

{ HOME }

## Interior Motives

Loro Piana outfits your home, jet or yacht in fabrics more commonly found on a catwalk.

By Laurie Kahle



WITH ITS INTRODUCTION OF THE HORSEY JACKET FOR THE Italian equestrian team at the 1992 Barcelona Olympics, Italian textile producer Loro Piana entered the custom fashion fray. “Custom is the true essence of Loro Piana,” says Sergio Loro Piana, who shares chief executive responsibilities of the Quarona-based company with his brother Pier Luigi. In addition to recently expanding its custom fashion offerings to include knits, shoes and bags, Loro Piana wants to dress your living space as well. In 2007, the brand introduced an interiors division with a range of fabrics more typically suited for the body than the boudoir: cashmere, vicuña, wool, angora, silk, linen, cotton and silk barré velvet among them.

“My brother and I have always used Loro Piana fabrics for our homes and have worked on very specific requests when a friend or family member needed a special colour or fabric. The interiors [division] decorating fabrics offer a range of 430 varieties and colours with 40 styles and with the option to personalise and develop nuances according to need.”

While Interiors fabrics might be displayed and ordered in some of Loro Piana’s European boutiques, such fabrics in the United States are typically purchased through designers and architects.

In late 2008, the company opened a showroom in Midtown Manhattan’s Decoration and Design Building. Here in a chic, intimate space, interior designers and architects—sometimes with clients in tow—sit at long, blonde-wood tables as they mix and match materials that hang on the walls arranged by five chromatic themes. The displays group together all the available fabrics in different shades so you can shop by colour, and designers and clients can touch and play with a number of options for a particular colour scheme.

If you cannot find the exact shade that you are looking for, you can provide a swatch or paint chip to be sent to the mills in Italy, where they can customise colours for quantities of 55 yards or more. A few weeks after you submit your sample, Loro Piana will return a few subtly shaded swatches that were dipped to match the original sample provided. Once you make your final shade selection, your custom material will be ready in about a month. [www.loropiana.com](http://www.loropiana.com) 45

**Laurie Kahle** is a Boston-based writer and editor who covers such subjects as mechanical watchmaking, precious jewellery, fashion and travel.

### Piana Forte

The Interiors division offers fabrics such as cashmere, vicuña, wool, angora, silk, linen, cotton and silk barré velvet.

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Photography courtesy Loro Piana