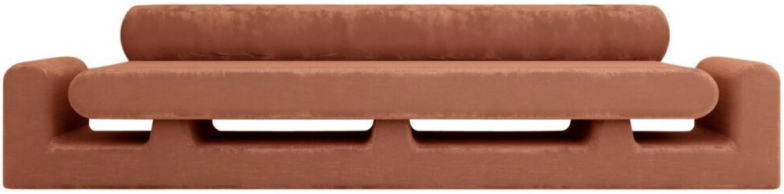
PHILIA

TEAR SHEET



Hug Brown Sofa by Rejo Studio

PRICE	€12,100
PRODUCT URL	View online
DESIGNER	Rejo Studio
DIMENSIONS (CM)	315 x 95 x 76 cm
DIMENSIONS (INCHES)	124 x 37.4 x 29.9 in
MATERIALS	Fabric, Wood, Velvet
EDITION	Limited Edition
LEAD TIME	7-8 Weeks



DESIGNER

Rejo Studio

REJO is a Riyadh- and Istanbul-based furniture design studio founded in 2017 by Palestinian architects Reem Olyan and Jumana Qasem. Rooted in a desire to elevate cultural identity through contemporary design, the studio creates furniture and objects where bold form, craftsmanship, and narrative converge. Each piece draws upon history and heritage while embracing abstraction, simplicity, and expressive materiality, transforming cultural memory into distinctive contemporary works. REJO's practice has been presented internationally, from Milan Design Week and London Craft Week to Dubai Design Week and the Diriyah Biennale of Contemporary Art. Recognized among Dwell 24's Best Emerging Designers in 2024, the studio has also collaborated with brands including Cappellini, DESIGNEAST, and JAIPUR RUGS. Through these partnerships, REJO explores local craft, community, and material storytelling. Featured in leading design publications, the studio continues to develop a distinctive visual language in which heritage and modernity coexist, celebrating beauty, resilience, and the enduring power of cultural narrative.