

HOME FURNISHINGS

Versace Home debuts new Milanese flagship

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The new Versace Home line fuses the brand codes with upscale, contemporary furniture designs. Image courtesy of Versace

By LUXURY DAILY NEWS SERVICE

Italy's Versace has opened the doors of a new flagship boutique featuring its home furnishings line.

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Opened on April 15 in collaboration with Iterni Spa, the showroom is located in a palazzo in the heart of Milan's design district. Luxury home furnishings are booming as affluents look to invest in high-end furniture and decor as they cut back on more experiential purchases.

Versace Home

The store, which is nearly 5,400 square feet, was designed by Milan's Vudafieri Saverino Partners. Structured like a real home, it showcases Versace's latest furniture designs, which were created with partner Lifestyle Design.

Inside, visitors can find an entrance hall, dining room, long hallways, a bedroom and a sitting room all furnished with bold pieces that reinterpret the Versace codes, such as bookcases with colorful prints and streamlined leather sofas with gold accents.



The new Versace Home flagship boutique was designed to resemble a real home. Image courtesy of Versace

The boutique also holds a secret garden, for a touch of nature that compliments the maximalist, industrial space.

Key pieces from the new Versace Home line include the Versace Venus armchair, the Goddess sofa and the Stiletto cabinet. Each design has references to the house's runway designs.

Thanks partly to COVID-19, the market for online home decor, which reached \$98.4 billion in 2020, is likely to balloon to \$348.3 billion by 2027, according to industry forecasts.

Asia-Pacific is particularly important in the home design arena.

Driven by Australia, India, and South Korea, the online home decor market in Asia-Pacific is forecast to reach US\$42.6 Billion by 2027. The size of the same market in China, meanwhile, is expected to rocket to \$60 billion within six years ([see story](#)).

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