VELARO

ARGER DESIGN



Tailored instinct.

CONCEPT CATALOGUE / DENIS ARGER / 2026

A chair drawn like a garment.

Graphic black and white meets a quiet ivory centre. VELARO gives a sculptural chair the precision of tailoring: an expressive surface, a controlled outline and two deliberate lines of hardware.

This catalogue presents the design narrative, material direction, visual campaign and an interpretive reconstruction developed from a single supplied reference.

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VELARO is a proposed working name, not a trademark-cleared product name. Campaign imagery is AI-assisted concept visualization. See project notes on page 21.

Tailored instinct.



AI-assisted concept visualization.

Couture without costume.

VELARO explores the tension between an untamed surface and a precise silhouette. The black-and-white pattern stays expressive; the piping gives it a clean boundary.



The ivory seat and back form a calm centre. Around them, the side panels rise, turn and flare. The chair reads as a single dressed form rather than a collection of separate parts.

The reference to saddlery is distilled to two black belts and a measured rhythm of silver-tone eyelets. There is no costume, no literal scene. Just the meeting of softness and control.

Pattern has freedom.
The outline has discipline.

AI-assisted concept visualization.



Presence, without excess.

AI-assisted concept visualization.

One continuous outline



01

The enclosing profile

A tall back flows into curved arms and full-height side panels.

02

The quiet centre

Rounded ivory seat and back surfaces soften the graphic frame.

03

The double belt

Two parallel eyelet bands interrupt the sweep of the outer side.

04

The open volume

Flared panel supports frame the space beneath the visually floating seat.

Source study: the supplied front three-quarter reference. Descriptions concern visible design features, not confirmed construction.

A line that holds the room.

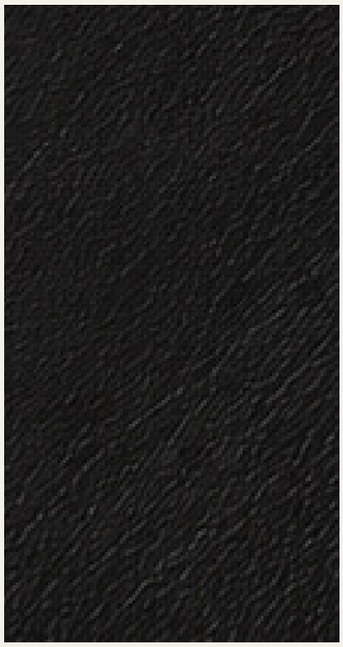


AI-assisted concept visualization.

A study in contrast.

The proposed palette is deliberately narrow. The interest lies in how each surface receives light: matte pattern, smooth ivory, deep black and a brief metallic glint.






01

Graphic surface

Black-and-white hair-on-hide appearance. Source and final execution to be developed.

02

Ivory upholstery

Smooth leather-like visual finish for the seat and back.

03

Black outline

Rounded piping and two belt-like details in a deep black finish.

04

Silver-tone accents

Eyelets and terminal studs create a cool, measured rhythm.

Material direction only; not a confirmed production specification. No source, species or certification is asserted.

Hardware becomes rhythm.



AI-assisted concept visualization.

Black. White. Ivory. Light.



Hair-like texture against a smooth surface. Silver against black. A soft edge against a crisp shadow.

AI-assisted concept visualization.



FASHION STUDY / VELARO

A wearable attitude.
An architectural form.

AI-assisted concept visualization.

Let the chair lead.



Pale mineral surfaces give the black-and-white pattern room to breathe. Light defines the flared sides and the open space beneath the seat. The surrounding room stays quiet.

AI-assisted concept visualization.

In conversation.



As a pair, the chair becomes a composition of repeated curves. A clear gap between the two silhouettes preserves their individuality and allows the negative space to remain visible.

AI-assisted concept visualization.



Give the pattern room.

Keep the setting quiet

Pale stone, plaster and restrained neighbouring pieces let the chair remain the focal point.

Use light as structure

Side light makes the piping legible and gives the panel supports a sculptural presence.

Leave space around it

Allow the silhouette to be read from the side as well as from the front.

An editorial direction for the concept, not a product installation or performance claim.

AI-assisted concept visualization.

Edges matter.



01 / THE BLACK CONTOUR

A rounded black edge gives the patterned surface a clear beginning and end. The line travels around the arm and toward the floor.



02 / THE IVORY CENTRE

Softly rounded upholstery interrupts the pattern without competing with it. The visual contrast is both graphic and tactile.

Detail crops from the supplied design reference.

VELARO

Tailored instinct.

High contrast. Low noise.

A custom vector wordmark pairs weight with restraint. The sharp V and A echo the chair's angled profile; the open O recalls the circular eyelet. Wide spacing gives the identity room to breathe.

VELARO is a creative naming proposal. It has not been trademark-cleared or confirmed as a commercial product name.



Beyond the reference.

The supplied image shows one front three-quarter angle. This rear perspective explores a possible continuation of the design language.

The back surface, unseen junctions and belt continuation are inferred, not verified features.

Interpretive rear concept. Not an exact reconstruction or production specification.

AI-assisted concept visualization.

From image to volume.



The digital study tests how the defining gestures can coexist in three dimensions: the tall back, swept arms, flared supports and open lower volume.

Geometry beyond the visible reference is interpretive. Scale is illustrative; no measured dimensions are supplied.

A visual model for design discussion, not engineering, tooling, structural validation or fabrication.

A direction to refine.

The concept establishes a visual language. Taking it toward a physical chair requires separate design, material and engineering decisions.

01

Proportion and comfort

Set dimensions and evaluate seat height, depth, back angle and arm position with full-scale studies.

02

Structure and connections

Develop the internal frame, support strategy and all hidden joints. Confirm stability and loading through appropriate engineering and testing.

03

Surface and detailing

Resolve upholstery build-up, piping, pattern placement and belt attachments. Confirm material origin, care requirements and hardware finish.

04

Production definition

Prepare verified drawings, tolerances and prototypes before any claims about manufacturing, price or availability.

No dimensions, load ratings, certified materials or production readiness are asserted in this catalogue.

Continue the conversation.

VELARO is presented as a design concept for discussion, development and visual exploration. For project enquiries, contact the studio directly.

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Design enquiries only. Availability, pricing and commissions are subject to direct confirmation.

The concept, clearly stated.

Design and source

Design concept presented by Denis Arger / ARGER DESIGN. The supplied front three-quarter chair image is the visual reference for this project. It appears on page 6 and in detail crops on page 15.

Visualization

Campaign images on pages 1, 3-5, 7-14, 17 and 22 are AI-assisted concept visualizations. The material flatlay is an illustrative moodboard, not a set of tested or sourced samples. Generated views may vary in small details.

Reconstruction

Page 18 and the accompanying digital model are interpretive studies derived from one reference image. Rear form, unseen attachments, thicknesses and scale are inferred. These are not manufacturing files or proof of a built product.

Material and commercial status

Hair-on-hide, leather-like and metallic descriptions express visual or material intent. No species, supplier, certification, performance test, production readiness, availability or price is claimed.

Identity and rights

The VELARO name and tagline are creative identity proposals. Trademark clearance has not been performed. The VELARO vector identity was created for this concept; the ARGER DESIGN logo is preserved from the supplied project context.

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