

HOME FURNISHINGS

## Luxury labels flip dcor concepts on head at Milan Design Week

April 24, 2023



*Installations from the likes of Dior Maison fueled the five-day Salone del Mobile Milano 2023 showcase. Image credit: Dior Maison*

By AMIRAH KEATON

Experimentation appeared to dominate the first regularly-scheduled Milan Design Week in some time.

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This year, one of the world's largest design showcases returned to its usual spring slot after three years of COVID-19-era scheduling shifts. Matching the renewed energy, a band of designers and brands met the moment by bringing an eclectic tone to the table, undoubtedly influencing the global design market for seasons to come.

"The 61st edition of the Salone del Mobile.Milano was an international success and we are really delighted that it exceeded expectations," said Maria Porro, president of the Salone del Mobile.Milano, in a statement.

"The number of attendees makes for an exceptional result, which we worked very hard, deeply and radically for, to bring new meanings and values to the trade fair visit and create new experiences for the visitors who came along."

### Milan Design Week 2023

Established with the aim of popularizing Italian furnishings, Milan Design Week was born in 1961.

Decades later, brands from across the globe gather annually to participate, exhibiting interesting homewares, inventive textiles, out-of-the-box lighting arrangements and more. Now, held from April 18-23 of this year, one of the world's largest design showcases has just rounded out its 61st edition.

### *The Milan Furniture Fair looks back at one of the most popular events to-date*

The five-day-long program marked a return to the season after three years of rescheduling starting in 2020, when the event was outright canceled in light of the global health crisis.

Thus, exciting updates from luxury participants of Milan's International Home Furnishing Fair centered the weeklong programming, as the luxury community kept the spirit of change alive amid a restoration of normalcy.

Novel collections and artistic partnerships fueled the affair.

A gravity defying display of furniture designed in collaboration with Philippe Starck at the Milan Montenapoleone Dior boutique captures the balance of heritage and ingenuity. Presented for the [#SalonedelMobile2023](#), the House invites visitors to enjoy these [#DiorMaison](#) creations.

Dior (@Dior) [April 22, 2023](#)

French fashion house Dior wowed with a display at the Palazzo Citterio that placed the new Monsieur Dior armchair front and center.

A collaboration with French industrial designer Philippe Starck yielded a range of seating, side tables and stools, some wrapped in the brand's iconic toile de Jouy fabric.

All were inspired by the Medallion chair, a staple of both the late 18th century and Dior's early-stage 30 Avenue Montaigne shows. The 2023 presentation aligns with an introductory effort that began in 2022, when Mr. Stark delivered an interpretive "Miss Dior" design.

[View this post on Instagram](#)

A post shared by Dior Maison Official (@diormaison)

This round, a life-size campaign that played with proportion and features Mr. Starck aside a set of larger-than-life builds on this foundation.

"Some have searched all their lives for the little black dress, I have always dreamed of the perfect little chair," said Mr. Starck, in a statement.

"This icon of perfection clearly exists in our collective unconscious, in the form of the Louis XVI Medallion chair and its magic oval, which is one of the symbols of the House of Dior," he said. "Everything has always brought me back to this chair."

[Fendi Casa](#), the interiors arm of the Italian fashion house, used one of its base brand's own silhouettes as the source of inspiration for this year's setup.

In honor of the "Salone del Mobile" ceremony, the company presented "Fendi Casa Blow Up," a furniture piece that remixes the house's striped Pequin motif, erected in 1983.

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A post shared by Fendi Casa (@fendicasaofficial)

Working under the close creative direction of Silvia Venturini Fendi, Amsterdam and New York-based multidisciplinary creative collective Controvento helmed the project.

Additionally, a new collection homages the maison's heritage in myriad ways, tapping symbols such as the brand's classic "FF" logo, the use of arches that take after the design of Fendi headquarters and, cleverly, a set of sofas with the interiors revealed, referencing the brand's Peekaboo handbag ([see story](#)).

While some fashion houses such as Italian leather goods company Ferragamo kept things simple, rearranging storefronts and interiors in Milan for the occasion, others including Montblanc threw mini activations of their own.

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FERRAGAMO (@Ferragamo) [April 19, 2023](#)

In addition to the opening of the pop-up shop "The Library Spirit," a concept that brought the brand's latest [campaign](#) to life the German luxury goods maker hosted a cocktail hour of the same theme.

[#MilanoDesignWeek](#) || Montblanc presents the world premiere of its new collections at the "The Library Spirit" temporary store, open from 18 to 23 April in the heart of Brera. The Temporary Store will be open to the public and will host workshops and activities.

[pic.twitter.com/Y9Kod8V2bn](https://pic.twitter.com/Y9Kod8V2bn)

Montblanc (@montblanc\_world)