

CHITA Launches Elora Reclining Sofa in Collaboration with Paris-Based Joly Design Studio

The new design blends Joly Design Studio's minimalist approach with CHITA's focus on modern comfort.

AUSTIN , TX, UNITED STATES, September 4, 2026 /EINPresswire.com/ -- [CHITA Living](#) is excited to announce the launch of the [Elora Cloud-Soft Deep Lounge Reclining Sofa](#), a new design created in collaboration with Paris-based [Joly Design Studio](#). The new sofa brings the studio's European design perspective to CHITA's growing collection of furniture made around how people actually live at home.



The collaboration also builds on CHITA's approach to design. The company began as a team of craftspeople and designers creating premium-quality furniture for major global names before bringing that experience directly to consumers. Today, CHITA positions its furniture around thoughtful design, lasting quality, comfort and functionality for the home.

Founded by Sylvain Joly in 1981, Joly Design Studio has spent decades developing furniture around understated forms and practical living. That approach carries into the Elora, with clean structural lines and tailored piping that give it a defined silhouette without compromising its emphasis on comfort.

"Working with Joly Design Studio gave us an opportunity to rethink what reclining furniture can look and feel like," said Cathy, Director of Product Management at CHITA Living. "The Elora was designed to feel generous and comfortable while still maintaining a considered silhouette. It represents the kind of furniture we want to create at CHITA; pieces that look intentional in the home but are ultimately designed to be lived in."

Rather than treating reclining functionality as something that needs to be visually prominent,

Elora integrates it into the sofa's overall form. Its wall-hugger mechanism lets the sofa fully recline while requiring only 4.25 inches of clearance from the wall, enabling deeper relaxation without adding substantial space behind the sofa.

The seating itself measures just over 24 inches deep and combines high-density foam with feather-and-fiber cushioning. Individual power headrests can be adjusted separately, allowing each seat to accommodate different positions while reading, watching TV or resting.

The Elora is available in two widths, giving the same design language room to work within different living spaces. It is upholstered in a textured polyester fabric using yarn-dyed slub yarns and chenille accents and is available in Wheat and Sage Green.

Those choices also align with CHITA's product philosophy. The company describes its signature furniture as using high-quality materials, versatile aesthetics, and designs intended for everyday life rather than simply filling a room.

Behind the upholstery, CHITA uses a kiln-dried, corner-blocked engineered wood frame with high-gauge sinuous spring support. The Elora also uses FSC-certified wood and CertiPUR-US-certified foam. Its upholstery carries OEKO-TEX STANDARD 100 certification, and its power components use UL- and FCC-certified motors.

For CHITA, this launch expands on a broader approach to furniture that brings an outside design perspective into pieces intended for everyday homes. The Elora joins the brand's collection of sofas, recliners, chairs, tables, storage, and other home furnishings while introducing a new collaboration centered on European design and reclining comfort.

The Elora Could-Soft Deep Lounge Reclining Sofa is now available through CHITA Living at chitaliving.com. For media inquiries or more information about CHITA, please contact Anna Kate Womack, publicist at Otter PR, at annakate.womack@otterpr.com.

About CHITA Living

CHITA Living is a modern furniture brand built on years of design and manufacturing experience. The company began as a team of craftspeople and designers creating premium-quality furniture for major names worldwide before bringing that expertise directly to consumers. Today, CHITA creates thoughtfully designed furniture intended to bring comfort, style, and functionality into everyday homes. Its product range includes sofas, recliners, accent chairs, dining and bar seating, outdoor furniture, and bed frames.

About Joly Design Studio

Joly Design Studio is a Paris-based furniture design studio founded by Sylvian Joly in 1981. The studio brings decades of experience in furniture design to projects centered on clean forms, functionality and contemporary living.

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