

HOME FURNISHINGS

## Nature takes center stage at Milan Design Week 2022

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*Louis Vuitton is one of several luxury brands presenting offerings during Milan Design Week. Image credit: Louis Vuitton*

By KATIE TAMOLA

It is the ultimate week for design enthusiasts as Salone del Mobile and Milan Design Week are underway, with luxury brands making their presences known.

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The events feature several luxury brands, including Prada, Loewe, Stella McCartney, Off-White, Louis Vuitton and Missoni. The brands are making a splash, with offerings from installations and presentations to home lines, each an ode to thoughtful and chic craftsmanship and many maintaining a theme of appreciation for nature.

"Fairs provide brands the opportunity to reconnect with clients and to demonstrate their leadership and innovation," said Chris Ramey, CEO of [Affluent Insights](#), Palm Beach. "It will be an inward celebration of category.

"Brands set themselves apart with their installations and exhibitions to fascinate and enchant," he said. "This year and in the foreseeable future, fairs will focus on their responsibility to the environment and inclusivity."

Where to begin

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 ([see story](#)).

This year is the 60th iteration of Salone del Mobile, with events taking place from June 7 to June 12.



Loewe's "Weave, Restore, Renew" at Salon del Mobile. Image credit: LVMH

Several brands are putting on exhibitions that highlight the versatility and power of the environment. With this, consumers are also called to ponder sustainable practices in their own lives.

Spanish fashion label Loewe has debuted its seventh installation at Salone del Mobile, with creative director Jonathan Anderson spotlighting a project entitled "Weave, Restore, Renew" which reflects the idea of giving discarded items a new purpose.

Loewe is also tapping Spanish designers Idoia Cuesta, Beln Martinez, Santiago Basteiro and Juan Manuel Marcilla in repurposing 240 discarded wicker baskets into pieces for a series entitled "Repaired in Spain."



Mylo is a soft, substantial, sustainable leather alternative made from mycelium. Image courtesy of Stella McCartney

British fashion label Stella McCartney, known for its roots in environmental appreciation, is hosting a "Future of Fashion: An Innovation Conversation with Stella McCartney" presentation, in collaboration with Bank of America, which has donated more than \$1 trillion to environmental efforts.

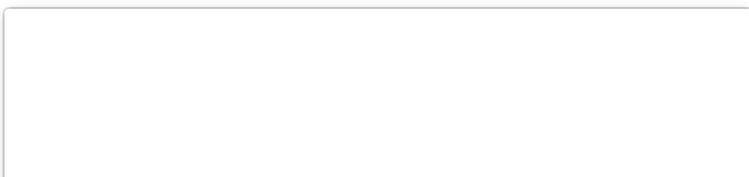
The presentation will spotlight the label's environmentally friendly leather alternative of choice, mushrooms. Stella McCartney has long ruminated on the wondrous capabilities of fungi ([see story](#)).

The Frame Mylo bag, mushroom sculptures, a mushroom Infinity Room and a screening of the documentary "Fantastic Fungi" will round out the exhibition on Stella McCartney's mushroom-based vision for fashion's future.

Italian fashion house Prada is also spotlighting the versatility and beauty of the environment this year, hosting a series of roundtable talks, interviews and more, addressing how design impacts the environment. The series is in collaboration with design studio Fomafantasma and is called "Prada Frames."

Other brands are taking a more tangible approach, releasing new collections.

Streetwear brand Off-White's approach to homeware is being featured during this year's event. The fourth homeware collection from the brand, "Organic Feeling," aims to illustrate the transformative power of nature, featuring single-stem flower vessels and larger bouquet holders.



[View this post on Instagram](#)

A post shared by Off-White (@off\_\_white)

### *Off-White debuts its fourth homeware collection*

The collection debuted at the Rossana Orlandi boutique in Milan and is available on [off-white.com](https://www.off-white.com) and select Off-White boutiques worldwide.

French fashion house Louis Vuitton is commemorating 10 years of its Objets Nomades collection, hosting an exhibition at Garage Traversi, a shopping mall in Milan, highlighting pieces from over the years. The house will also be introducing five new pieces by Swiss design studio Atelier O.

To round out design inspirations for all living spaces, Italian fashion label Missoni is spotlighting its latest tableware offerings, ranging from utensils to glassware.

### Sustainability and home furnishings

These days, it is difficult to separate sustainability from any luxury sector, including home furnishings, as consumers are increasingly seeking products that reflect respect for the environment.

Many homeowners are also going a "down to earth" route in ensuring their homes and appliances prioritize sustainability, buying appliances that utilize natural materials ([see story](#)).

A prioritization and appreciation for nature have also become increasingly prominent.

The importance of sustainability and connecting with nature is also driving one of the decade's biggest trends: outdoor spaces and outdoor living.

From terraces and verandas to gardens and outdoor kitchens, demand continues to grow for green spaces and more interaction between the indoors and outside ([see story](#)).

Through events like Milan Design Week, brands wish to convey to consumers that they are listening and responding to their priorities, including sustainability.

"As a corollary to luxury marketing, brands desire to fascinate and enchant' in such a way that they are favored and remembered," Mr. Ramey said. "Particularly after COVID, they want to demonstrate leadership, as well as enhance their current relationships and begin new relationships."