

# ELIE SAAB

MAISON

## ELIE SAAB MAISON SHOWROOM OPENS IN MILAN PRESENTING THE NEW ACCESSORIES COLLECTION.

ELIE SAAB and Corporate Brand Maison are proud to announce the opening of the first ELIE SAAB Maison showroom in Milan. The space, which will open its doors in occasion of Milan Design Week, will host the collection of furniture products of the Haute Couture brand, enriched by a wide range of accessories.

"On the occasion of the launch of the ELIE SAAB Maison debut collection, last May, we talked about a journey that was about to begin. Today we've reached the first destination, Milan, the perfect place for the opening of our first showroom. A space that symbolizes the union between fashion and design, which aims to become the symbol of a new way of creating value, not only through the furnishing objects it contains. The showroom is the doorway into the world of ELIE SAAB, a dynamic showcase of the entire range of projects conceived around the Brand. Among them the latest collection of home accessories that will be unveiled during the Milan design week. The showroom is a quintessential space, changing its design to the rhythm of the collections and the many innovations that will be proposed here in the next stages of our exciting journey." Massimiliano Ferrari, President of Corporate Brand Maison.

The choice of location is a mission statement: situated in the heart of the fashion quadrilateral, on the corner of Via S. Andrea and Via della Spiga. Located downtown, on the first floor of an elegant building, a minimum but significant distance that separates it from the buzz of the streets below. An elegant, exclusive and refined space that invites you to explore the various areas, each dedicated to a specific moment of the day, and to discover the accessories that are naturally located in the interiors. An intimate place that contains objects of timeless beauty.

The ELIE SAAB Maison showroom has a versatile architectural layout and is characterized by volumes that recreate the environments of a real home in a realistic way, or transform it into a more neutral space, containing the key elements typical of retail.

The concept of the Milan showroom, which will be followed by openings in Dubai, London and Beirut, is developed by the Creative Director of Corporate Brand Maison, Carlo Colombo, together with his team. Every detail is designed to create value, from the bronzed mirror walls, to the curtains, to the oak parquet flooring with Hungarian installation, to the full-height swivel screens (Brise Screen), whose coverings can be replaced, season after season.

For the opening, the new collection of home accessories will be presented as an absolute preview, which aims to add a touch of personality to each room. Carlo Colombo: "The accessories were developed following the same creative process that gave life to the furniture collection, conceived with the aim of being an ideal finishing, an enrichment of the rooms of the ELIE SAAB Maison, embedded and consistent with the codes on which the entire project was built. We started from a precise historical context, the 1950s, from which we borrowed a preference for essential style and to which we added a series of shared inspirations, in many cases references to the elements of nature. In the design phase of the collection we gave equal weight, on one hand to the need for aesthetic satisfaction, and on the other to the necessary functionality of each object."



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The collection offers a wide range of textile accessories, consisting of decorative cushions and throws, along with lighting and carpets. It offers a rich choice of plaids, made by the finest Italian manufacturers. They were asked to transfer techniques normally used for processing cashmere to silk, the noblest fabric, chosen as the exclusive material of the ELIE SAAB Maison collection.

The lighting collection is inspired by the minimal style of the fifties. Inspired by the shapes and forms of nature, *Narcisse chandelier* creates a poetic and delicate balance to any environment. *Diamond*, a chandelier composed of a light steel structure that supports a multitude of Murano glass applications, capable of creating a unique light spectacle through the reflections of light on diamond like surfaces. *Light Pillar*, a floor or table lamp is characterized by a vertical structure, inspired by the magical effect of the atmospheric optical phenomenon.

The rug collection is created together with a partner representing over two hundred years of Persian artisan tradition, Sahrai. Sahrai's journey begins in 1830, in Tehran; a family passion, handed down from generation to generation, in the most absolute respect for tradition, combined with continuous innovation, on materials, style and production techniques. Since the early 1900s, when the company first expanded into the European market, Sahrai maintained its reputation as a leader in innovation and exploration of new frontiers in the luxury carpet sector.

The ELIE SAAB Maison Rug Collection takes us on a whimsical voyage through the iconic shapes and distinctive signature lines of the brand. Nature and art in all of its forms as source of inspiration shaping living spaces to relax and unwind in style.

Playing an essential part in the interiors of ELIE SAAB Maison, the rug collection offers contemporary elegance in a high-quality range, available in a mix of wool and bamboo silk or entirely in bamboo silk. Luxurious soft with delicate textures and patterns, the dominant colours in the collection are those of the Brand's Haute Couture creations: delicate creams, pastel shades of grey contrasted with a touch of colour found in nature.

A key characteristic of the collection is the valorization of ELIE SAAB's primary symbols such as the logo and the crest rewritten into the carpet designs of *Palmier* and *Monogram* perfectly expressing the DNA of the brand. *Palmier* has no traditional border as the edges create a delicate and poetic movement becoming a true work of art for the floor. A special piece in the collection is *Nomad*, in which the refined hand tufted workmanship stands out, which gives the carpet a three-dimensional appearance, emphasized by the pattern chosen for this unique creation.

The ELIE SAAB Maison Rug Collection will complete any residential or commercial environment with its contemporary lines and strong style identity staying true to the designer's vision of timeless beauty.

The accessories collection summarizes the ultimate in luxury and stylistic research, fully reflecting the brand's DNA. It's a dynamic collection, which will continue to grow over time, involving every area of the house, any time of the day.

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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](http://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](http://CBMAISON.COM)

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