

ELIE SAAB

MAISON

ELIE SAAB MAISON PRESENTS THE 2022 COLLECTION AT SALONE DEL MOBILE IN MILAN

Numerous new additions to the Maison Collection, at the fair and in the heart of Milan.

ELIE SAAB Maison plays with the number three, at the Salone del Mobile in Milan, choosing to present its new designs in three different locations. Three venues in which to admire previews of the 2022 collection, along with some of the Maison's most iconic pieces.

Seduction by Design, the title of the itinerary designed for the Fuorisalone inside the showroom in the heart of Milan. *Theater of Mirrors*, at the Salone fairgrounds, a magical place where the iconic pieces of the ELIE SAAB Maison collection take center stage. *Le Privé*, a new permanent location where to immerse oneself in a totalizing experience, in an extraordinary mix of art and design, in Piazza del Duomo.

SEDUCTION BY DESIGN

FuoriSalone - Via Sant'Andrea 23 | Milan

ELIE SAAB Maison brings to life the concept of passion that some objects have the power to generate, almost like a feeling, alive, born the moment one observes them for the first time. *The seduction of lines, surfaces, reflections created by the light, the feelings conveyed when caressing a precious velvet.* This was the starting point for Elie Saab and architect Carlo Colombo as they began the creative journey that led to the design of the new pieces proposed on this occasion. Furniture objects that seduce for their proportions, for the balanced alternation of straight and curved lines, for the materials of with which they are made. Objects that communicate with each other, enveloping those who find themselves inside each space, stimulating their senses. The art of seduction transferred into the design and amplified by the sources of inspiration cherished by the designer: from the perfumes of the Middle East to the Art Deco of Paris, to the artistic and architectural production of the 1960s and 1970s, capable of giving life to timeless, everlasting icons.

"The game of seduction transferred into everyday objects, which transcend their intended function, enchant with their forms, and allow themselves to be admired. A natural evolution of the principles that have inspired the ELIE SAAB Maison collection since the beginning, bringing the furnishing objects even closer to the sensual world of the Brand's extraordinary creations, to the energy experienced at a runway show." States Architect Carlo Colombo.

The 2022 Collection presents **Imperial**, a modular sofa that can be composed to taste, with extraordinary simplicity, emphasized by the chrome element that surrounds it, delicately outlining its volumes. **Virgule**, a sofa whose shape, extremely original, is a tribute, to the modernism of a century ago, reimagined in a contemporary key. And then **Drift**, a cabinet that recalls the dynamism of dunes shaped by the wind, a piece of artisan excellence with a special liquid metal finish on its undulating doors. The collection plays with spaces, showing its regal grandeur at times, without ever being excessive, enhancing the balance of its shapes: such as the *Kate* bed and the *Damour* console.



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Luminescence, and the concept of light that enfuses the brand, in all its facets. Living environments enriched by the pieces of the **Lighting collection**, which play with the infinite shades of natural light, reproducing the brilliance of the midday sun or the warm caress of the sunset hues. Designs such as *Tiara*, a table and floor lamp made of marble and glass. Or *Sapphire*, the candelabra-jewel that floats in space with its regal gems.

For the first time, ELIE SAAB Maison presents the **Ehden outdoor collection**. Ehden is a dream place that actually exists in the Lebanese mountains, which becomes the ideal place to find solace, simplicity, and be in harmony with nature. Harmony that is found in the collection's symbolic armchair and sofa, whose woven metal frames appear to imitate the sinuous movements of the branches of a centuries-old tree.

Harmony, perfection, eternity. Three absolute concepts, which man has always tried to imprison within lines, shapes, volumes in art, design, architecture or fashion. **L'Infini Collection** aims to turn a seemingly impossible work possible; *L'Infini* is the synthesis of the very best: of craftsmanship, stylistic research, and the materials used. Following the *L'Infini* Armchair, a new exclusive piece is introduced: **Sand Drift**, a unique cabinet, handcrafted with an exclusive mirror-painted stainless steel finish.

Color is contrasted with balanced shades, from creams to whites, like the colors carefully deposited by the artist on a canvas ready to accommodate his creativity. Unique Fabrics, colored cotton velvets, from blue to burgundy to green, a reminder of the Art Deco recurring theme of the collections, and the neutrality of Bouclé fabric, all made in Italy. A 2022 novelty is the use of lacquer, with dégradé finishes in shades of blue, green, purple and orange.

THEATER OF MIRRORS

Salone del Mobile | Hall 3 – Stand D19

A magical place in which to lose oneself among the reflections created by the mirrored walls, admiring the ELIE SAAB Maison creations, alongside the rugs made with the finest craftsmanship techniques by *Sahrai* and the elegant pieces to which *Bernardini* has given new life thanks to the most advanced restoration techniques. Three souls that coexist naturally within a single place, perfectly blended together, united by a single idiom, that of hospitality, well-being, and the pleasure of experiencing beauty to its fullest.

Designed by architect Carlo Colombo, the dramatic, theatrical space is divided into two sections. On the left, at center stage, are some of ELIE SAAB Maison's signature pieces, from the extra-large *Dunes* table to the new *Meghan* chair, items resting on a hand-knotted *Nomad* rug, one of the products in *Sahrai*'s ELIE SAAB Maison Rugs collection. A set, artistically lit by the *Narcisse* candelabra, whose light plays with the reflections of the walls, enhancing the surfaces beneath. The other side of the space is entirely black, lit up by a large video wall. Here it is possible to admire the *L'Infini* armchair and the new *Mirage* side tables in arabesque marble, surrounded by two ELIE SAAB Maison rugs by *Sahrai* hanging on the walls like true art canvases. A place full of creations that one cannot stop admiring, embellished with splendid objects that come from the past, and which *Bernardini* offers in a renewed, contemporary guise. For the first time on display are *Madame* and *Mademoiselle*, a jewelry and watch case, illuminated like the protagonists of a museum display dedicated to beauty, the taste for excellence, and the pleasure of rarity.

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LE PRIVÉ

By Appointment. Via Martini 1 | Milan

Art and design in an exclusive location, a breathtaking view of one of Italy's internationally renowned landmarks: The Duomo. Le Privé is a new, permanent location that will open its doors during Milan's Salone del Mobile. By appointment only: the opportunity to immerse oneself in the rooms furnished with the ELIE SAAB Maison collection, embellished with the artworks by the greatest Italian artists of the 20th century. Splendid works, from Lucio Fontana to Mimmo Rotella, made available by Giglio Art in partnership with the financial consulting group *The River*.

"Le Privé represents a special stop on our journey of wonders: it began with the opening of our first showroom in Milan, followed by Beirut, Dubai and all over the Middle East, proceeding to Hyde Park in London and George V in Paris, to then go back to Milan, in Piazza del Duomo at the historic "Palazzo dell'Orologio". In this location, the art of the greatest artists of the 20th century and design merge into a single language that speaks of talent, craftsmanship and passion for beauty. An inspirational place dedicated to the world of ELIE SAAB Maison and its real estate projects realized today and tomorrow, all over the world: villas, towers, resorts and residential projects created according to the values of the ELIE SAAB world." Says Massimiliano Ferrari, CEO of Corporate Brand.

Le Privé is an enveloping experience, not just a physical space: it is a portal through which to view the extraordinary works it contains, from which to admire the beauty of the city beneath, and then to set off to far-away destinations, to discover the projects that have been realized until now, and those to come, tomorrow. The space showcases a big novelty signed ELIE SAAB Maison, the **Office Collection**. Born from the desire of an international clientele to create dedicated work spaces that were capable of representing the perfect synthesis of function and aesthetics, combining luxury with practicality and comfort, the collection is represented by the large *Claire* desk, a mix of Patagonia marble, wood and leather with precious details, configurable to taste and full of accessories. Complimented with the office version of the *Joelle* armchair, sinuous in its enveloping shapes and fully adjustable.

"ELIE SAAB Maison attends the 60th edition of the Salone del Mobile with a sense of pride and awareness. Pride in being there, first of all, and in being among the protagonists, so soon after the project was launched just two years ago and in an extremely difficult international setting. Pride in having established its global presence following a coherent, sustainable path, strengthened by a network of highly prestigious partners who have supported first the dreams, then the ideas, and finally the projects, so many, accomplished month after month to this day. The awareness, of having brought to the market a new way of thinking, of envisioning, of offering interior design, whose strength and values, are the same as those of a brand that has always been synonymous with excellence, without compromise. And the awareness of being able to operate at all latitudes, with fully customizable projects, built around the needs of a clientele that wants the best, and scalable, capable of going as far as the development of entire real estate projects. This is ELIE SAAB Maison today." Così Marco Bizzozero, General Manager CB Maison.



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ELIE SAAB HAUTE COUTURE HOUSE.

Elie Saab founded his eponymous label in 1982, at just 18 years old. Since then, the ELIE SAAB house has been established as one of the major leaders in the Haute Couture category globally, with ateliers based in Paris and Beirut. ELIE SAAB has continued to build on the inherent savoir-faire and innate elegance for which it is renowned, expanding into the Ready-to-Wear, Bridal, Accessories, Eyewear & Fragrance categories. Along with the brand's most recent venture into home & interiors, with the new MAISON line, ELIE SAAB joins the premiere league of the world's global luxury fashion & lifestyle brands.

ELIESAAB.COM

CORPORATE BRAND MAISON S.A.

Corporate Brand Maison is the division of Corporate Brand Group specialized in brand extension projects in the furnishing and hospitality sectors, dedicated to prestigious international fashion and automotive brands. The services offered by Corporate Brand Maison are build around the specific needs of its clients following their development objectives and focuses on two main areas: The conception, production and marketing of Home Décor collections; The development of advanced initiatives in the Branded Real Estate sector, from the initial design phase up to the delivery, backed by a network of exclusive global partners that have been operating in this sector for years.

CBMAISON.COM

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