

ELIE SAAB

MAISON

ELIE SAAB MAISON AT PARIS DESIGN WEEK THE NEW ACCESSORIES COLLECTION PROTAGONIST OF MAISON & OBJET IN THE CITY.

Paris – 24.01.2023 ELIE SAAB Maison takes part for the first time in Maison&Objet in the City, an event that accompanied the design fair in Paris from 19 to 23 January, 2023. Paris has always had a special meaning for the Brand: a place loved by Elie Saab, a source of inspiration for his creations, and home to his showrooms.

Located at 39 Av. Pierre 1er de Serbie, in the heart of the capital, next to the brand's flagship boutique; ELIE SAAB Maison presented a selection of furnishings, accompanied by the new collection of accessories, as well as lighting and some iconic rugs.

The showroom is divided into two large rooms, a living area and a dining area, embellished by the real protagonists of the Paris Design week: Accessories. Conceived as a natural, indispensable extension of the ELIE SAAB Maison collection, the accessories are developed following the same principles that have guided the birth and affirmation of the Maison line in recent years: a refined, sophisticated synthesis of the same concept of luxury, the same stylistic and material logic, building on the idea of hospitality, and the taste for beauty, to be experienced every day. A collection, the one visible in Paris, in continuous evolution, capable of satisfying the most diverse needs, completing all the rooms in the house. A design inspired by the simplicity of the 1950s style, with additions born from contemporary sources of inspiration, very often derived from natural elements. A style, the one that is found in each of the elements that make up the accessories collection, which represents the ideal balance between aesthetic satisfaction and functionality: beauty and practicality, in full ELIE SAAB style.

The textile collection offers a wide range of decorative cushions made in different formats by the most refined Italian craftsmen, using noble and rich materials. A selection of trays is presented in different sizes and materials, among which the combinations of leather and precious woods stand out, as well as metals with a variety of finishes. Moreover, renowned as triumph of minimalist design, the luxurious Murano glass vases serve as elegant masterpieces.

A new extension of true craftsmanship is reflected in three boxes *Madame and Mademoiselle*, dedicated to female passions and designed to house jewelry, and men's design, *Monsieur*, to house watches. Concealed but not hidden, the jewelry boxes let its treasures shine in all its beauty for the owner's eyes.

The ELIE SAAB Maison showroom translates ELIE SAAB's understanding of beauty and style into a tangible synergy between human and object. The idea of spectacular elegance goes hand in hand with the item's functionality, making it truly iconic.

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ELIE SAAB HAUTE COUTURE HOUSE.

Elie Saab founded the eponymous label in 1982, when he was only 18 years old. Since then, ELIE SAAB Maison has established itself as one of the leaders in the Haute Couture category, internationally, with ateliers based in Paris and Beirut. Since then, ELIE SAAB has continued to grow thanks to its original savoir-faire and the innate elegance for which it is appreciated, expanding into the prêt-à-porter categories, in the creation of wedding dresses, accessories, eyewear and fragrances. Thanks to the recent adventure in the world of home decor and interior design, with the new MAISON line, ELIE SAAB enters the ranks of the most important fashion and lifestyle brands in the global luxury sector.

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CORPORATE BRAND MAISON S.A.

CB Maison is the division of the Group specialized in brand extension projects in the furniture and hospitality sectors, dedicated to prestigious international fashion and automotive brands. The services offered by CB Maison, tailored to the specific needs of its customers and their development goals, focuses on two areas: the design, production and marketing of home decor collections; the development of advanced initiatives in the branded real estate sector, from the planning phase up to the delivery phase, thanks to a network of exclusive global partners who have been operating in this sector for years.

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