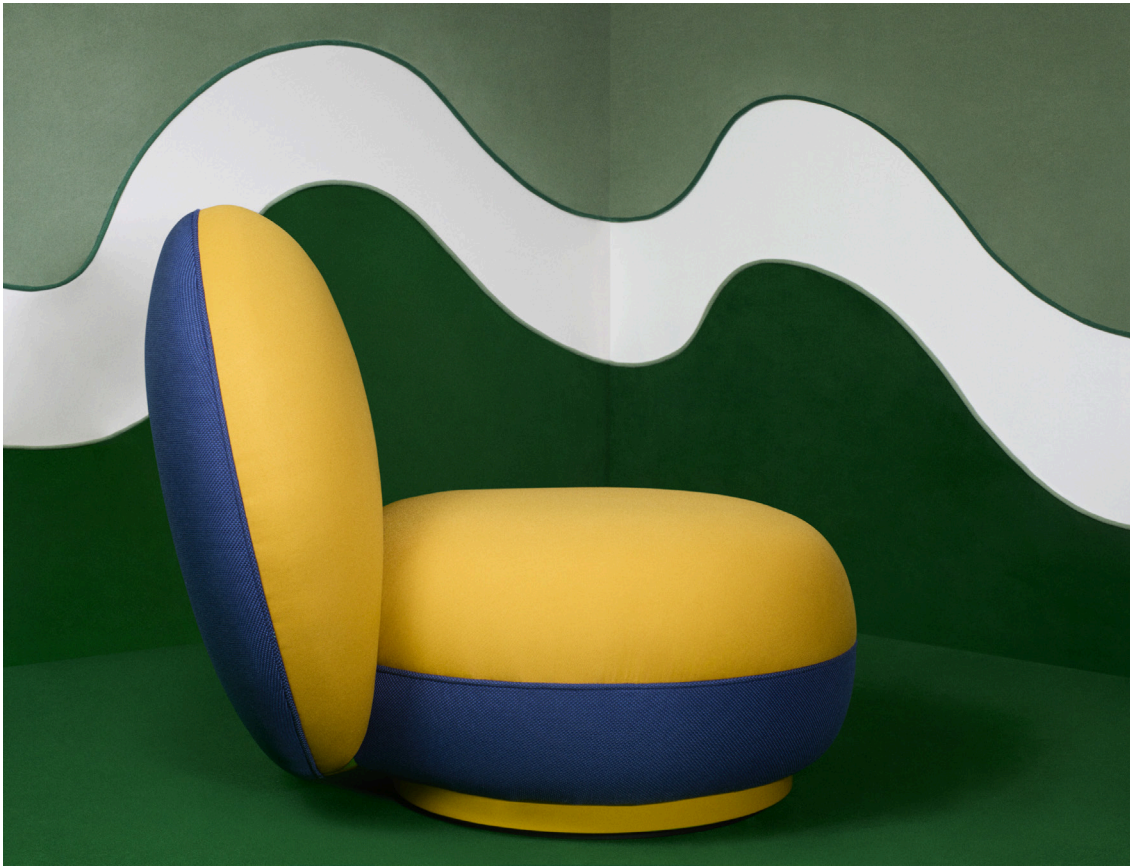
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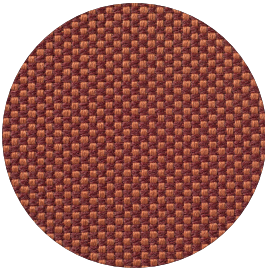
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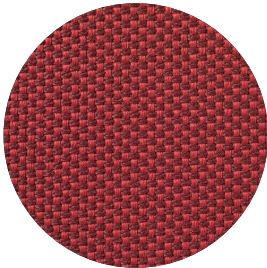


Materiali & Colori

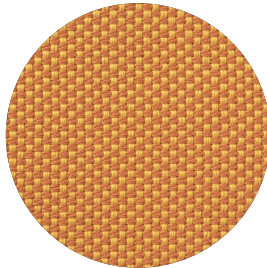
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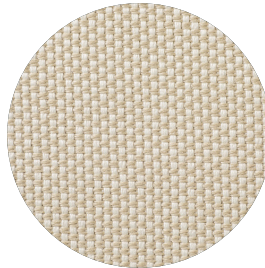
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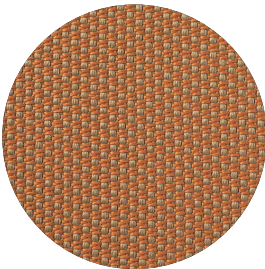
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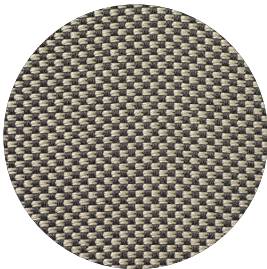
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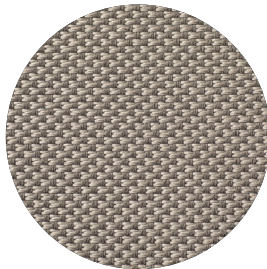
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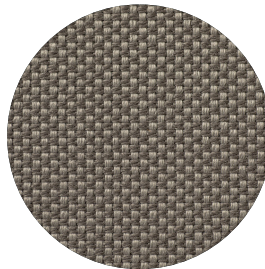
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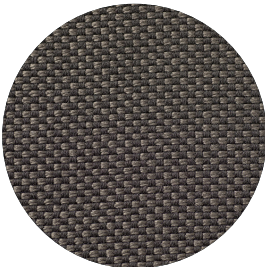
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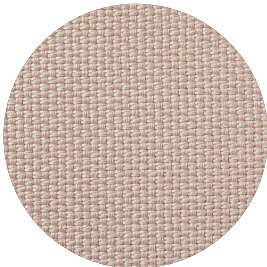
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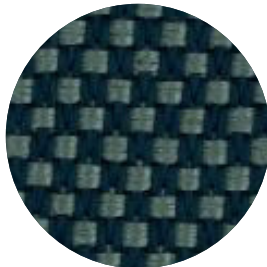
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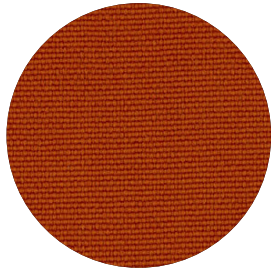
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Materiali & Colori

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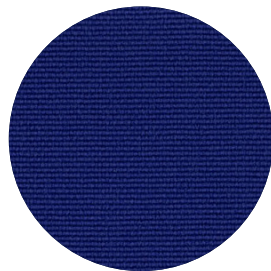
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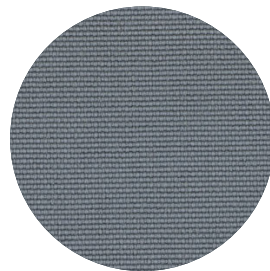
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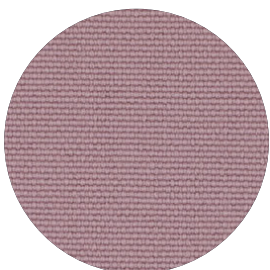
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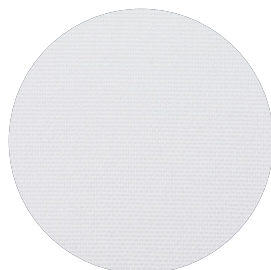
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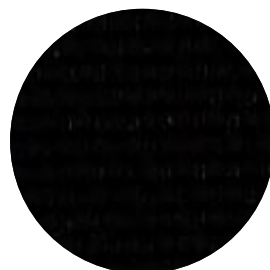
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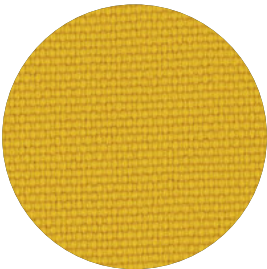
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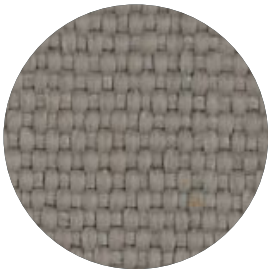
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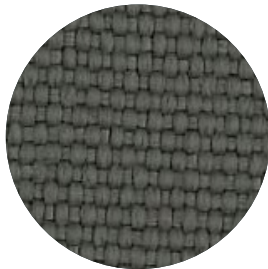
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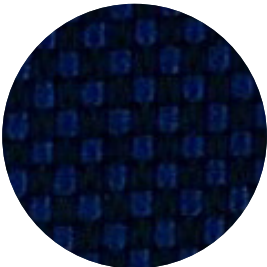
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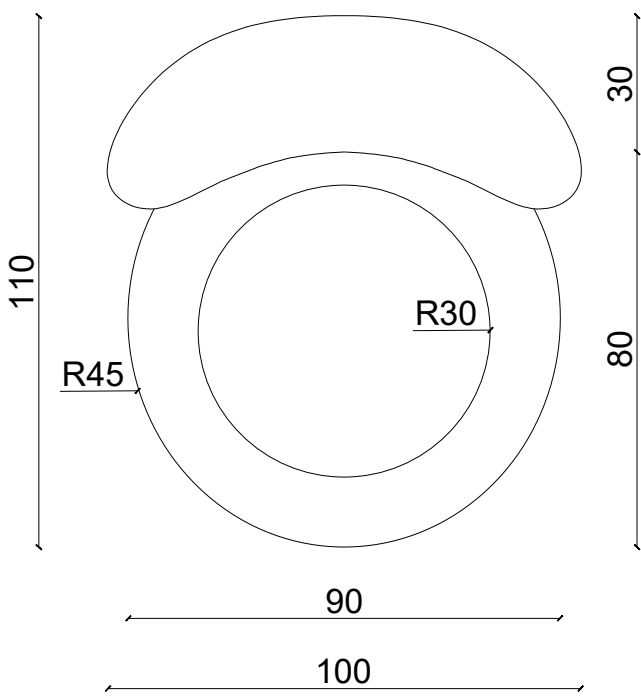
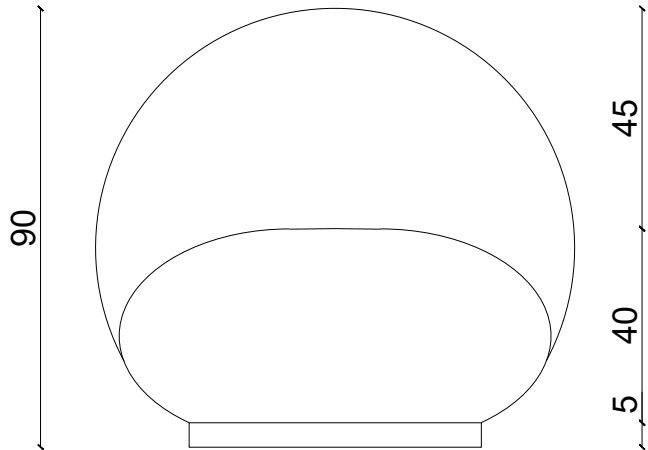
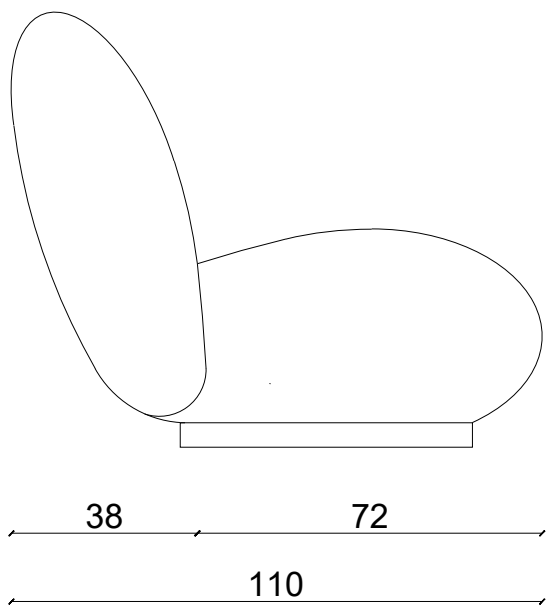
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Prodotto

TiAmo /indoor



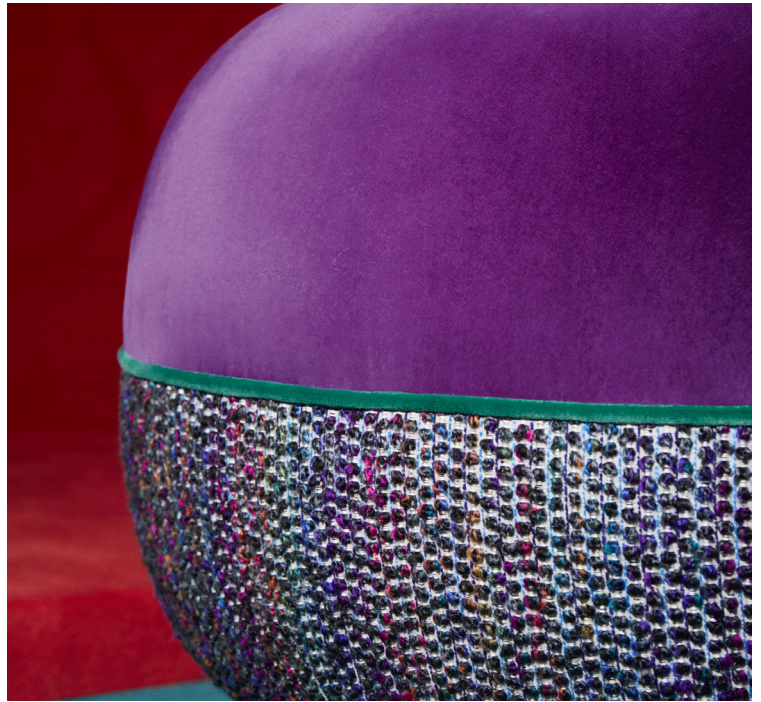


**DESIGN
GIUSEPPE DICECCA**

/CARATTERISTICHE

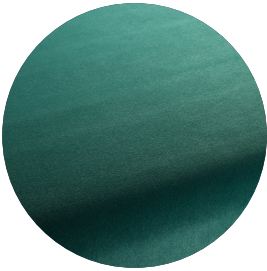
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La sua veste è un intrigante mix di due anime: un intrigo materico, un bouclé misto cotone/lana dalle eccezionali sfumature e un morbido velluto dai colori decisi.





Materiali & Colori



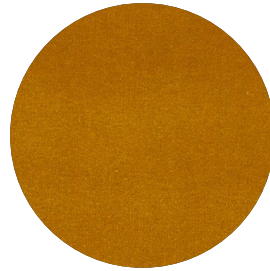
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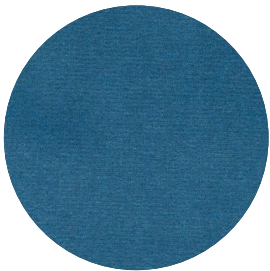
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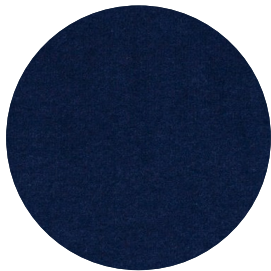
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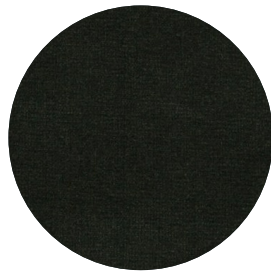
VV1320
048



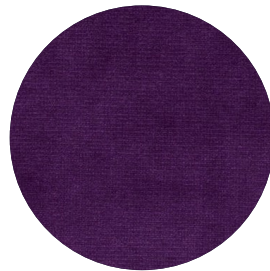
VV1320
053



VV1320
055



VV1320
083



VV1320
085



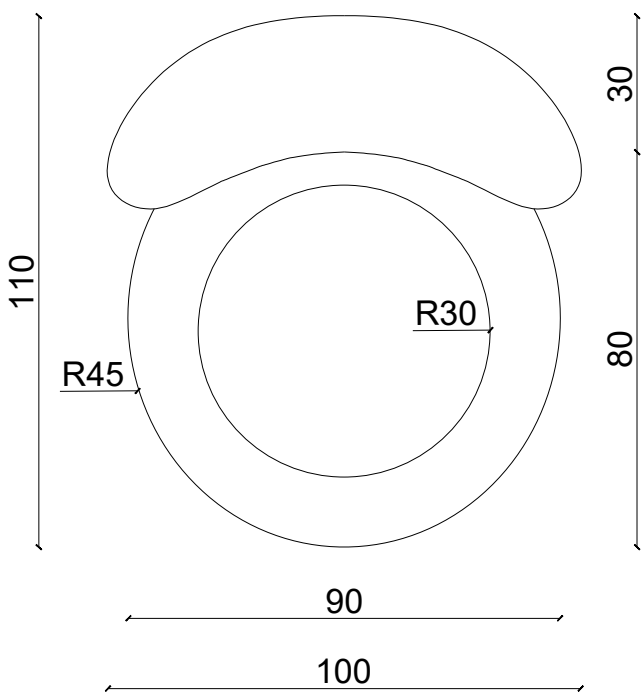
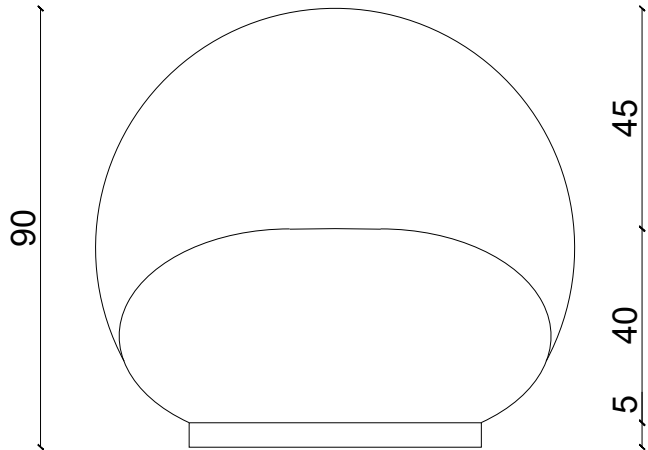
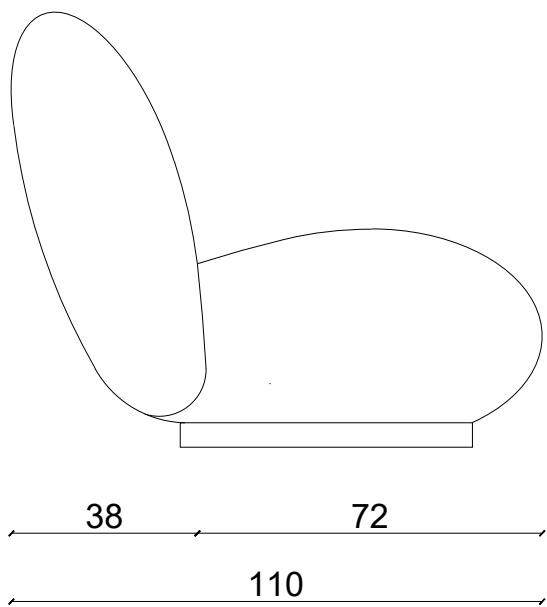
VV1320
160



VV1320
161

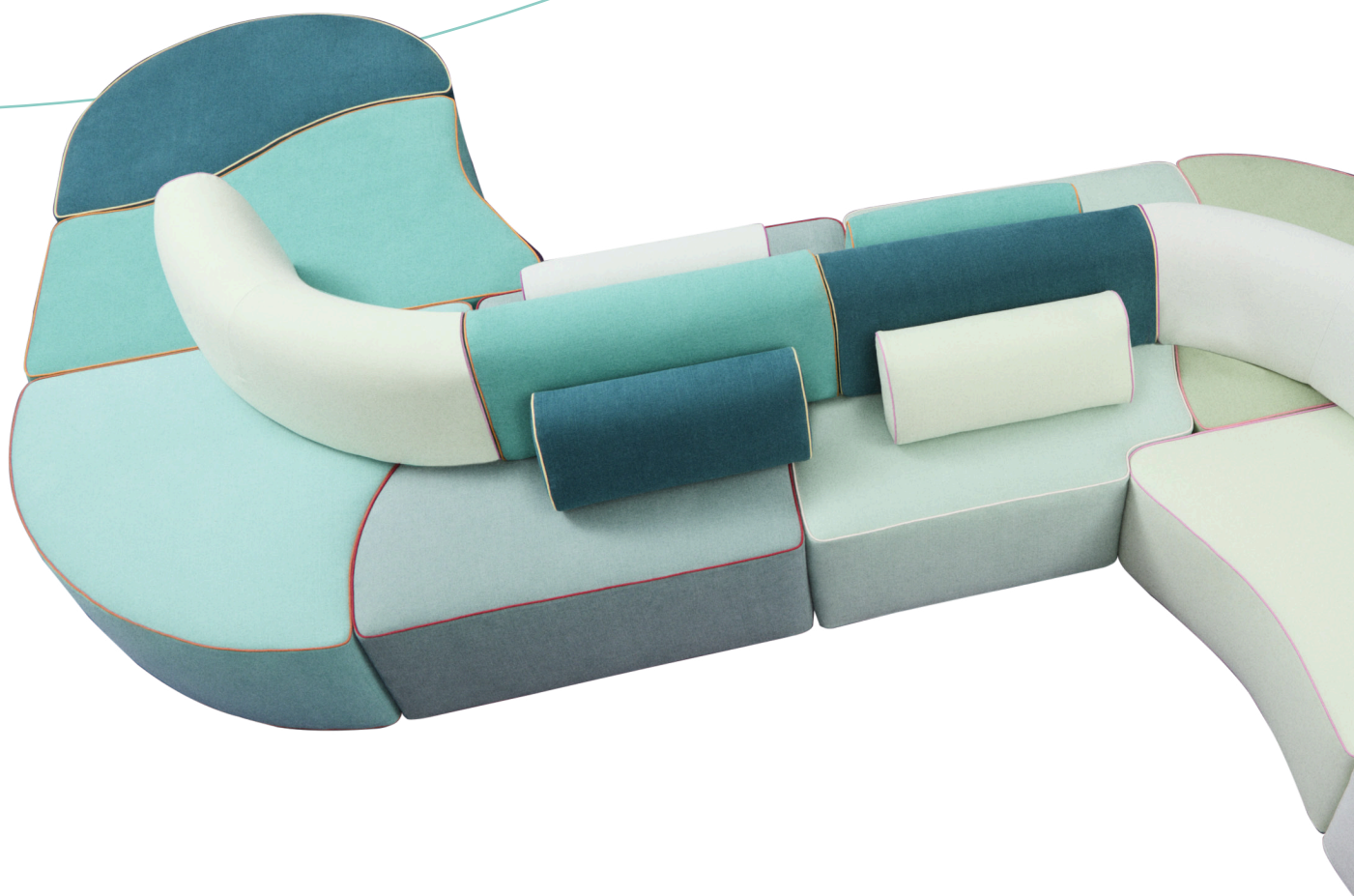


ZM576
05



Prodotto

Snaked



DESIGN
GIUSEPPE DICECCA

/CARATTERISTICHE

Snaked è un divano creato per poter far vivere gli 11 differenti moduli in migliaia di combinazioni e colori. Il processo creativo improntato sulle rotondità degli elementi è file-rouge che lega i moduli alla loro assemblabilità, concetto che permette di curare ogni specifica esigenza di spazio e forma.

I cuscini di spalliera sono autonomi e possono essere spostati e riposizionati al fine di creare e movimentare nuovi spazi.

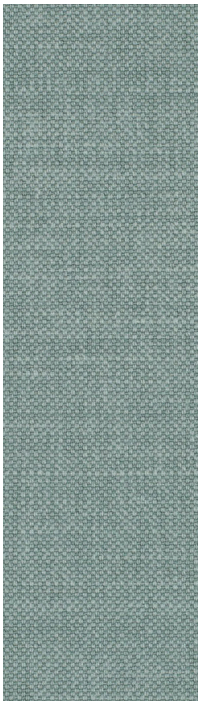
Se per l'Indoor il suo comfort è curato da un'eccezionale gommapiuma ecosostenibile, per l'Outdoor è il Dryfeel® che la rende unica; Dryfeel® è una gommapiuma a struttura cellulare completamente aperta che consente all'acqua e all'umidità di passarvi attraverso in modo rapido ed efficace, assicurando il massimo confort in ogni condizione di umidità.

In versione Indoor presenta un tessuto è un 63 % cotone / 37 % Lino mentre in versione Outdoor si veste di 100% acrilico in 46 colori.





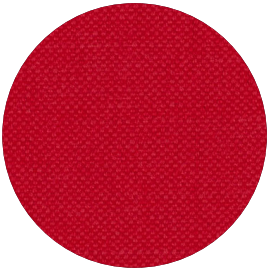




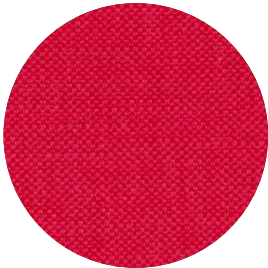


Materiali & Colori

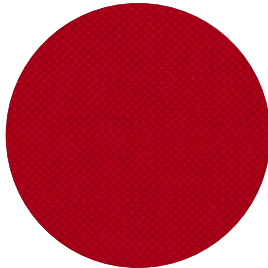
KISS ME QUICK
(INDOOR)



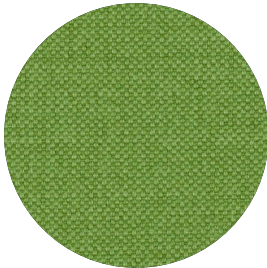
HM1249
011



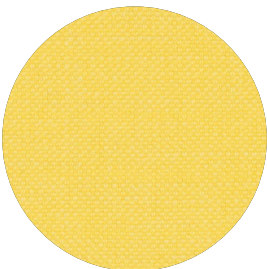
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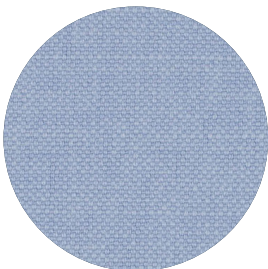
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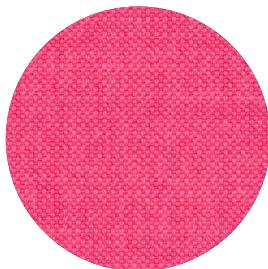
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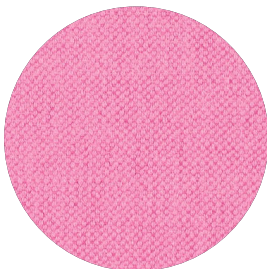
HM1249
045



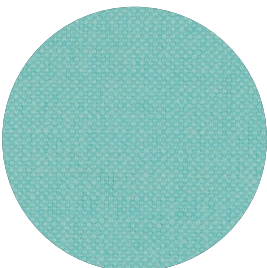
HM1249
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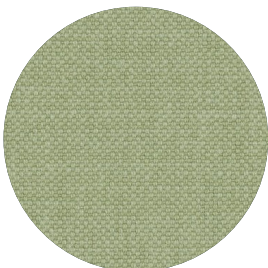
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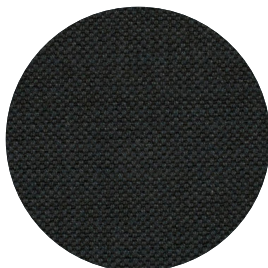
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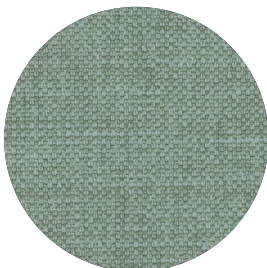
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088



HM1249
089



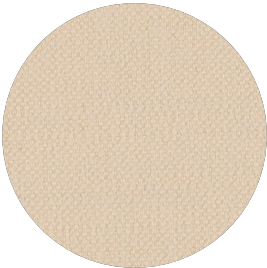
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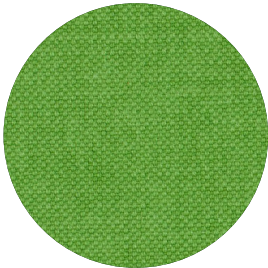
HM1249
103

Materiali & Colori

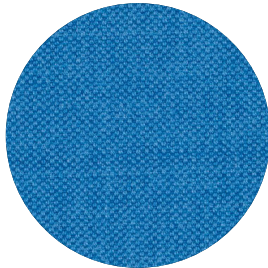
KISS ME QUICK
(INDOOR)



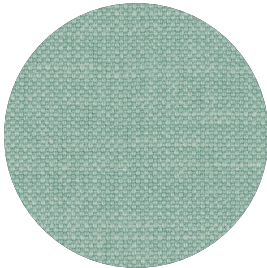
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131



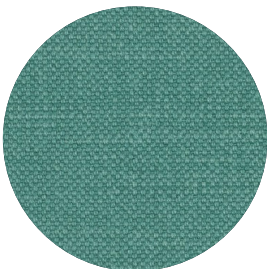
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139



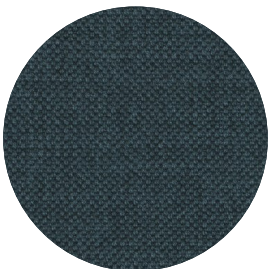
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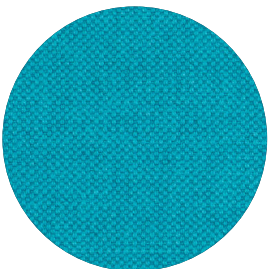
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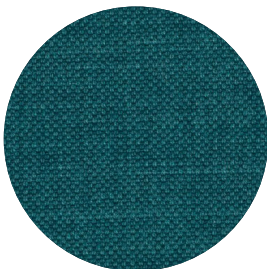
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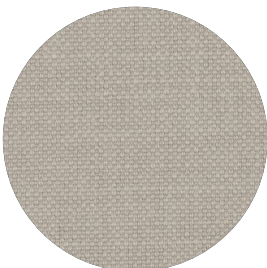
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182



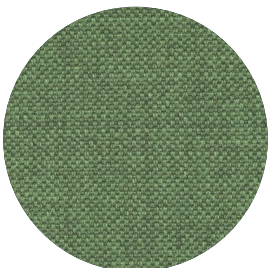
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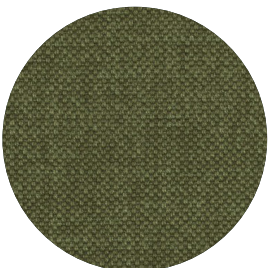
HM1249
185



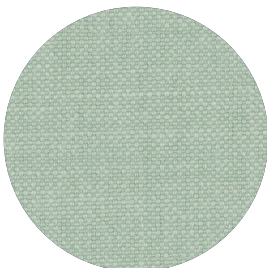
HM1249
192



HM1249
232



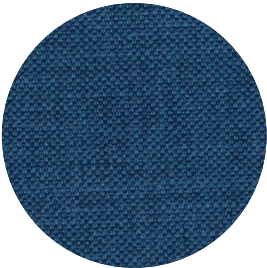
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234



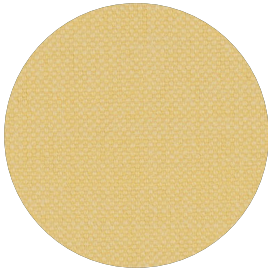
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248

Materiali & Colori

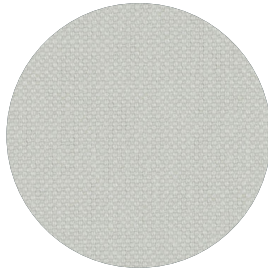
KISS ME QUICK
(INDOOR)



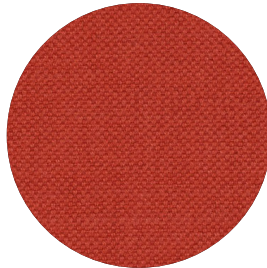
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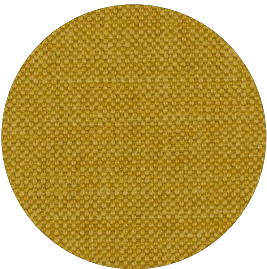
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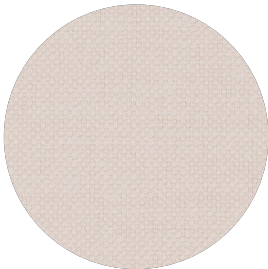
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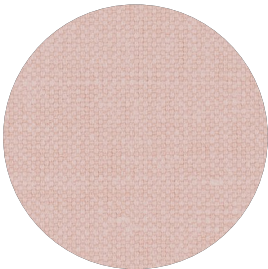
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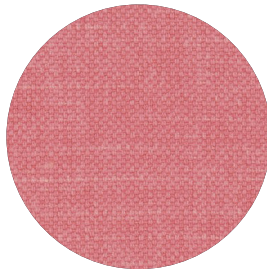
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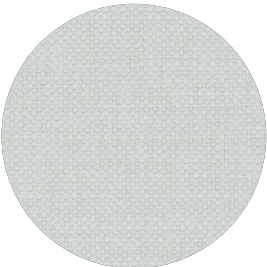
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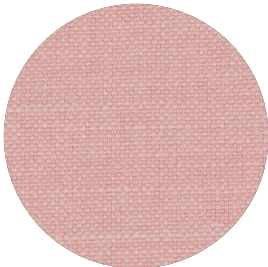
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561



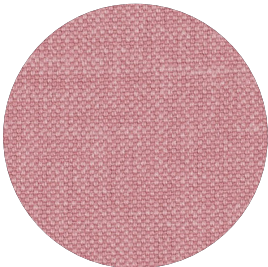
HM1249
566



HM1249
608



HM1249
697



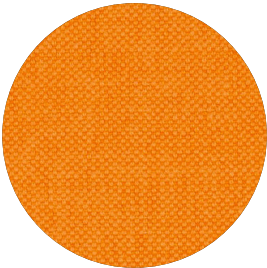
HM1249
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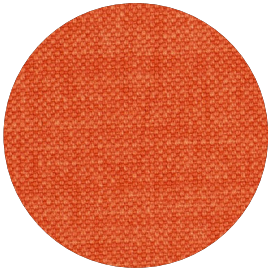
HM1249
700

Materiali & Colori

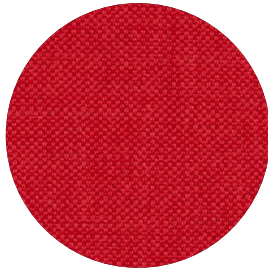
KISS ME QUICK
(INDOOR)



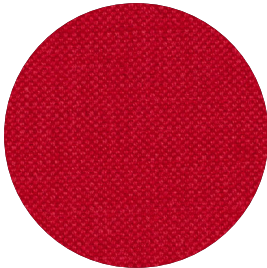
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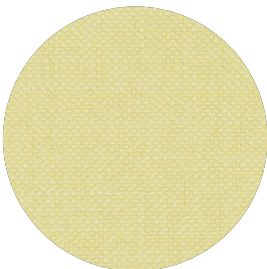
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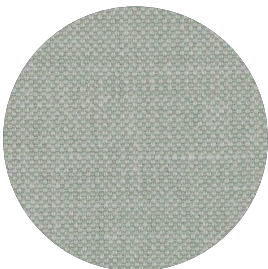
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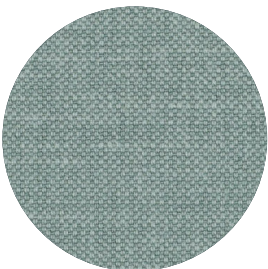
HM1249
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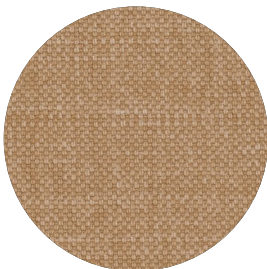
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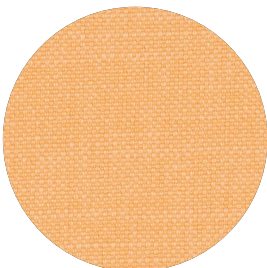
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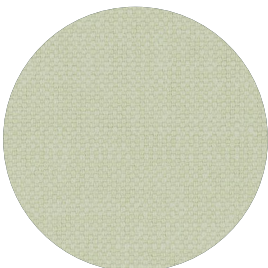
HM1249
722



HM1249
727



HM1249
896



HM1249
935

Materiali & Colori

TUTTIFRUTTI
(OUTDOOR)



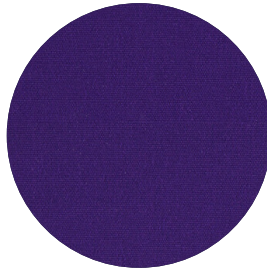
V02056
002



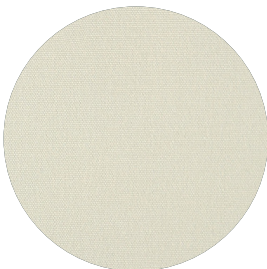
V02056
003



V02056
004



V02056
002



V02056
100



V02056
101



V02056
102



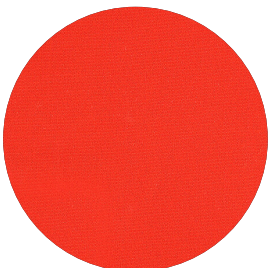
V02056
103



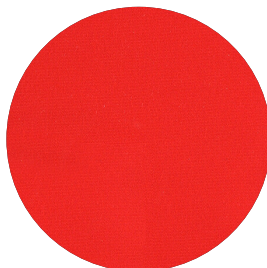
V02056
200



V02056
300



V02056
301



V02056
302

Materiali & Colori

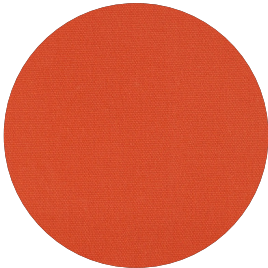
TUTTIFRUTTI
(OUTDOOR)



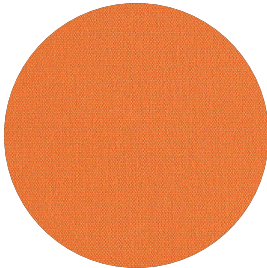
V02056
303



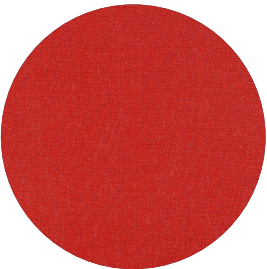
V02056
305



V02056
307



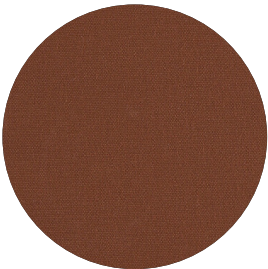
V02056
308



V02056
309



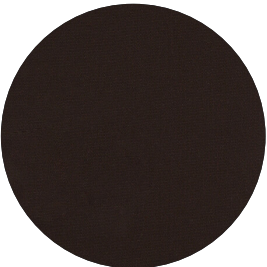
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V02056
402



V02056
403



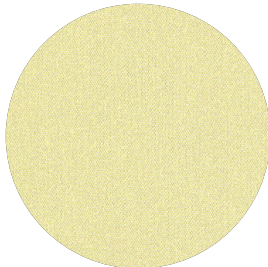
V02056
405



V02056
500



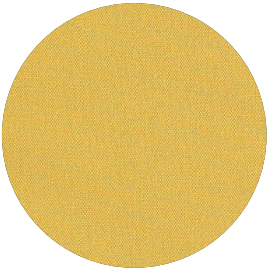
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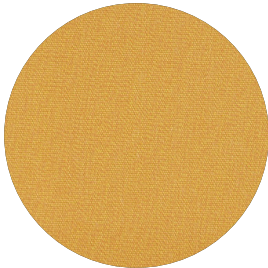
V02056
502

Materiali & Colori

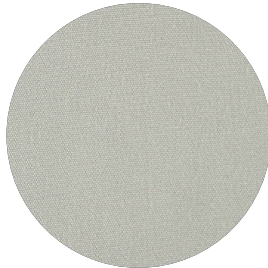
TUTTIFRUTTI
(OUTDOOR)



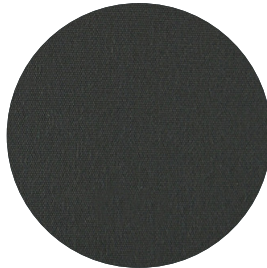
V02056
503



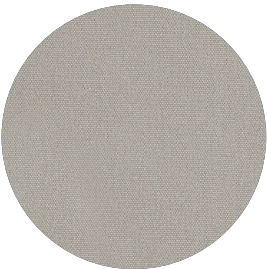
V02056
509



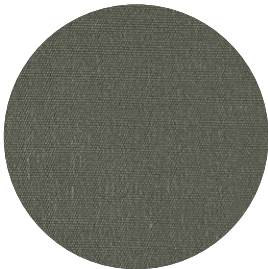
V02056
600



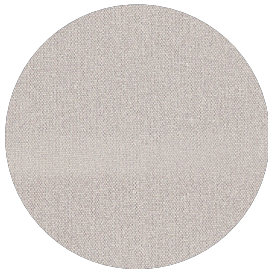
V02056
601



V02056
602



V02056
603



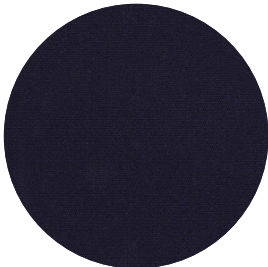
V02056
604



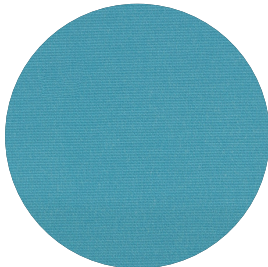
V02056
700



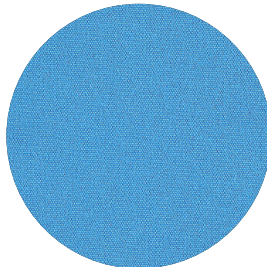
V02056
701



V02056
702



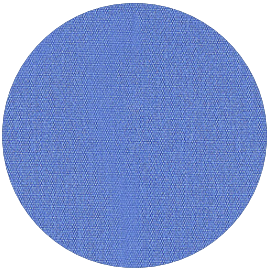
V02056
703



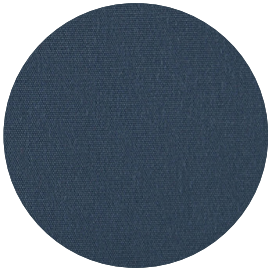
V02056
704

Materiali & Colori

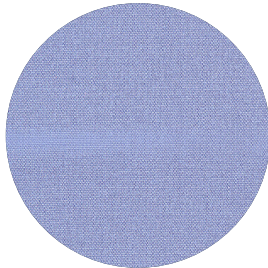
TUTTIFRUTTI
(OUTDOOR)



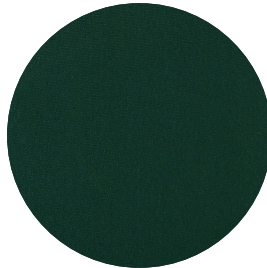
V02056
705



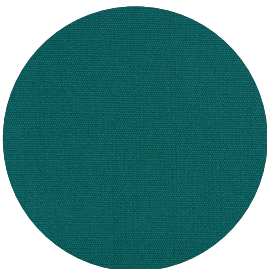
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706



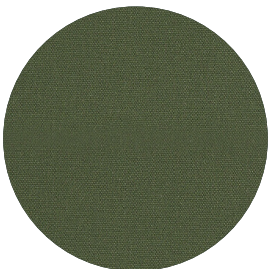
V02056
707



V02056
800



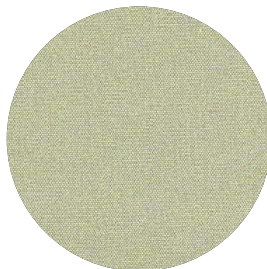
V02056
801



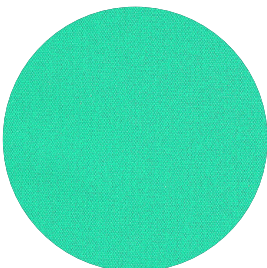
V02056
802



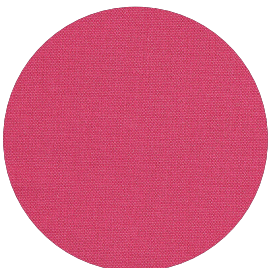
V02056
803



V02056
804

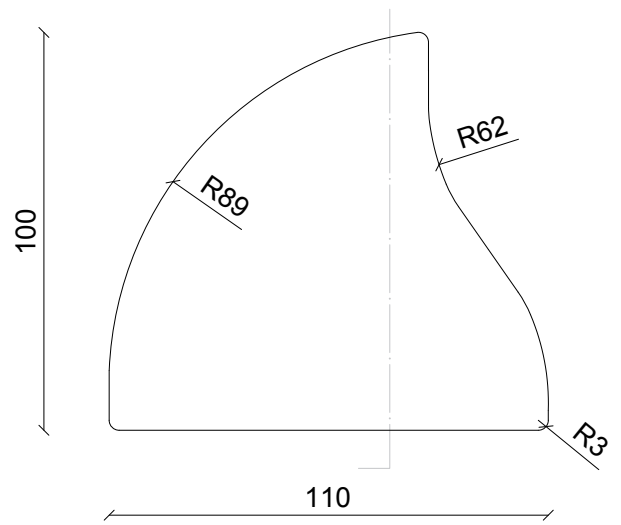
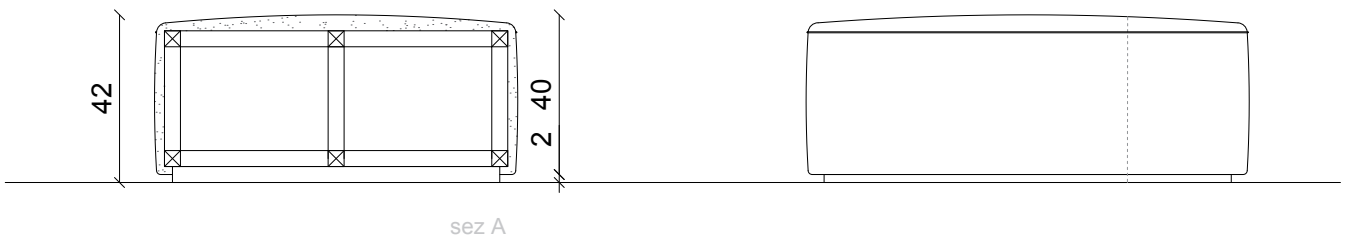


V02056
805

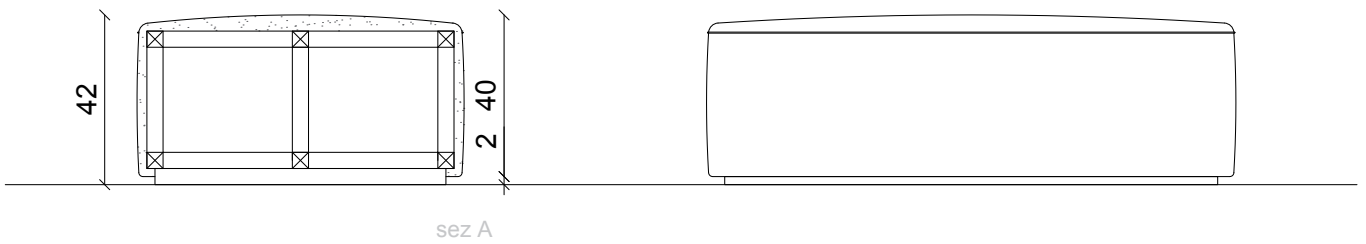


V02056
900

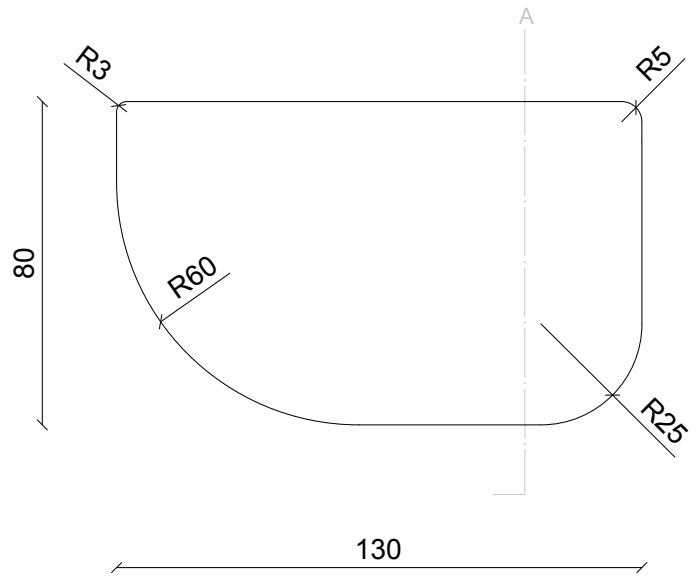
BLOCCO 1



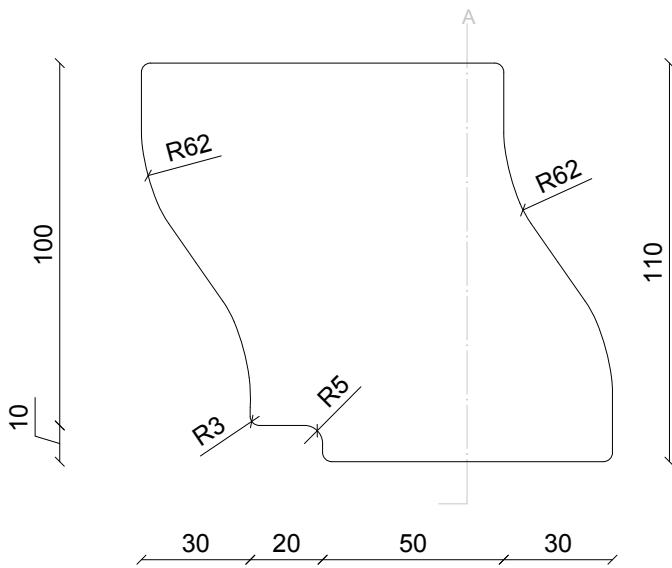
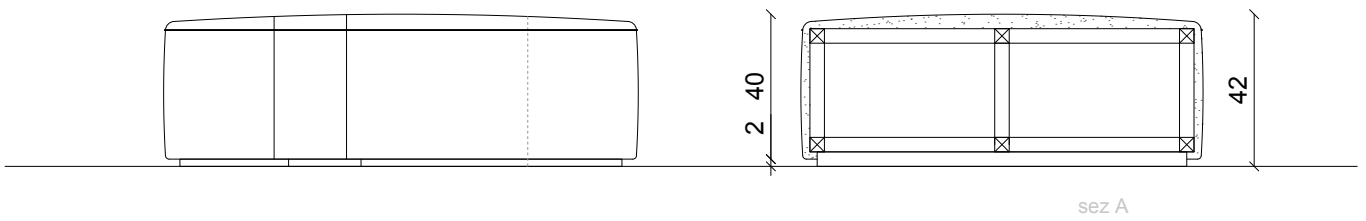
BLOCCO 2



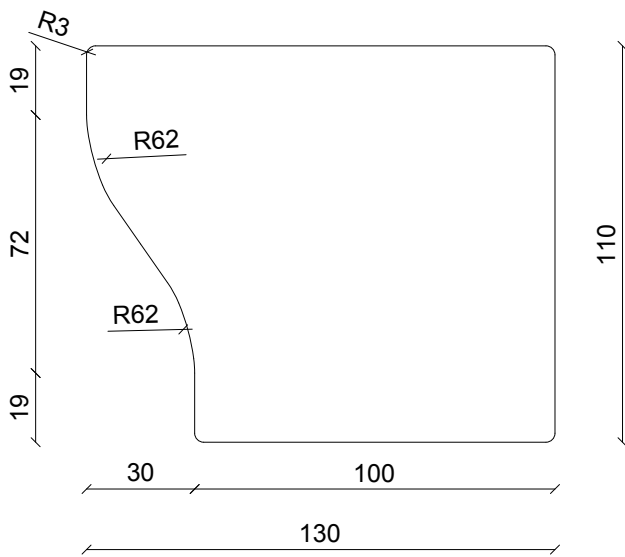
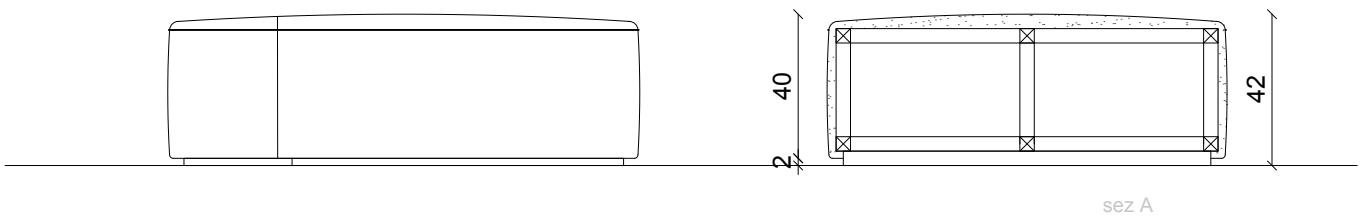
sez A



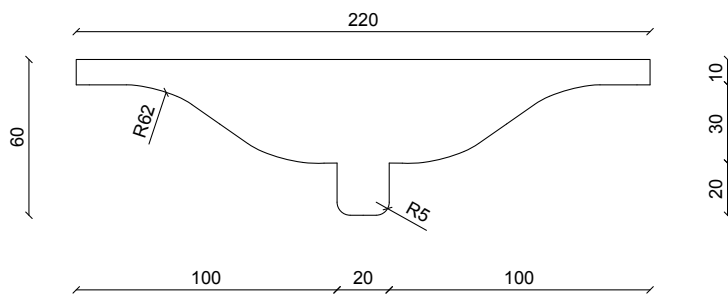
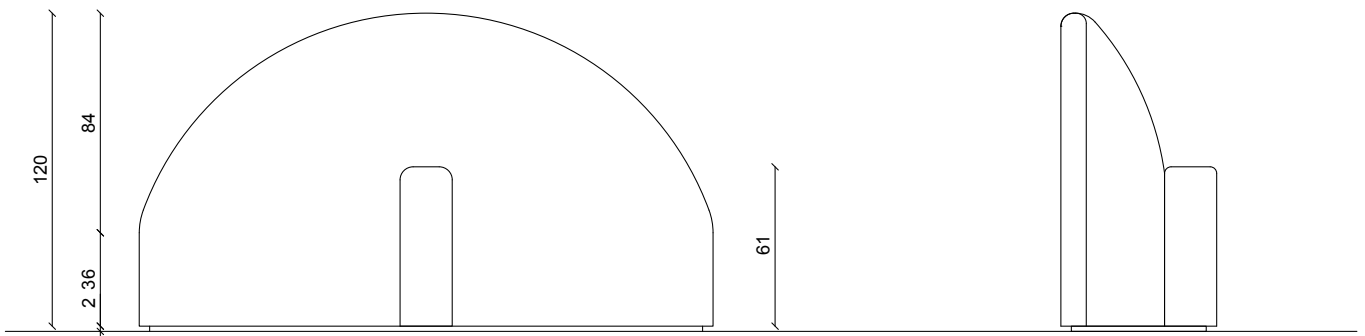
BLOCCO 3



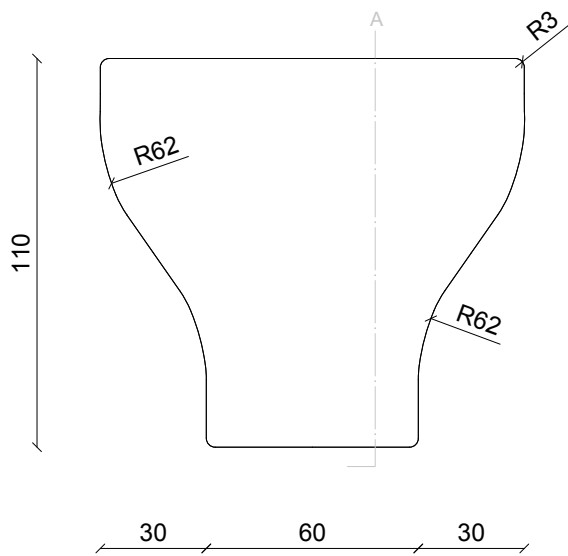
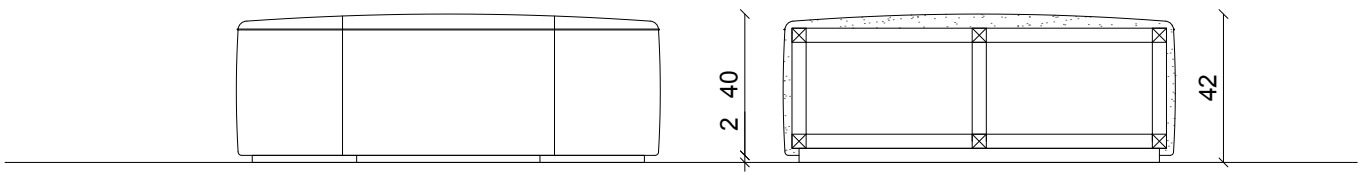
BLOCCO 4



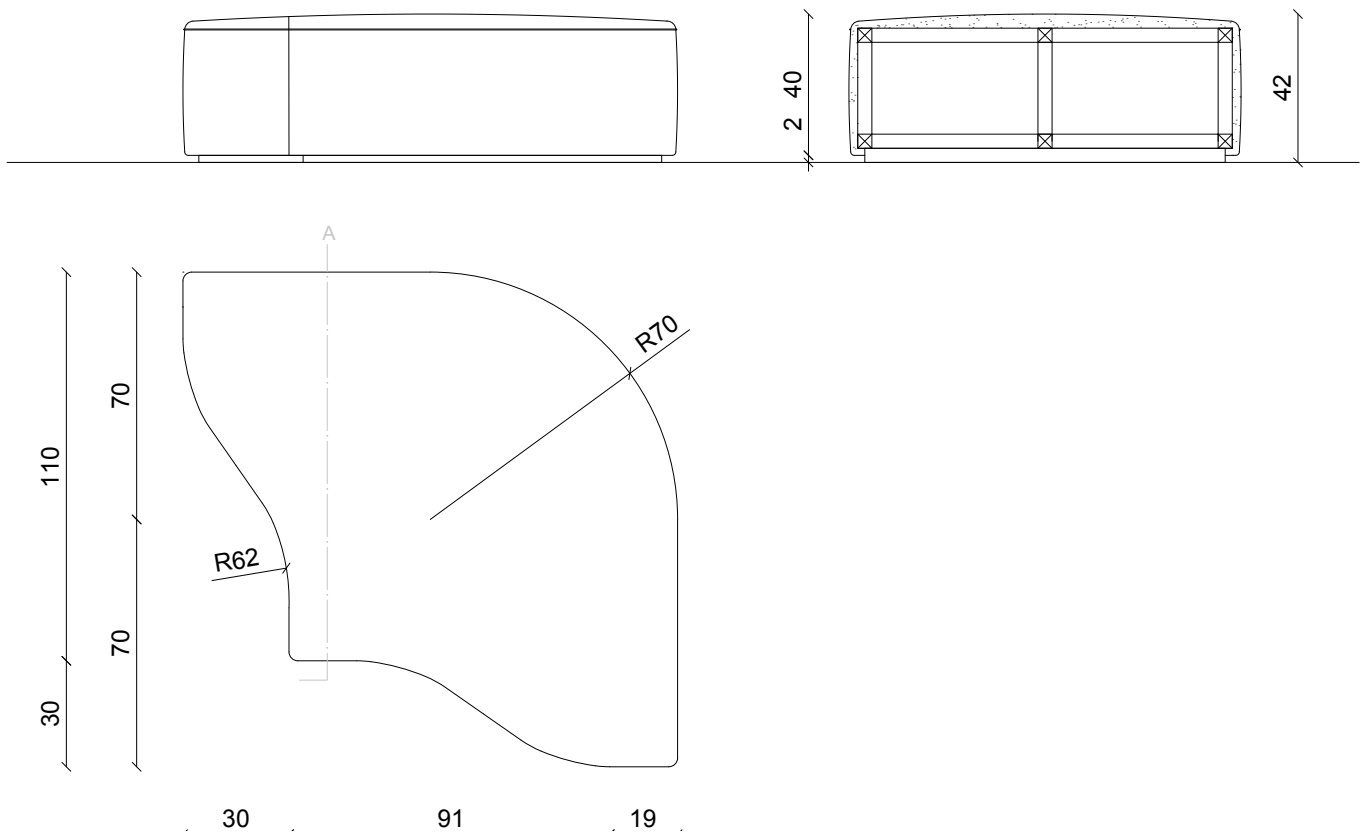
BLOCCO 5



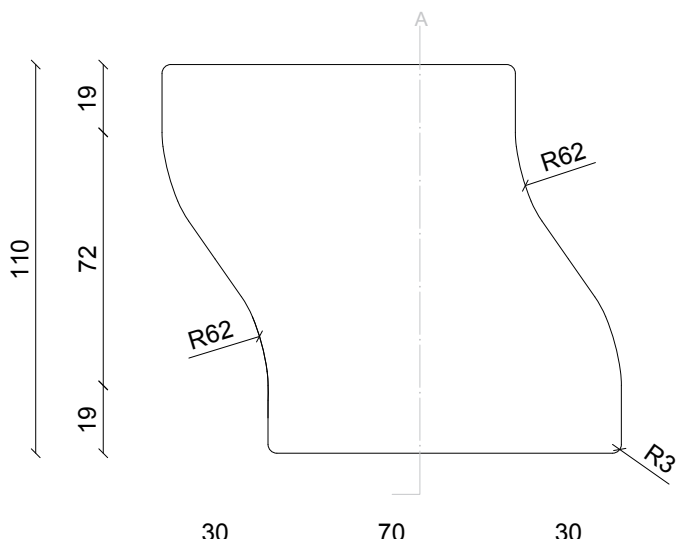
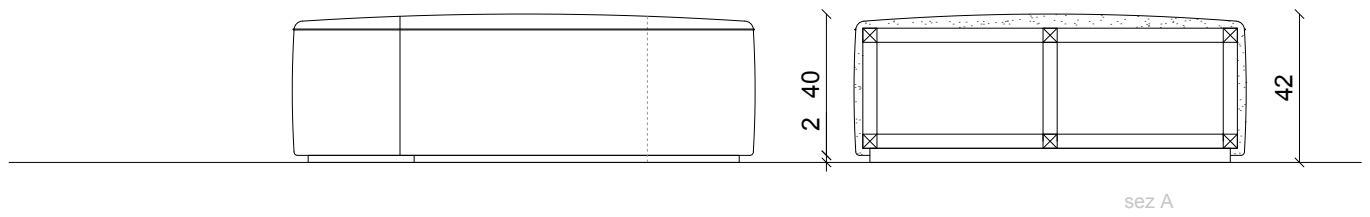
BLOCCO 6



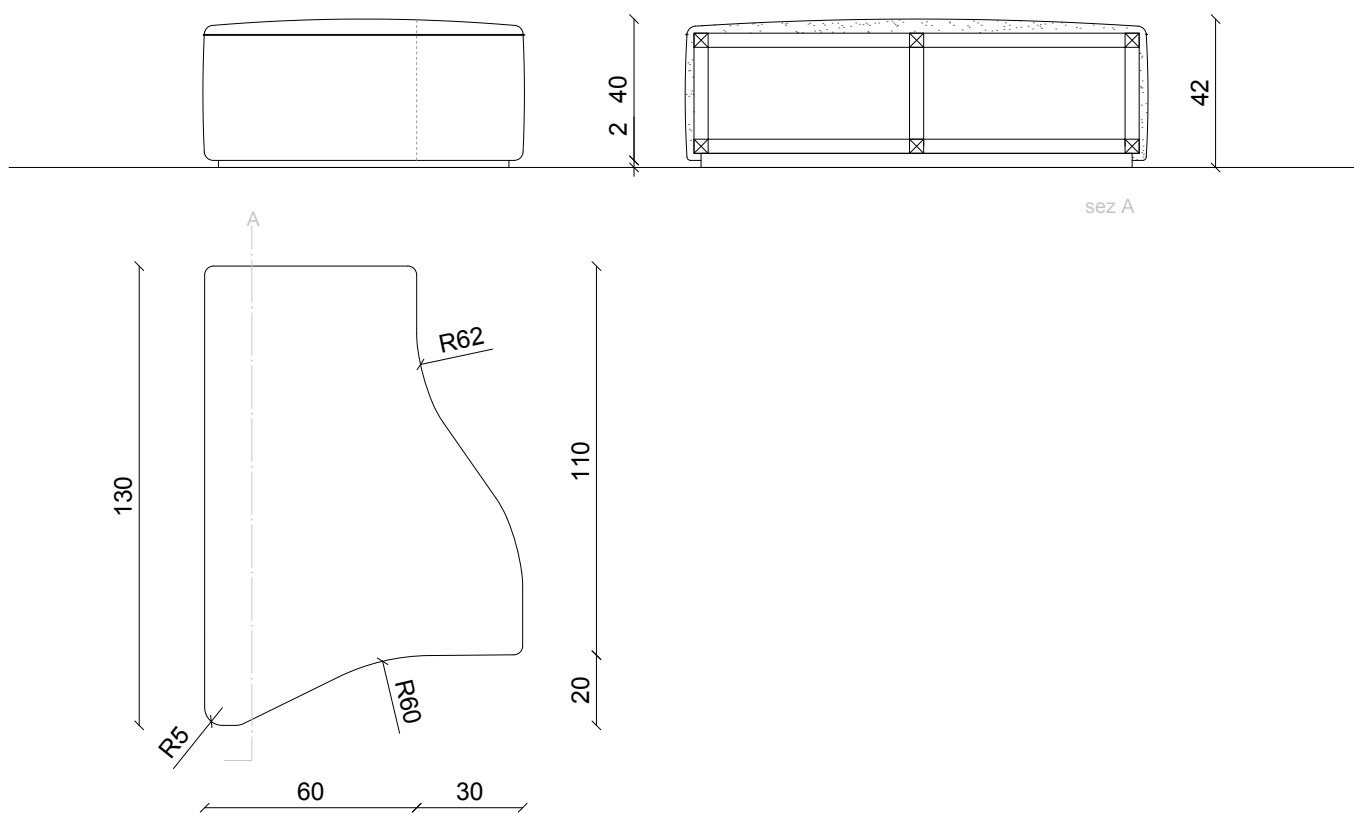
BLOCCO 7



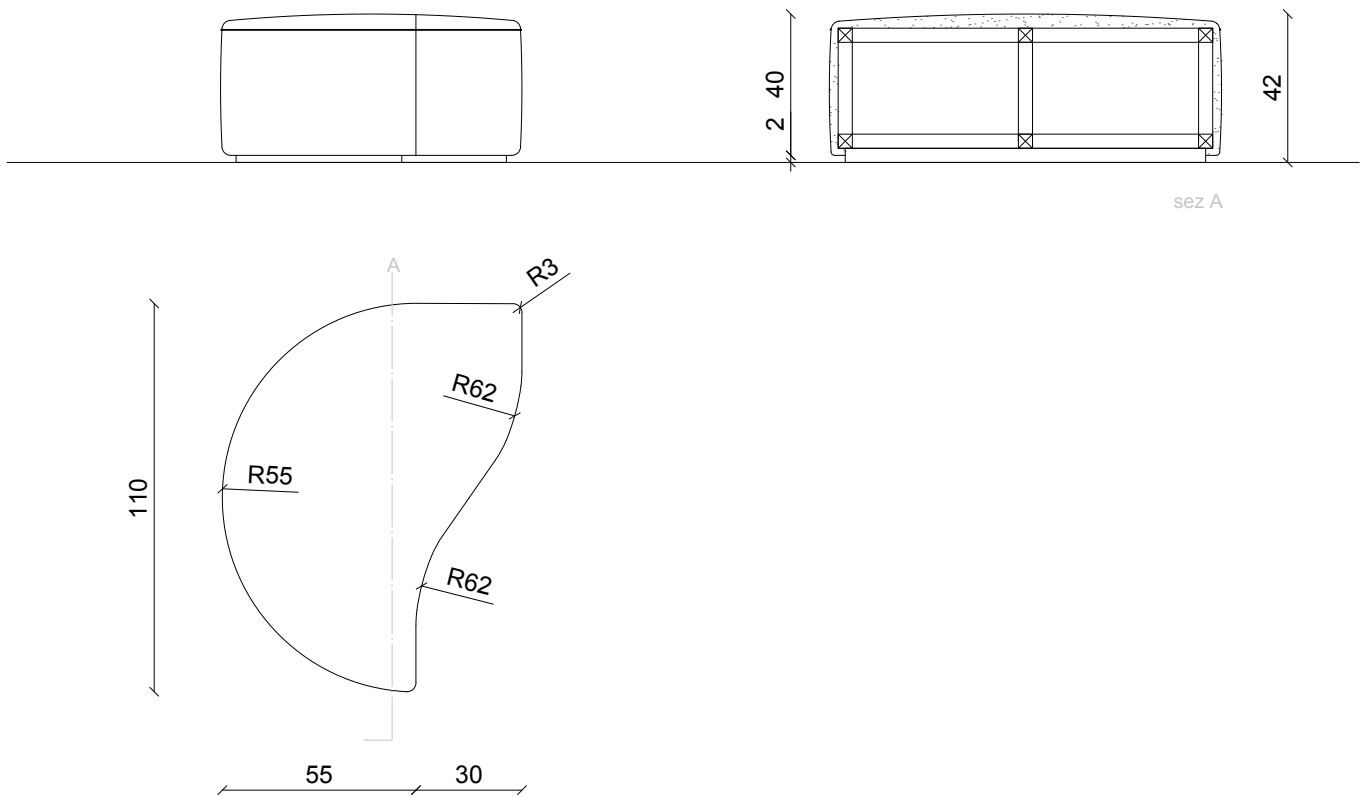
BLOCCO 8



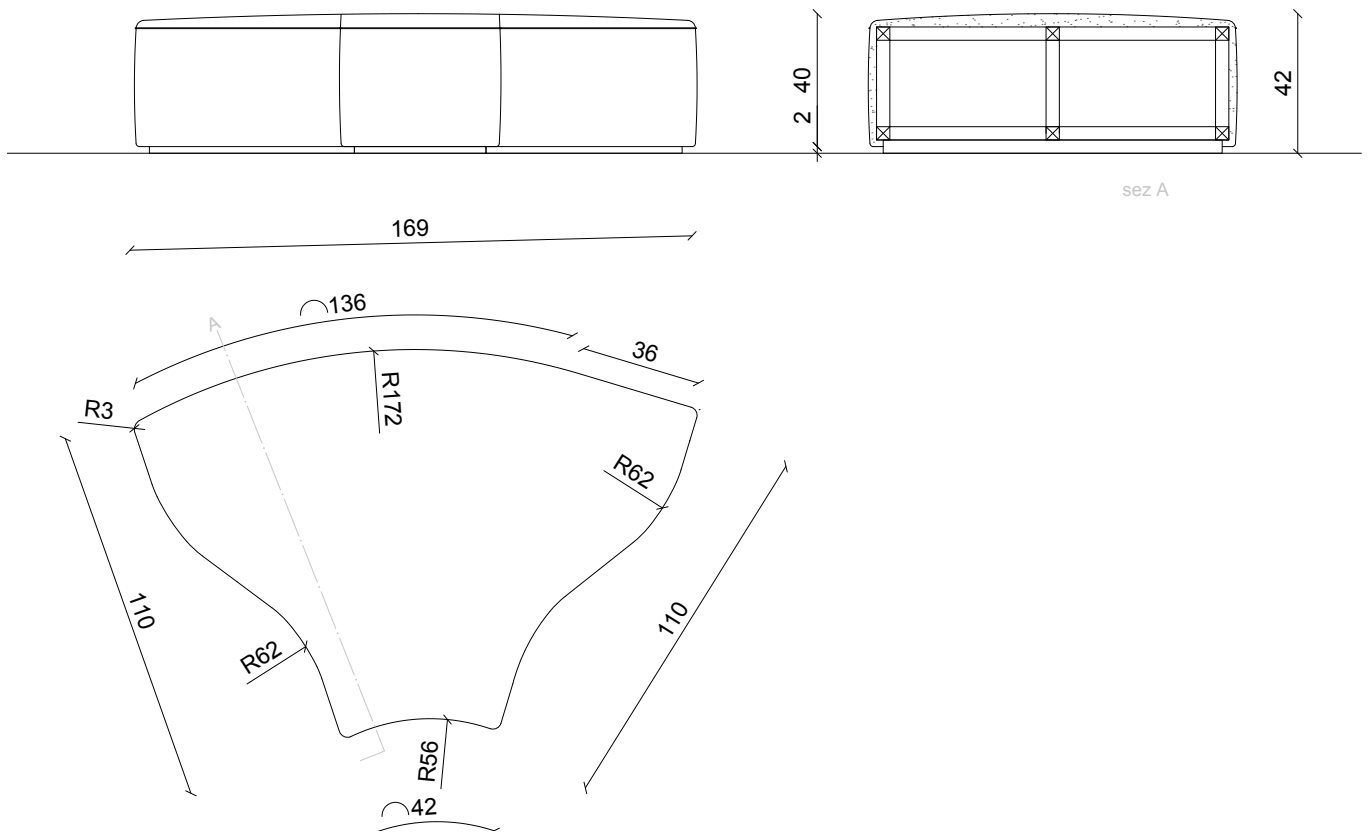
BLOCCO 9



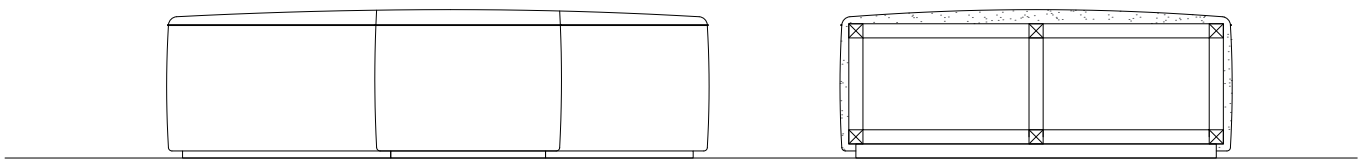
BLOCCO 10



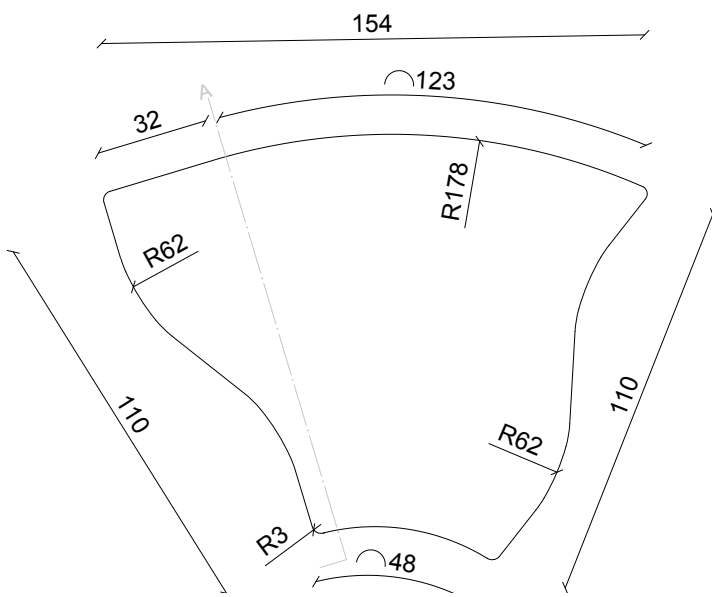
BLOCCO 11



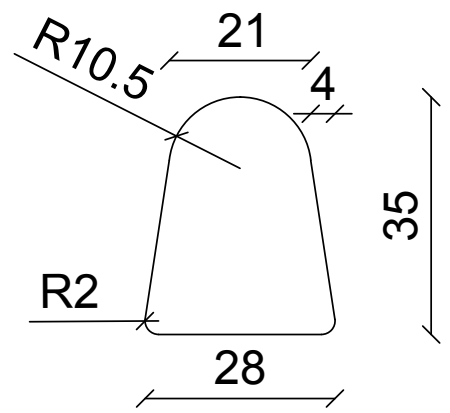
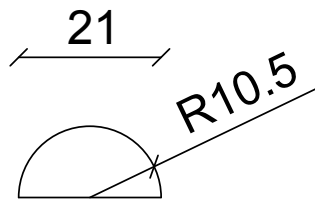
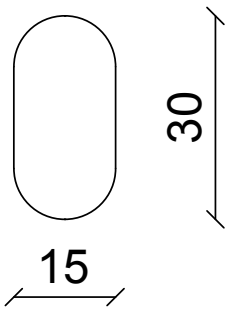
BLOCCO 12



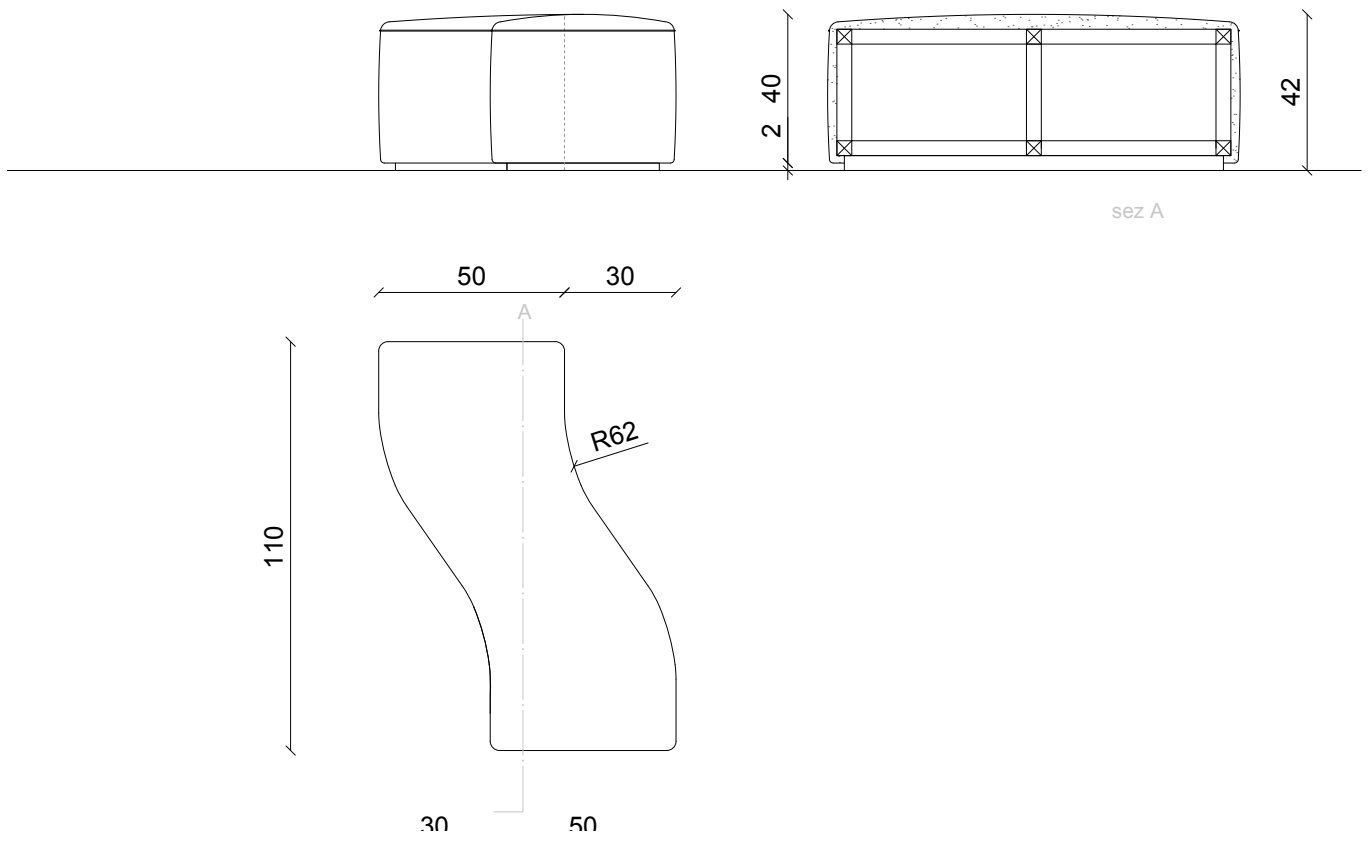
sez A



CUSCINI



METÀ BLOCCO



Prodotto

Misstake



**DESIGN
GIUSEPPE DICECCA**

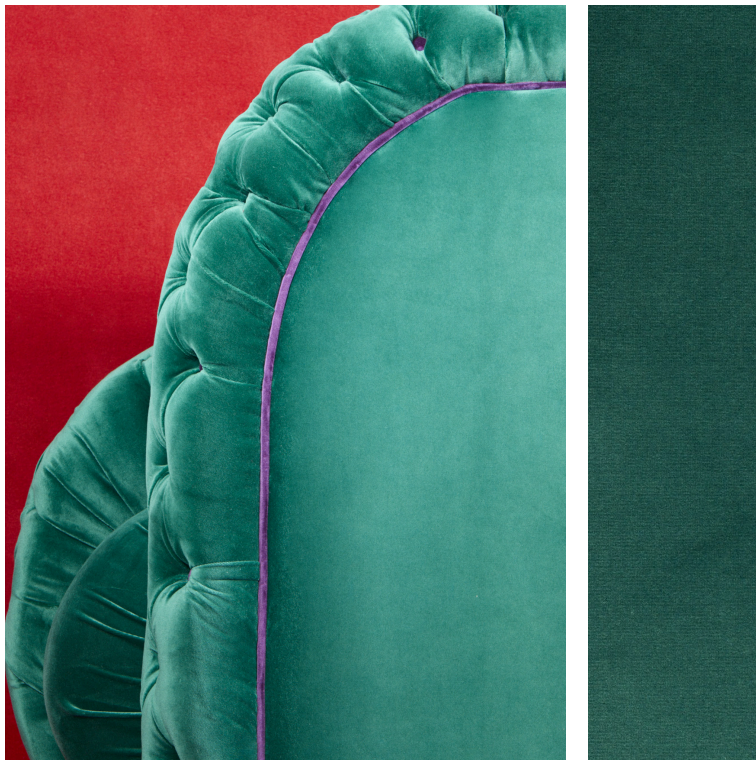
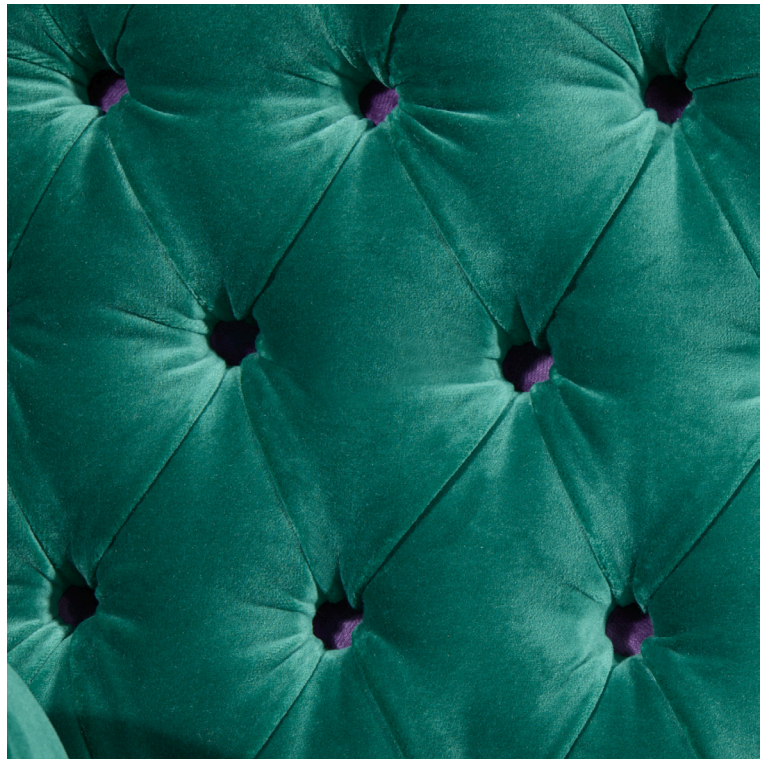
/CARATTERISTICHE

Misstake è un ironico richiamo ad un errore nato nella costruzione del classico modello Chester.

La sua struttura è stata elaborata partendo dal concetto classico donando un allure contemporaneo ed inusuale, puntando su una sfumatura creata dall'asimmetria.

Il gioco di colori è dato dall' inserimento di bottoni in contrasto che donano una tono pop a questa irregolare creazione.

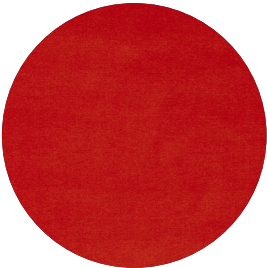
Prodotto con la massima ecosostenibilità, il tessuto è un velluto 50% cotone, 50% modal con una cartella colori ricca ed audace per poter creare inusuali contrasti.



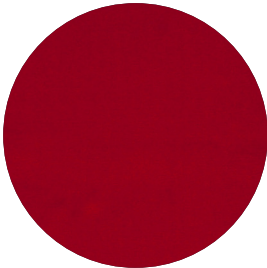


Materiali & Colori

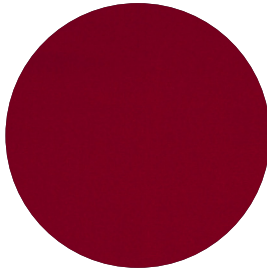
LOVE LETTERS



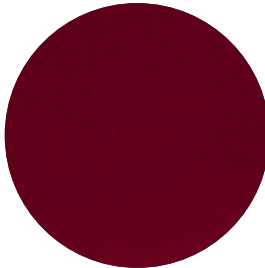
VV1320
010



VV1320
011



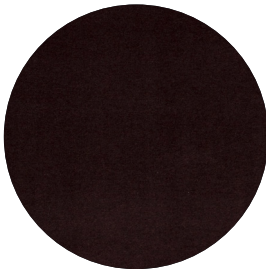
VV1320
012



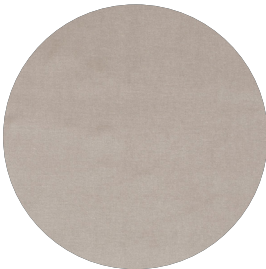
VV1320
013



VV1320
014



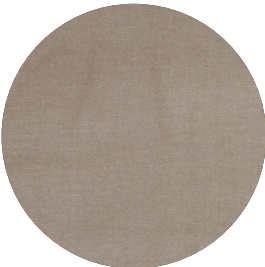
VV1320
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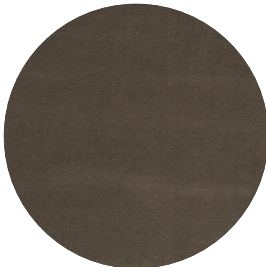
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020



VV1320
021



VV1320
022



VV1320
023



VV1320
024



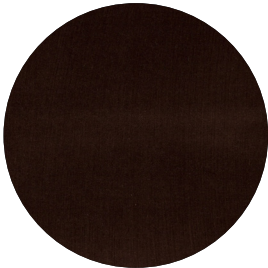
VV1320
025

Materiali & Colori

LOVE LETTERS



VV1320
026



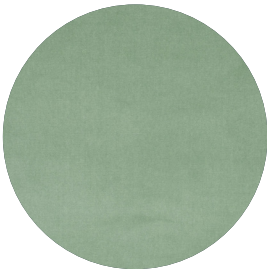
VV1320
027



VV1320
028



VV1320
029



VV1320
030



VV1320
031



VV1320
032



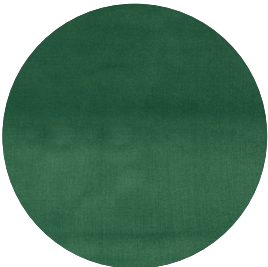
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VV1320
034



VV1320
035



VV1320
036



VV1320
037

Materiali & Colori

LOVE LETTERS



VV1320
038



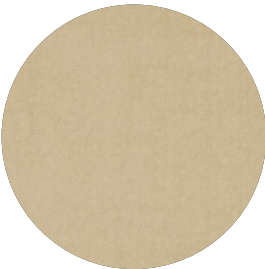
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VV1320
040



VV1320
041



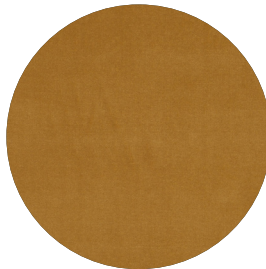
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042



VV1320
043



VV1320
044



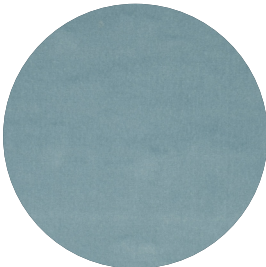
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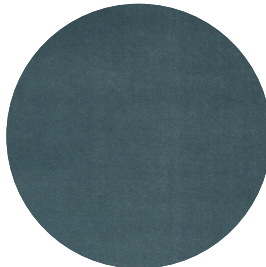
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VV1320
047



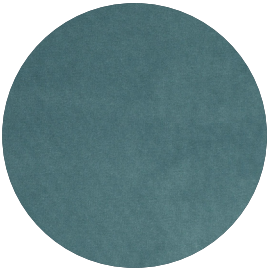
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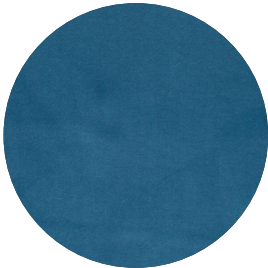
VV1320
051

Materiali & Colori

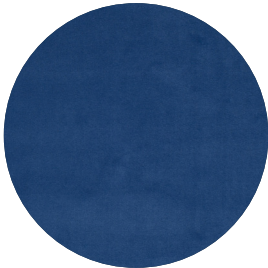
LOVE LETTERS



VV1320
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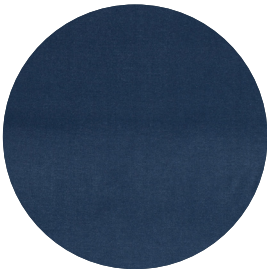
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VV1320
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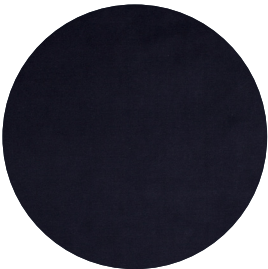
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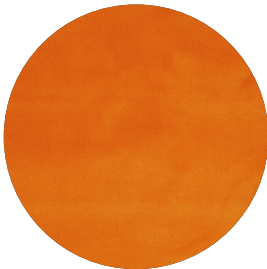
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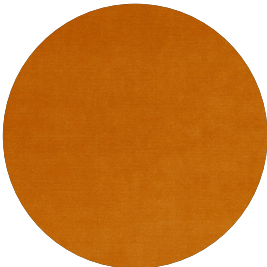
VV1320
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VV1320
058



VV1320
060



VV1320
061



VV1320
063



VV1320
064



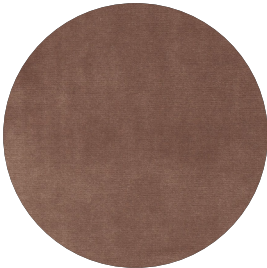
VV1320
065

Materiali & Colori

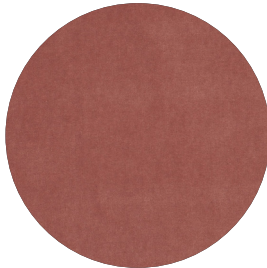
LOVE LETTERS



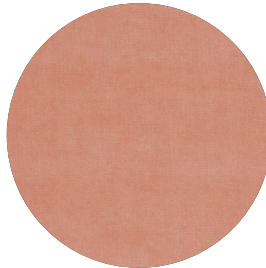
VV1320
066



VV1320
067



VV1320
068



VV1320
069



VV1320
070



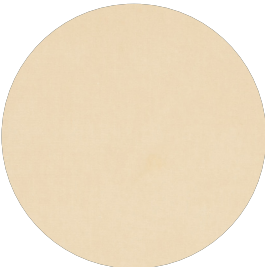
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071



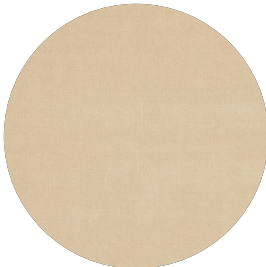
VV1320
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VV1320
073



VV1320
074



VV1320
075



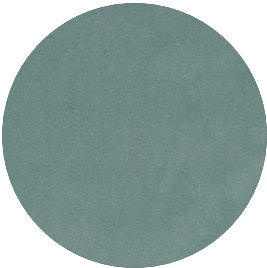
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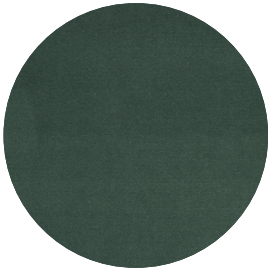
VV1320
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Materiali & Colori

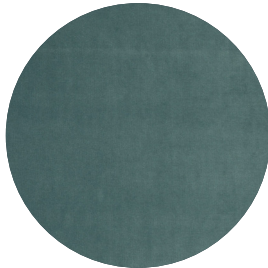
LOVE LETTERS



VV1320
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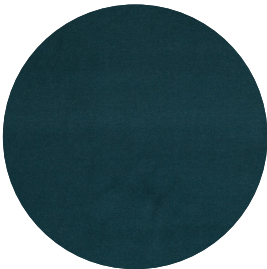
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VV1320
082



VV1320
083



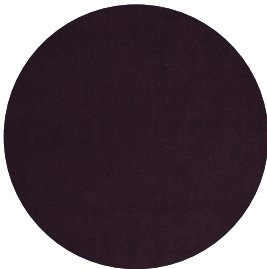
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VV1320
085



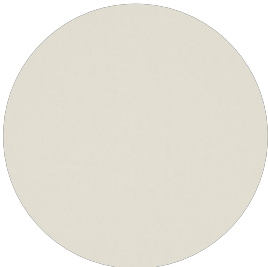
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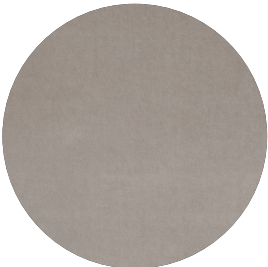
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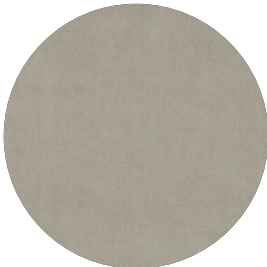
VV1320
088



VV1320
090



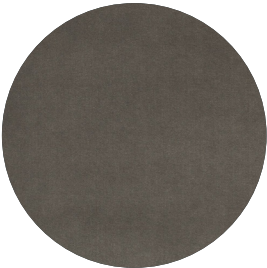
VV1320
091



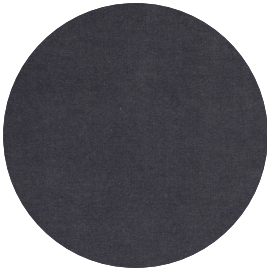
VV1320
092

Materiali & Colori

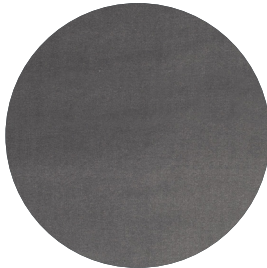
LOVE LETTERS



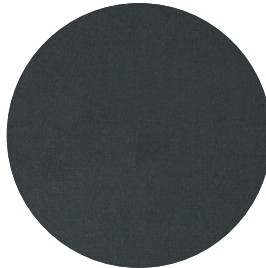
VV1320
093



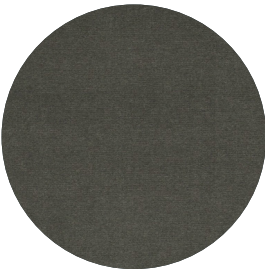
VV1320
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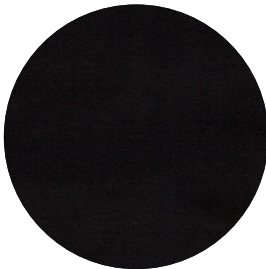
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095



VV1320
096



VV1320
097



VV1320
099



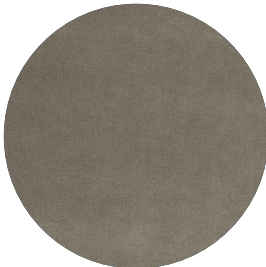
VV1320
130



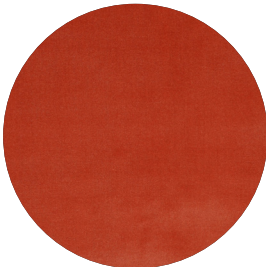
VV1320
131



VV1320
132



VV1320
133



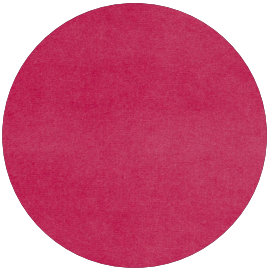
VV1320
160



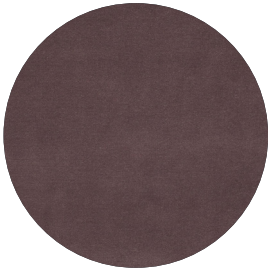
VV1320
161

Materiali & Colori

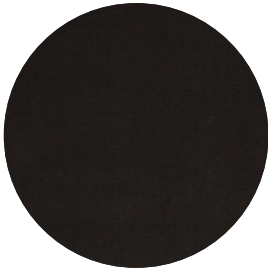
LOVE LETTERS



VV1320
162

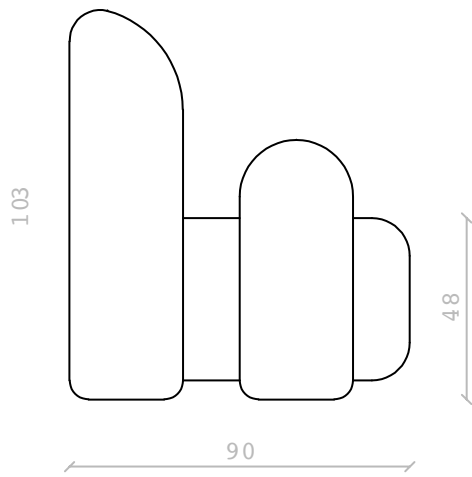
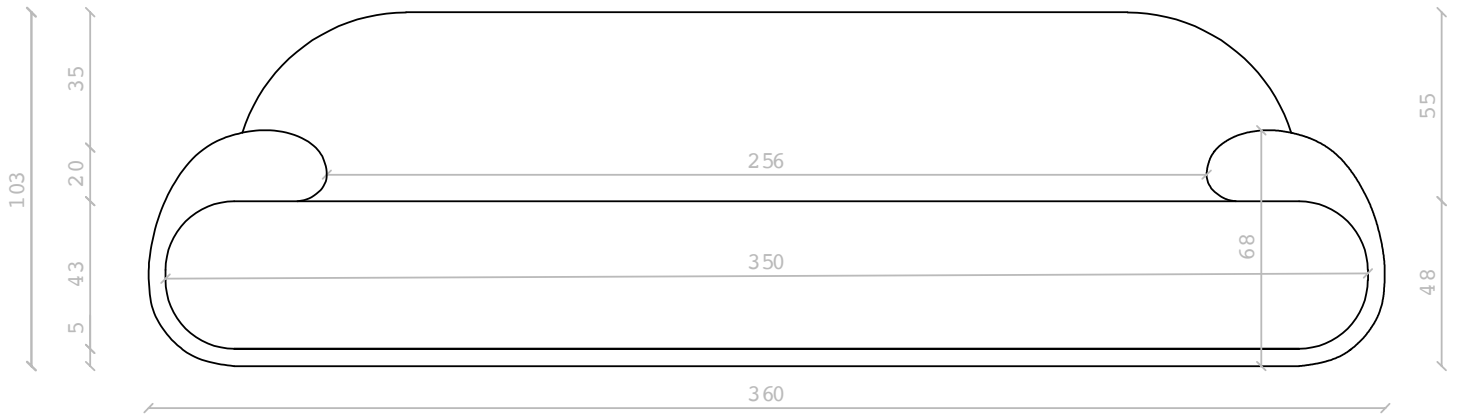


VV1320
163



VV1320
190





Prodotto

Jimmy



DESIGN
GIUSEPPE DICECCA

/CARATTERISTICHE

La chiara ispirazione anni '50 porta all' ideazione dello sgabello Jimmy, versatile, divertente e dall' anima vintage. Marchio di fabbrica del Jimmy sono i suoi morbidi cilindri curvi che accolgono il "ben capitato" in una seduta sostenuta e confortevole.

Disponibile in velluto con 16 varianti colore.



Materiali & Colori

MY BABE



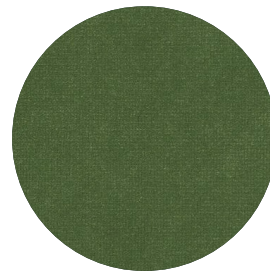
TV1578
021



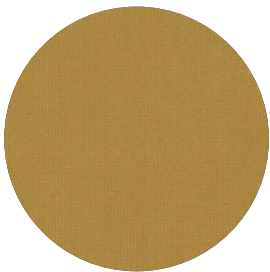
TV1578
030



TV1578
031



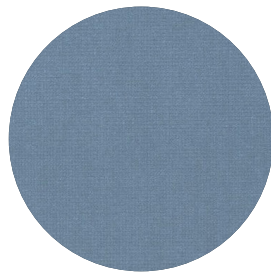
TV1578
032



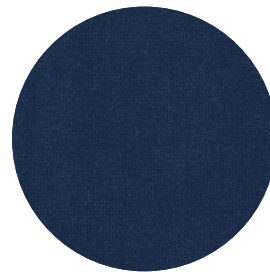
TV1578
041



TV1578
043



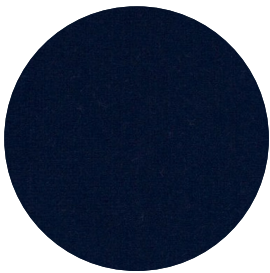
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051



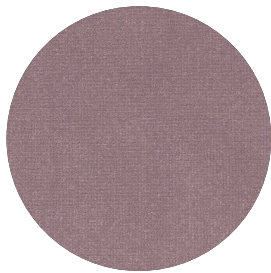
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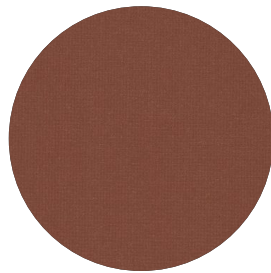
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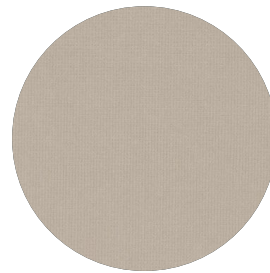
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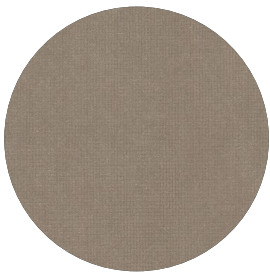
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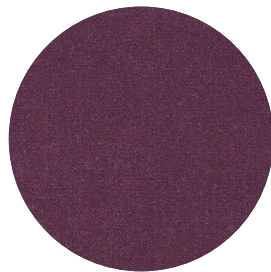
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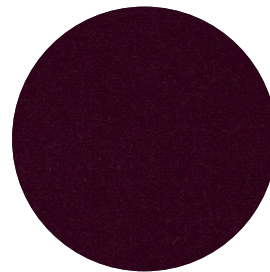
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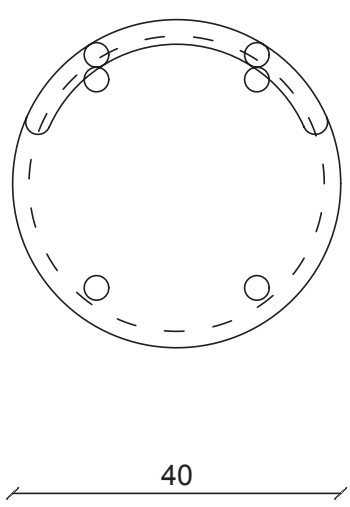
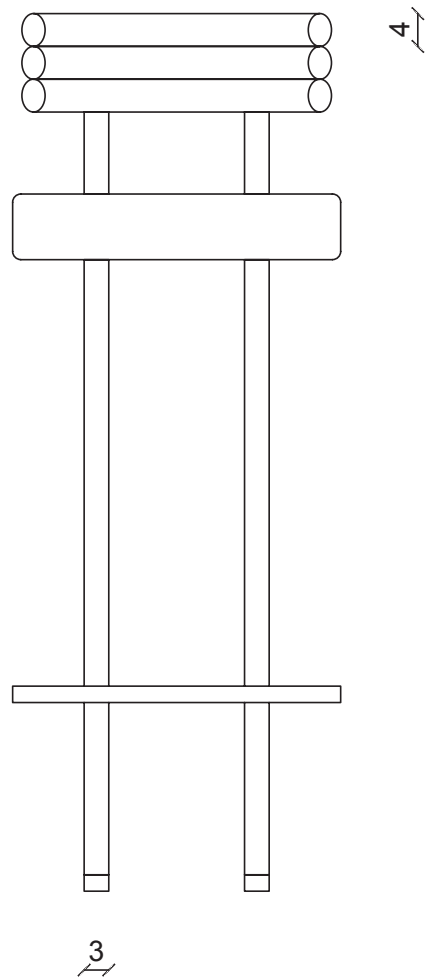
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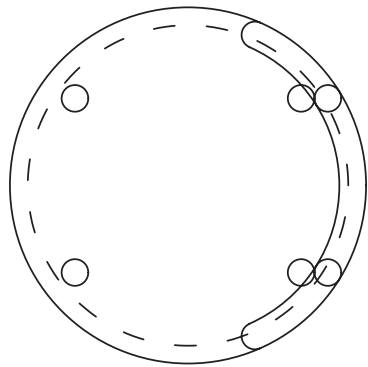
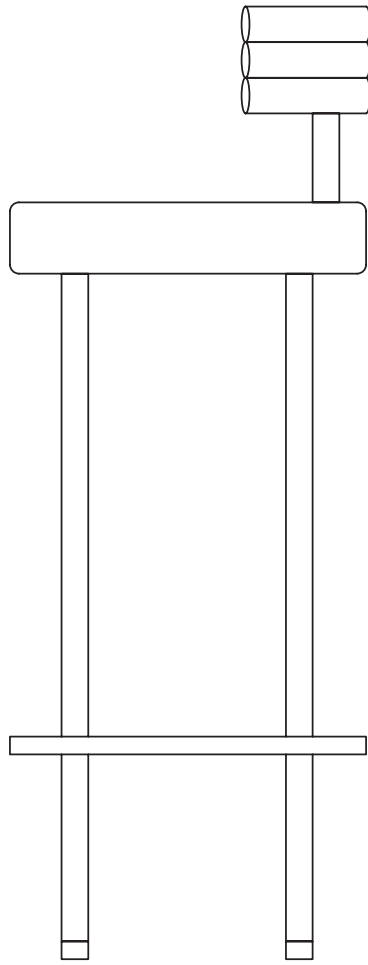


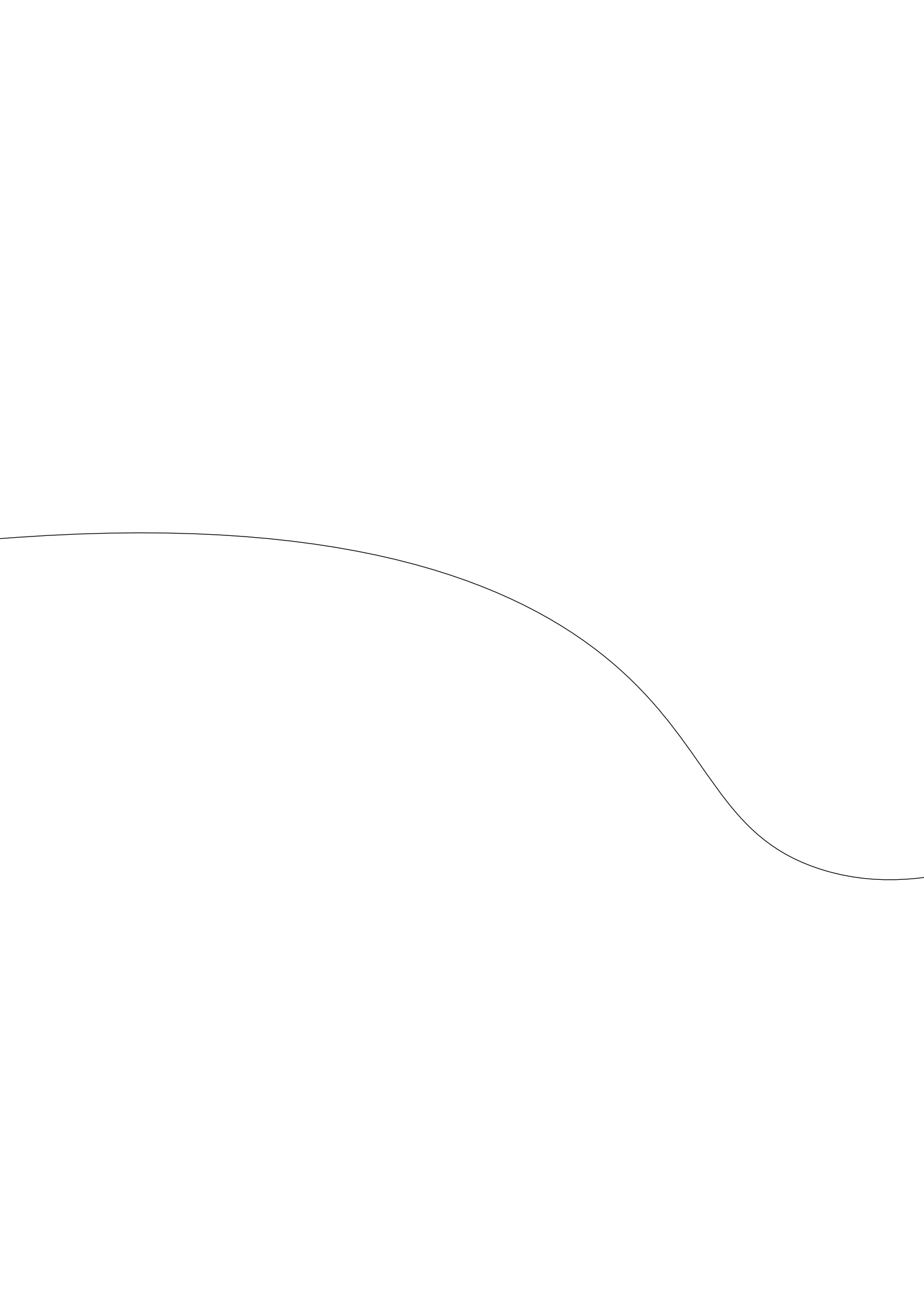
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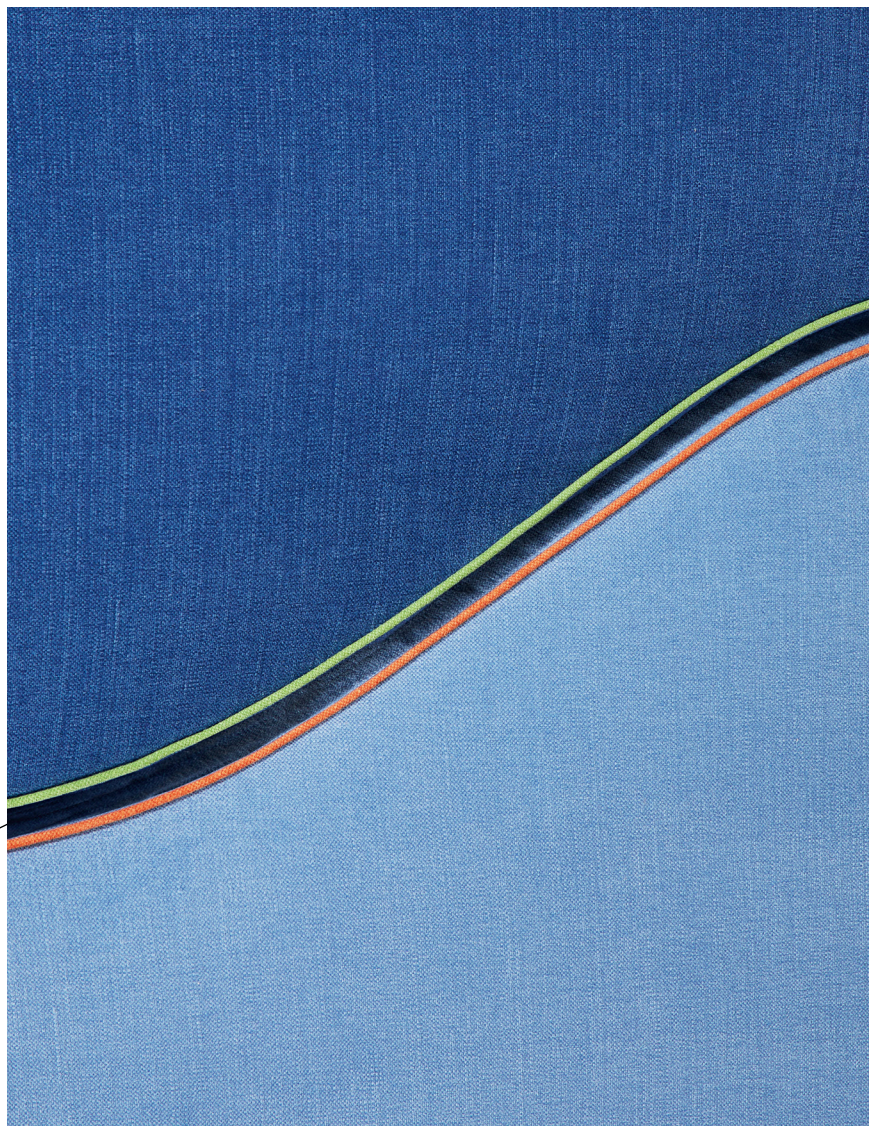






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