



Coco Wolf

After noticing a gaping hole in the market, Coco Wolf made a dramatic entrance that turned the concept of exterior furniture on its head.





Previous page: Gocek sofa and Justiniano armchairs. Above: Therese arm chairs, Percalo velvet sofa and Cherkley sofa.

BY GEORGIA BOSCAWEN

In almost all fields of design there has been very clear segregation between features that belong outside and those inside. Think of exterior furniture and what springs to my mind is the bountiful use of wood or metal with removable cushions for when the weather turns nasty. But sisters Claudine Davis and Rebecca Le Noel decided to go against standard practice and take a little elegance from interior furniture and bring it outside.

Coco Wolf is a relatively new company in the world of design, having been established in 2013 and based on one underlying question that now lies at the heart of the company ethos: why should outdoor furniture lack the sophistication and quality of that found indoors? Davis and Le Noel then imagined a range of furniture that reflected their aspirations and their desire for style and comfort in exterior furniture.

“We quickly recognised that there was a huge gap in the market when it came to luxurious exterior furniture,” says creative director Le Noel. “As a result, we produced several collections of exterior furniture that are just as striking as their interior counterparts, delivering an elegant product that sits comfortably outside all year round.” Their designs take a really special and unusual approach to exterior furniture, which looks as if it belongs inside.

However, this unusual approach doesn’t stop with the design itself – the materials used can withstand all weather conditions and ensure a quick dry, which means there is no real panic to get the cushions inside when the heavens open. “Once the idea was conceived, it took the team more than

two years to get the materials right before the launch,” says head of marketing Kristina Storey. “A dedicated research and development programme, which included sourcing optimum materials from around the world, while utilising the latest technological innovations, enabled Coco Wolf to reimagine every component of traditional outdoor manufacturing and bring it into the 21st century.”

The collection features a unique drainage system that truly sets it apart: highly aerated padding in the cushions with fabrics that have been treated to repel water, without the need for removal or covering.

All products are handcrafted in the UK and require a lead time of eight weeks for manufacture. There are four collections available at Coco Wolf, including Bolgheri, Chuchumber, Folie and, my personal favourite, Silhouette. But the company also offers a bespoke service that could be more fitting for superyachts, as a more diverse set of styles and colours can be adopted to complement a yacht’s exterior areas. “This allows clients to provide us with sketches or examples of indoor pieces and we can bring them to life,” says Storey. “Unlike most outdoor furniture, which comes in predefined sizes, we can construct our pieces to fit in almost any space and offer a variety of upholstery options to match the client’s specific colour palette.”

It’s the true resemblance of interior style that makes these pieces special, introducing a novel addition to exterior spaces. By not sticking to conventional exterior design trends, Coco Wolf has brought a whole new element to outside space. **GB**