



F using mid-century modern shapes with contemporary finishes, London-based interior designer Elnaz Namaki is set to launch her first-ever furniture collection at the London Design Fair this September. As is often the case, necessity was the mother of invention; Namaki has been decorating high-end residences in swish neighbourhoods in the English capital since 2012, and couldn't find the sort of chic-but-comfortable 'forever furniture' that she wanted to grace her interior design projects.

Sensing a gap in the market for high-quality (but not high-drama) pieces, she decided to launch the Luuna collection, which comprises sofas, armchairs, benches and chairs, many of them covered in shearling.

As the name suggests, she took inspiration from lunar landscapes, but also drew on her Persian roots and British upbringing, with hospitality forming a common thread. At its heart, the eight-strong collection is designed to evoke the warmth and comfort of hygge – a Danish term describing a feeling of cosiness. All the pieces are handmade in England and upholstered in organic wool in creams, pinks, greys and bold black-and-white stripes.

The upshot? A sumptuous seating range that's as soft to the touch as it is easy on the eyes. □ elnaznamaki.com



Sitting Pretty

Elnaz Namaki's tactile new seating collection is cosy-yet-cool

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1. Elnaz Namaki
2. The Eclipse sofa
3. Stellar Living bench
4. Truffle Ottoman