



## ICFF 2019 PRESS RELEASE: iSiMAR

### **iSiMAR 55<sup>th</sup> anniversary: New Logo and New Collections to celebrate our birthday!**

Spain, February 28<sup>th</sup> 2019

iSiMAR is celebrating its 55 anniversary with a new and renovated image, new colors, new fabrics and of course, new fresh, sophisticated and exciting collections.

During ICFF iSiMAR will be showing not only new collections as the Paradiso Collection, by ILMIODESIGN, or the Arena side table by iSiMAR design Team but also the new additions to our Olivo, Lagarto and Bolonia Collections.

The Lagarto collection has become a must for many interior design projects. In 2018 ILMIODESIGN extended this collection with matching stools, tables, curved and straight sectionals and a stylish armchair. It is designed to be the perfect outdoor collection for lounge areas. For 2019 we have restyled our Lagarto Poltrona and add a sensational Lagato sofa.

The new Arena and Paradiso Collection put in the retro touch to iSiMAR's Collections and meet in the middle between modern and retro.

Bolonia Collection, design by iSiMAR Design Team is nowadays considered our best seller and one of the most popular collections. To complete this stunning collection we have added our Bolonia sofa and our Bolonia chair (no arms).

iSiMAR is also showing its latest addition to the Olivo Collection: The Olivo Lounge Armchair. This relaxing piece is now available and completes the beautiful Olivo Collection.

iSiMAR's designs are inspired in the Mediterranean roots, which continues to remind us of the Mediterranean lifestyle: freshness, outdoor spaces, joy, conversations around amazing food, the smells of sea and green pines...

Made of galvanized steel wire, iSiMAR's collections are available in 30 standard colors and custom color options. Many combinations available to create a unique, fun, fresh and modern interior or exterior design of course complying all the contract use requirements: comfort, durability, quality, stability.

#### About iSiMAR: be Mediterranean!

iSiMAR is a company from Spain, which designs and manufactures designed metal furniture for indoor and outdoor use.

Since it was founded in 1964, iSiMAR has being able to adapt and change its business model according to market's demands and is now present in more than 45 countries. Both factory and Headquarters are located in Navarra, Spain. iSiMAR is also present in the US with a permanent office in NYC to serve the American market. Other subsidiary offices are located in London and Mexico.

iSiMAR designs are completely manufactured in Spain and the materials are best suited for durability and intensive use: galvanized steel, aluminum and polyester epoxy powder coat.

**For more information visit [www.isimar.es](http://www.isimar.es)**