



PRESS RELEASE

LO DECOR is the embodiment of Italian tradition and style. It is the result of its creator's passion and originality, the interior designer Lorenza Briola.

LO DECOR is a brand characterised by the attention to detail and the careful study of each piece and collection, reflecting the ideal of elegant simplicity.

Central to LO DECOR identity is the full expression of the 'Made in Italy' concept, which permanently melds tradition, innovation and outstanding quality. LO DECOR cushions anticipate the constant evolution of style in home décor. Timeless glamour combines research, excellent craftsmanship, and the use of exclusive and luxury fabrics.

The skills of talented artisan are employed to create cushions that enhance the value of impeccable details. The commitment to excellence involves and characterized LO DECOR.

Each pillow is conceived as an opportunity to play and to dare with patterns and symbols, thus giving each of us the chance to experiment and express our mood and style. LO DECOR pillows are the symbol of versatility and charm in all their simplicity. This is a fresh take on classic style that makes it attractive for all ages, happy colourful and easy to mix and match.