

# THE POP LABEL

MAGAZINE

## THE POP LABEL

IT DOESN'T FOLLOW THE RULES  
NOR THE FASHION

TPL loves to communicate and surprise.

We are a group of creatives, each with their own skills but all linked by the same dynamic and inventive spirit.

### Our aim?

Offer to our community the thrill of filling one's spaces and experiencing a The Pop Label armchair.

We work on our projects in stimulating places where we can immerse ourselves leaving us from what surrounds us.

The TPL armchair is the story of our experiences and our desire to express them through the creation of a piece of furniture with an exclusive and unconventional design

## BETTER BE

# B

### BEST

Way to communicate through spaces

# O

### OBJECT

Personal and exclusive

# L

### LUXURY

Element that I am jealous of

# D

### DESIGN

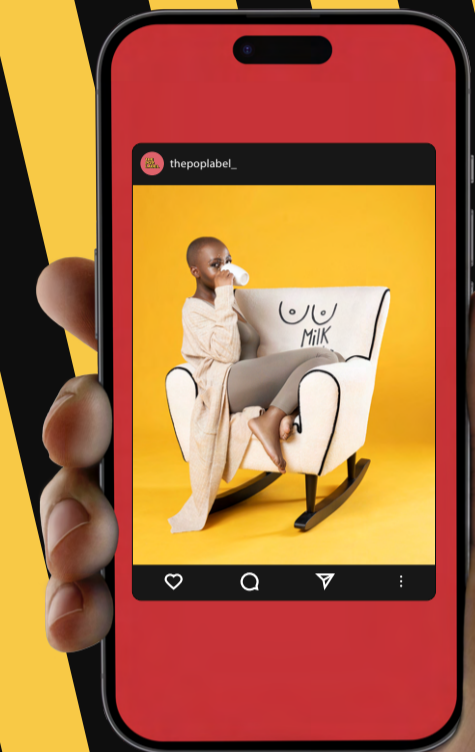
Unique and extravagant

## BECOME SOCIAL WITH US



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in THE POP LABEL

www.thepoplabel.com



## WHY THE ARMCHAIRS?

We chose the armchair because it is an **iconic object**, essential for use and determinant for **making each environment unique**.

The armchair is the object of the house that best manages to integrate into our way of living in such a way that one could become jealous of it.

The Pop Label armchair is a **bold pop work designed to provoke, amaze and entertain** through "furniture".

It is welcoming and may accompany in all the daily moods: casual, playful, thoughtful, happy, in love, relaxed...

The design is sophisticated but extravagant, it does not follow rules but aims to excite adapting to any type of environment: living room, reading corner, boutique, hotel, office.



## LIA GREGORI / Creative Director

### How was the idea of TPL born?

It all started from a drawing, left there within sight for a few months and then taken up again because we liked it and never got tired of seeing it. My brother Alessandro and I have combined the skills acquired from years of experience in the furniture sector, and in particular in the upholstered sector, but the greatest thrust was being born into a family where we have always breathed creativity and need to cross the limit and go beyond, letting go of ideas... TPL is a project that we loved right away and we took care of and supported it right away without haste. The study of materials and shape required a lot of time and dedication, I lost count of how many times the backrest was redone to give the right curvature, we wanted design, originality and quality which we work constantly on.

### I would like to know how the idea of Milk Station was born?

The right ideas are always born by chance!! I designed it without too many concepts, around the breast there is a world of strong emotions and I think I managed to convey them in our armchair...

### In your imaginary where do you see your armchairs set?

The common concept of all our products is versatility, they are capable of creating emotions

and pleasantly surprising, which is why I see them in many spaces: welcoming a customer in a shop/showroom, in a hotel in the historic center of a city, in a corner of the house to highlight or in a waiting room. Our customers can't say they haven't found the right The pop label for them :)

### What gives you the most satisfaction in your role within TPL?

Definitely perceive customer satisfaction when they receive a TPL product and understand that they have chosen the right object for their environment, as they had imagined, with an original design, capable of communicating passion and style.

### Do you have some project to reveal?

A project that is very close to my heart is eco-sustainability; I believe that if each of us contributed, we could really hope for a big change, that's why we are dedicating a lot of time and resources to researching materials and solutions to create a more environmentally sustainable model as possible. And then I would like to define a couple of drawings that I have had in my drawer for a few months and that I take up once in a while, I look for inspiration, I know the idea is amazing, but I have to give it time to grow!!



**WE LOVE**  
WHAT WE DO  
BECAUSE  
WE ARE  
**PASSIONATE**  
ABOUT IT



## armchair

UK/'a:m.tʃeə/ US/'a:m.tʃer/

Feminine noun

• Wide and comfortable seat for one person (for us even two) provided by backrest and armrests with solid wood structure, mostly padded with ad hoc polyurethane for your moments of relaxation. Upholstered in various types of fabrics, velvet, boucle, cotton and wool, it is used in lounges, living rooms, waiting rooms, hotels, showrooms (but we also like it at the doctor's ;))

• the TPL armchair, in addition to being an essential object for its use, is most often chosen as a design object to furnish different environments...

**TPL IS UNCONVENTIONAL**



ORIGINALITÀ  
DESIGN  
**POP**  
QUALITÀ  
STYLE  
COMODITÀ

**DON'T  
YOU DARE  
SITTING  
ON MY TPL  
ARMCHAIR!**

**! WARNING! !**

