

HOME FURNISHINGS

Milan Design Week brings luxury brands from around the world

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Milan Design Week sees eclectic designs from brands both within the traditional furniture sector and without. Image credit: Loewe

By DANNY PARISI

Luxury brands are gathering this week for Salone del Mobile and Milan Design Week to celebrate home decor and design in one of the fashion capitals of the world.

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Throughout the week, luxury brands and design firms will be showing off some of their most innovative new designs with a number of initiatives already out. Brands such as Bentley, Loewe, Marni, Fornasetti and Max Mara have already put out some major new design works at the weeklong fair.

Milan Design Week

Since Salone del Mobile's launch in 1961 as a small fair focused on Italian furniture, the event has grown to be a global phenomenon with major brands from around the world gathering in Milan to showcase their designs. The show is a centerpiece of Milan Design Week, which will see a plethora of launches, parties and events.

For example, Spanish luxury brand Loewe has brought a new collection of blankets, tapestries and tote bags to Salone del Mobile, exploring a wealth of textile production materials and techniques from around the world.



Bentley's Buxton kitchen. Image credit: Bentley

Italian luxury brand Marni has introduced a collection of furniture inspired by small rural communities of Colombia, using traditional weaving techniques.

Bentley Motors is also present at Milan Design Week to showcase its licensed home collection, with the centerpiece of its exhibition being the Buxton kitchen. Bentley's designs are inspired by the brand's heritage as a luxury auto maker.

French luxury brand Lalique has worked with interior decorator Pierre-Yves Rochon for a signature collection of pieces inspired by the palace interiors he has designed over the years. While revealed last year, the brand's installation at this year's Salone del Mobile contains new pieces designed by Mr. Rochon for Lalique.

Brand awareness

Iconic Italian brand Versace is present at the show, unveiling a new home collection inspired by the legendary Versace home located right in Milan on Via Ges.

The flurry of brands descending on Milan this week has lead to a number of new collections for luxury consumers to peruse.

Italian jeweler Bulgari is sharing a different take on the concept of beauty with an upcoming multi-location art installation that takes participants on a journey.

The Brera Design District, the Bulgari Hotel Milano, and the Montenapoleone Boutique Gallery will all be home to legs of Bulgari's journey. The installation includes a 3,280-square-foot labyrinth, hypnotic garden with a GIF integration and an immersive gallery ([see story](#)).



Marni's designs were inspired by rural Colombia. Image credit: Marni

Salone del Mobile has been a hotbed for new collections from luxury brands for years. For example, last year saw the redesign of an iconic furniture piece from Moschino.

Last year, Moschino is took its edgy aesthetic into the home furnishings category with oversized recreations of its products.

For its limited-edition furniture capsule, Moschino creative director Jeremy Scott teamed with Italian home furnishings house Gufram. The Moschino x Gufram collection launched last April at 2017's Salone del Mobile event ([see story](#)).

This year's event will likely be no different as brands seek to reinvent old classics while debuting fresh new ideas to the discerning Milan crowd.