Palora Armchair

Press Release

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True Characters



Palora Armchair

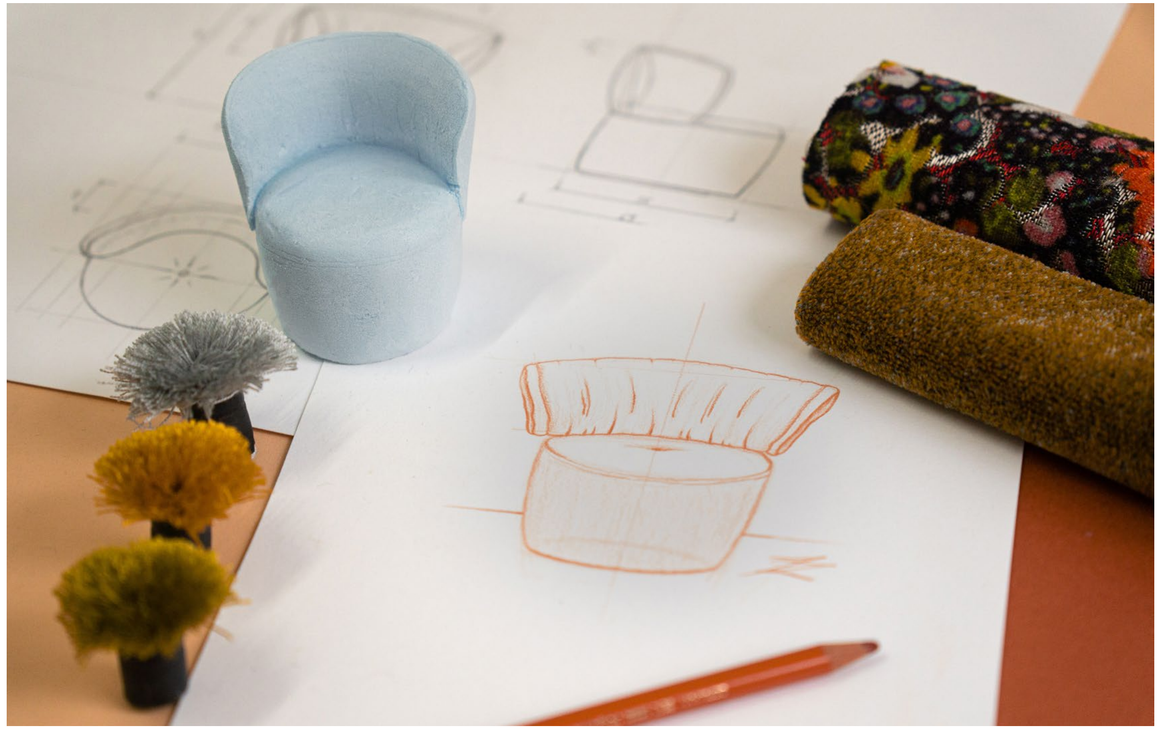
Palora blends the characterful forms of Bretz cushions with the elegant atmosphere of European theatre palaces.

The armchair perfectly frames the surrounding action, combining the intimacy of an exclusive theatre box with generous volume. It creates a personal space for grand moments and quiet interludes.

What happens when the fantastic world of Bretz cushions inspires an armchair? Its diverse shapes, volumes and details are an endless source of inspiration. They became the foundation for the design of Palora.

Palora is characterized by the interplay of contrasts. The seat is reminiscent of a generous, framed round cushion. The back creates a deliberate contrast with its distinctive, pointed shape. Its curved, slightly flared contour creates a clear silhouette, complemented by lively folds on the inside. The result is a distinctive and self-confident design language.

The inspiration drawn from cushions is also reflected in the details. A single button tuft completes the seat, gently drawing the upholstery together and emphasizing its volume. Double piping precisely frames the edges of the back, creating a tailored finish while adding a charming touch to the design.







With Palora, the atmosphere of an exclusive theatre box enters the living space, creating a personal sanctuary for the muse.

The design reinterprets the magnificent aesthetic of grand theatres in a contemporary design. Its name derives from the Italian word “palco”, meaning theatre box, reflecting the connection between private retreat and social exchange.

The back opens up like a small amphitheatre. Its silhouette creates an embracing, protective yet open posture. It forms a sheltered space from which one can observe the surroundings while remaining part of the action. Finally, the tapered silhouette of the seat and back lends the armchair its distinctive elegance and lightness.

Palora turns into your own front-row seat, offering the perfect balance between sanctuary and togetherness. A place to recline, observe and to connect.




AI modified

A distinctive design feature is the piping with its contrast-colored inner side. This opens up a myriad of possibilities for custom color and material combinations with deliberate accents.

Palora shows its character most strikingly in a two-tone design. This is especially true when the inner piping matches the seat cover. Meanwhile, an expressive patterned fabric on the back provides that signature Bretz factor. For instance, our new ice glow fabric on the seat and inner piping pairs exquisitely with paradise on the back.



For a more minimalist aesthetic, the seat and back can be upholstered in a uniform fabric. The piping adds a precise accent. This version unfolds its special charm with a patterned inner piping. For example, when combining our margeaux fabric on the seat and back with our iconic gobelin.

Thanks to its design versatility, Palora is equally at home in private interiors and public spaces – creating striking combinations bursting with character.





AI modified

“For Palora, I drew inspiration from the fantastic world of Bretz cushions—soft, playful, and full of personality. The idea seemed to be just waiting to be discovered.“

The armchair blends this cushion-like design language with the magnificent atmosphere of grand stages, which fascinated me at the Palais Garnier. Palora is like a French madame who knows her history, preserves her character, and looks confidently into the future. A True Character.

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