

ELIE SAAB

MAISON

HARMONY, PERFECTION, ETERNITY AT THE MILAN FURNITURE FAIR.

The Fuorisalone, which runs concurrently with Milan's Supersalone from September 4th to 19th, 2021, is the occasion chosen by ELIE SAAB Maison to present its interpretation of the concept of infinity, with the event "*Salon l'Infini*."

Infinity is the symbol of a series of fascinating, mysterious elements that man has always pursued, dreamed of harmony, perfection, eternity. Art, architecture, design, fashion are man's attempts to give a shape to these absolute concepts, enclosing them within lines, volumes, shapes.

After more than a year in which the entire globe has been in a deep crisis, we come back to Milan with newfound zeal. With the desire to look forward to the future, to return to living and dreaming, and to showcase refined shapes and glamorous details. Design guides at the Furniture Fair, a global movement of resilient personalities, who do not accept to stop, but who fight for their dreams, managing to make them come true.

In the prestigious headquarters located on the corner of Via S. Andrea and Via della Spiga, immersed in a unique atmosphere, worthy of a world premiere, ELIE SAAB Maison unveils the latest creation that stems from the collaboration between Elie Saab and the architect Carlo Colombo, jewel of the collection: the armchair "*L'Infini*", an object conceived as synthesis of three absolute concepts, conferred to the simplicity of sinuous lines, which form two symmetrical symbols of infinity, embracing the seating. A unique, harmonious shape, no matter what angle it is viewed from, or the materials with which it is made from time to time. A design that is perfectly suited to the function of the item, but which, at the same time, lives outside this function. A set of lines, curves, of which it is impossible to identify the beginning or the end, allowing the gaze to be lost, eternally, in its contemplation..

The "*L'Infini*" armchair, created in Italy by the best craftsmen capable of working on one-of-a-kind, valuable objects, was designed with the goal of achieving excellence, without compromise. It all starts with the structure, which is a technological marvel built with newly licensed material that allows for the desired shape to be achieved and is further enhanced by the metal powder coating. The armchair, like ELIE SAAB's exclusive tailored creations, can be customized based on the preferences of each customer.

On the occasion of Fuorisalone 2021, the ELIE SAAB Maison showroom, inaugurated in 2020 in Via Sant'Andrea 23 in Milan, has been completely renovated inside to host items from the collection that have never before been presented to the Milanese public, and which can be admired, by appointment, for the entire duration of the event.

A dive into ELIE SAAB maison's infinite world, at the Milan Furniture Fair 2021.

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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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For all press enquiries please contact:

Elke Palmaers

Head of Marketing & Communications

CORPORATE BRAND MAISON

E: e.palmaers@cbmaison.com

T: +39 3468206744

Rafif Safadi

Communications Director

ELIE SAAB

E. rafifs@eliesaab.com

T. +33 6 50 22 70 61