

Amour

Collection
2025



EST. **LUISS** 2017

Amour Collection Design team

The „Amour“ capsule collection blends luxury, timeless elegance, and natural materials into bold, distinctive pieces. By pushing design boundaries with innovative forms and vibrant color schemes, it offers both style and unmatched comfort, from meticulously designed bed to the luxurious daybed.

Created by Daniela Nutu, co-founder of LUISS, and Roberta Parvescu, architect and founder of CHB Studio, this collection reflects a perfect balance of technical expertise and creative vision. With a background from the internationally renowned TU Vienna, Daniela brings a pragmatic, client-driven approach, while Roberta's global experience from ETSAB Barcelona and Silpakorn University Bangkok adds a fresh, international perspective.

With „Amour,“ LUISS expands its product range by launching its first daybed, a key step in our ambition to introduce more leisure furniture in future collections. Guided by our motto Sleep. Live. Create., we believe happiness comes from a balanced life—restful sleep, dynamic living, and endless creativity.

Launched in Paris, the city of love, during Maison & Objet, „Amour“ is a collection designed to inspire, offering timeless elegance and bold statements for modern living



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Amour Daybed



linen, velvet, wood

Materiality

The design highlights the striking contrast between sleek, colorful, glossy surfaces and natural, textured materials. This juxtaposition captures the essence of key design principles:

Visual Contrast: Modernity vs. Nature

Glossy, vibrant finishes evoke modern luxury, while the natural fabric introduces warmth and authenticity. Together, they create depth and visual intrigue.

Texture Interaction: Smooth vs. Porous

The polished surfaces offer a sleek and sophisticated look, while the textured material invites touch, creating a perfect blend of elegance and comfort.

A Dialogue Between Past and Future

The fusion of modern, high-gloss materials with traditional, natural textiles symbolizes the harmonious meeting of innovation and heritage.

Symbol of Balance

This interplay of artificial and natural materials reflects balance, offering a design that is both bold and meaningful.

Stitching

The zig-zag stitching, inspired by traditional Romanian folklore, brings depth and meaning to the design. In Romanian culture, such patterns were more than decorative—they conveyed symbolism and storytelling.

Protection

Historically, zig-zag motifs were believed to offer protection, acting as a barrier against negative forces.

The Path of Life

This recurring form mirrors life's journey, with its inevitable highs and lows, symbolizing strength and perseverance.

Connection to Nature

The zig-zag lines echo patterns found in nature—waves, lightning, or mountain ridges—reminding us of our deep-rooted connection to the natural world.

Rhythm and Balance

The repeating rhythm of the stitching conveys balance and harmony, reflecting the duality of life: light and dark, order and chaos.

Solar Energy and Renewal

In certain interpretations, the zig-zag motif symbolizes solar energy, embodying warmth, light, and the perpetual cycle of renewal.

A Statement of Timeless Comfort and Bold Design

With its refined material contrasts and meaningful details, this daybed represents more than just furniture—it's a bold, luxurious creation designed for both comfort and reflection. Perfect for those who seek to relax in style while embracing the essence of thoughtful design.

Design
Philosophy



LUISS



Velour Bed



lines, velvet, oak

Geometry

The headboard, composed of two asymmetrical parts, breaks away from the traditional symmetry of classic beds, becoming a key visual focal point. The connecting element between the two headboard panels is crafted from oak, a wood with deep symbolism in Romanian folklore—representing strength, immortality, protection, and sacredness. Oak stands as a symbol of balance between the forces of nature, protective power, and spiritual significance.

The monotony of the headboard is transformed into a playful visual rhythm by introducing two oak clip-like elements. These wooden details break the uniformity of the upholstery and add a tactile dimension, enhancing the overall design with depth and warmth.

Materiality

Velvet is renowned for its association with luxury, elegance, and aristocratic tradition. However, due to its textured surface, it has gained a modern edge, seamlessly adapting to contemporary styles.

Oak, on the other hand, symbolizes authenticity, simplicity, and durability. As a timeless material, it offers both stability and a connection to tradition, grounding the design in heritage while adding a sense of natural warmth.

The selected materials create an elegant balance between luxury and nature, blending textures that complement one another, resulting in a bed that is both sophisticated and inviting.

Comfort

The Velour bed is designed to offer unmatched comfort, featuring a box spring base—a solid wood structure filled with over 1,000 individual pocket springs. This advanced system provides excellent support and adapts independently to body movement, ensuring optimal pressure distribution and a restful night's sleep. The combination of luxurious materials and innovative construction makes the Velour bed a perfect blend of style, tradition, and comfort.

Design
Philosophy





SLEEP.LIVE.CREATE

FOR HOME AND HOSPITALITY BUSINESS

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