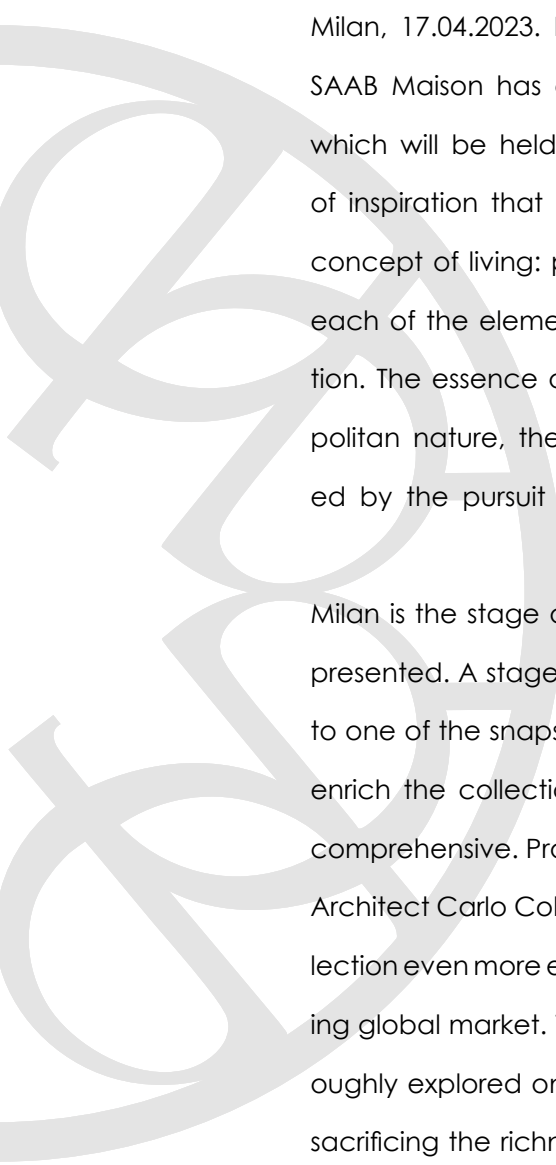


ELIE SAAB MAISON AT MILAN'S DESIGN WEEK :
PORTRAITS DE VOYAGE.

Art Deco as the dominant theme of the latest furniture
and home decor collection.

ELIE SAAB

MAISON



Milan, 17.04.2023. Portraits de Voyage, the title of the itinerary that ELIE SAAB Maison has chosen to offer to the visitors of Milan's Design Week which will be held from April 17th to 26th. A journey through the sources of inspiration that have accompanied the Brand in defining its personal concept of living: places and eras loved, reminisced, cited, and found in each of the elements that make up its furniture and home décor collection. The essence of ELIE SAAB Maison reveals as never before its cosmopolitan nature, the result of the virtuous union of different cultures, united by the pursuit of perfection, whether stylistic, aesthetic, or material.

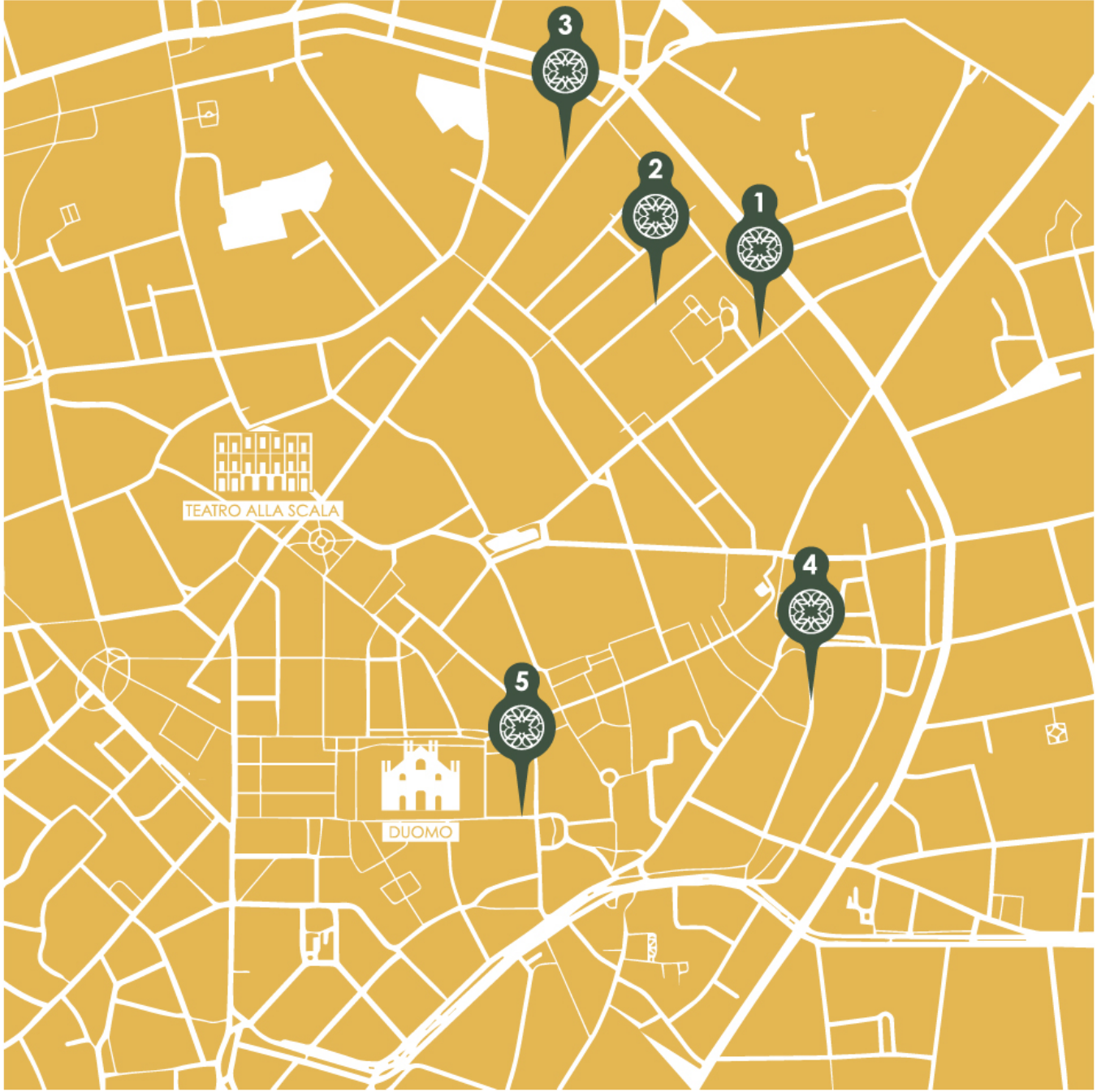
Milan is the stage on which the 2023 novelties of ELIE SAAB Maison will be presented. A stage divided into 5 different locations, each one dedicated to one of the snapshots of the journey. A selection of new products, which enrich the collection by completing it, making the narrative even more comprehensive. Products created in recent months by Mr. Saab along with Architect Carlo Colombo, with the aim of making the ELIE SAAB Maison collection even more exhaustive, deeply indulging the needs of an ever-changing global market. The dominant motif, dear to Elie Saab, is Art Déco, thoroughly explored on this occasion. Simplicity, purity, symmetries, all without sacrificing the richness, the opulence, of new materials and workmanship.

Mr. Saab: *"The furniture pieces we are presenting here in Milan follow the same creative process that has guided the ELIE SAAB brand throughout the years, and has been key to the success of the design project we brought to life. We have chosen the soft, sinuous, sophisticated lines of the 1920s and 1930s to create products capable of existing not only when integrated within homogeneous spaces, surrounded by the other elements of the collection, but of living on their own, within contrasted environments, becoming the protagonist."*



"The collection is the result of a balancing process of our ideas, concepts, and the vision we shared three years ago, together with Elie Saab, when the Maison project was launched. Three years of experience that we gained together on a very large international stage, on which we engaged with different partners, both for interior design and real estate projects. An important encounter, which led to the development of a truly transversal, rich, comprehensive collection, capable of satisfying the demands of a sophisticated and elegant global clientele in search of something unique, never offered before." Says Architect Carlo Colombo.





Five locations around the city, five experiences; starting from the ELIE SAAB Maison showroom in Via Sant'Andrea, where the latest furniture products are shown, accompanied by an absolute premiere of the new wardrobe system. The second, the ELIE SAAB Boutique in Via Gesù, houses the entire Outdoor collection. The third, the Sahrai Showroom in Via Manzoni, a unique location showcasing the latest rug collection that will be presented in a fascinating display. The fourth, Scic Showroom in Via Durini, where to admire the ELIE SAAB Maison Kitchen collection. The fifth, Le Privé in Via Martini, overlooking the Duomo, where to completely immerse oneself in the world of the Brand's projects, including present and future branded real estate initiatives developed in collaboration with prestigious international partners.

The simplicity of typical Art Déco stylistic features guides the shapes, the decorative elements, and the volumes of the novelties presented, which emerge from the collection through their original and sophisticated character, in a balanced contrast between the richness of the textures and the neutral tones chosen.

Among the many products presented, stand out:



HALO

SOFA

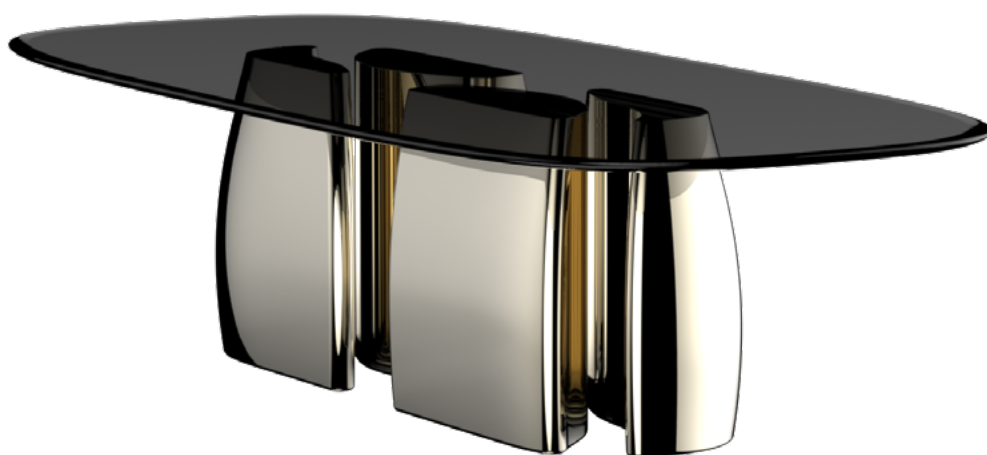


The **Halo** sofa with its sinuous, enveloping forms that surround the seat, defining a space that is both formal and informal, well suited to any environment. An object, offered in different configurations whose upholstery can be customized as desired. The tubular sofa system takes its inspiration from Art Déco and is characterized by sophisticated elegance and functionality.



OBSIDIAN

TABLE

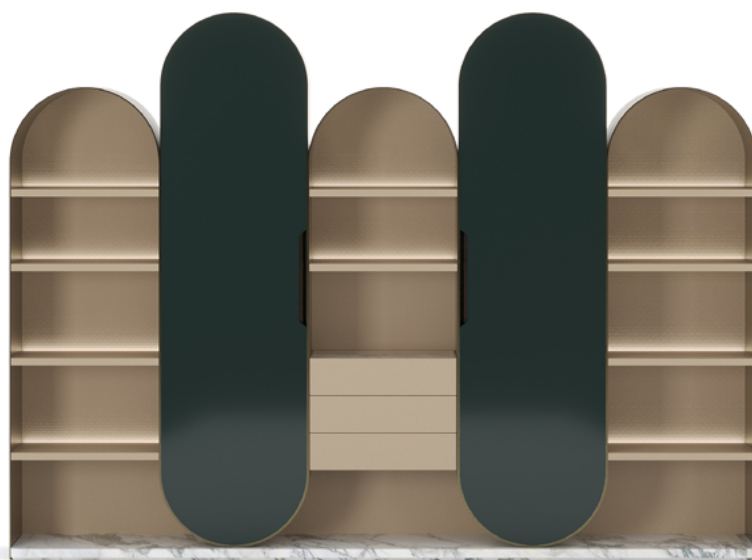


The **Obsidian** table is made up of two very different elements. The base, a real work of art, imposing, with sinuous shapes, cannot fail to instantly capture the gaze; on them rests a rounded top available in different materials, from smoked glass to wood or marble. The bases are characterized with an almost mirror-like effect, capable of reflecting light, creating ever-changing interplays of color, depending on the type of lighting in the surrounding environment. Reflections that capture light and transform it, ideally, into positive energy, just like the stone from which the object takes its name.



HORIZON

LIBRARY



The **Horizon** bookcase is certainly the Pièce de Résistance of the collection. One is immediately captivated by its shapes, which are inspired by the idea of a mirage, by the mystery surrounding a faraway, unknown place. Horizon is a tribute to minimalism, characteristic of Art Déco, so evident in its very simple, modular structure, available in both polished steel and bronzed metal, on which the sartorial workings of metal, wood, and leather stand out. For the doors, endless possibilities for customization, ranging from leather to glossy lacquers and woods.



CRAFTSMANSHIP



The materials, which have always been the focus of ELIE SAAB Maison's research and experimentation, are of the finest craftsmanship from which its masterpieces are born. For the latest collection there has been special emphasis on wood. An added touch of sophisticated woodcraft is given to the precious materials, such as metals, marbles, leathers and glass. The **Embrace** coffee tables are presented with a veneer technique called "straw"; the **Napier** unit, noticeable are the eucalyptus inserts whose curvatures are made possible by a specific heat treatment. Closing the roundup of novelties are the lacquers, available in new colors, ranging from endless shades of blue, green, purple and orange, and offered in different finishes, visible on the **Mirage** side tables and the **Dunes** table.



LIGHTING

COLLECTION



Light is an essential element for Elie Saab, which has always been fascinated by the idea that the strength and nuances of natural daylight should also be reproduced at night, through sophisticated lighting tools. The Brand is increasingly playing a leading role in this sector with its original creations proposed in some never-before-seen configurations. This is the case with **Pearl**, **Sapphire** and **Diamond**, which are available in very different versions: from the simplest model, a wall sconce, to the sum of elements for table or floor lamps, and finally to the most ambitious configuration, that of the candelabra. In this version, Pearl, is certainly one of the most representative elements of the collection: a large candelabra composed of repeated geometric elements and studded, like an ancient jewel, with luminescent pearls. Simple, almost essential in its structure that appears light and nearly disappears when the pearls are lit, irradiating the room beneath with light. And the other imposing candelabra, Diamond, a cascade of light uniquely made in bespoke versions at the client's request, a triumph of the finest craftsmanship, visible in the use of the finest materials, including Murano glass, and by sophisticated finishes.



EHDEN

OUTDOOR COLLECTION



Big novelty at the Salone: the **Ehdén** outdoor collection, presented in the elegant garden of the ELIE SAAB Boutique on Via del Gesù. Ehdén is a dream place that exists in real life, in the mountains of Lebanon, which becomes the ideal place to find solace, leaving behind the hustle and bustle of everyday life, in search of peace and simplicity, in harmony with nature. Harmony that is found in the collection's symbolic armchair and sofa, whose woven metal frames resemble the sinuous movements of the branches of a centuries-old tree. A complete collection, ranging from the dining table and chairs to small tables of different sizes, rugs, ottomans, large cushions, as well as a series of indoor elements that are also suitable for outdoor use. The concept of home, that of ELIE SAAB Maison, conceived without barriers, moving seamlessly from inside to outside, enriching lush gardens with furniture pieces, extraordinary in their beauty and functionality.



KITCHEN & WARDROBES

COLLECTION



ELIE SAAB Maison takes its concept of "total living" to a higher level, presenting a preview of its personal interpretation of the space dedicated to the kitchen and wardrobe modules, both projects created in collaboration with the prestigious brand Scic. The kitchen ceases to be a precisely identified space within a home, delimited, circumscribed. The **kitchen** becomes a set of structures that accompany the design of the rooms, maintaining their functionality, but blending into the living environment. This is the idea of the kitchen collection, masterfully interpreted by ELIE SAAB Maison and Scic, who have given life to something new, in which style and practicality are inextricably united. The design, linear, minimal, essential in its elegance, is enhanced by the fine materials, skillfully combined: from Calacatta marble to metals, from rosewood to leathers, offered in soft colors, natural tones. The **wardrobe**, a place to take refuge, to keep one's secrets; a place concealed from the view, but no less important, because every corner of the home for ELIE SAAB Maison is an integral part of an experience, where each detail contributes to its ambience.



RUG

COLLECTION

SAHRAI
MILANO
1830



ELIE SAAB Maison presents its novelties of the **Rug Collection**, created together with Sahrai. Rugs play an essential role in defining the style of the interiors that the Brand conceives, offering an elegant and contemporary style, enhanced by the extraordinary craftsmanship with which they are made by hand, one by one. Three new products previewed in Milan: Beirut, a canvas on which a golden rain falls, finely hand-knotted and made of silk with reliefs that give an extraordinary three-dimensionality to the surface, also made of silk or wool; New York, with a contemporary style, in the Brand's most beloved shades, made of hand-knotted wool with silk reliefs; and Paris, inspired by the veining marble, which takes shape from finely hand-knotted wool with silk reliefs. Closing the roundup of novelties is the outdoor proposal, which completes the Ehden Collection.



ACCESSORIES

COLLECTION



The rich proposal of ELIE SAAB Maison is completed by the **accessories**, an indispensable extension of the furniture collections; items that reinforce the concept of hospitality, luxury to be experienced every day. For the 2023 collection, there's a focus on the neutrality of colors, the harmony of shades along with great textured materials. Many rich, noble fabrics, embellished with even metallic reflections; the fabrics have a dual origin, partly made inhouse, and partly in collaboration with leading manufacturers, such as Rubelli, Pierre Frey and Zimmer + Rhode. A wide range of materials dedicated to the home and the outdoors, also offered in hybrid forms, that are suitable for both indoor and outdoor use, and available, of course, in variants dedicated to both contract and residential projects. Decorative pillows made in different sizes, offered in satin cottons, velvets and leather in muted tones, often enriched by the presence of the monogram, proposed in different ratios to distinguish even more strongly the new 2023 ELIE SAAB Maison novelties.



"The collection that arrives at Salone del Mobile 2023 is full of novelties that are the result of the many experiences accumulated in these three years of work. Three years full of successes, in which the Brand has become established on an international level, proposing itself on the most important markets in the world. There are well over 15 ELIE SAAB Maison spaces that we have opened since the beginning of this adventure, alone or together with prestigious partners, leaders in their respective markets. An impressive growth, taking into account the project's young age, reflecting the desire of a mature, global clientele, which has immediately appreciated our products, a unique synthesis of an aesthetic that blends different cultures. A Lebanese heart, pulsating between Italy and Switzerland: ELIE SAAB Maison is truly a unique platform." Says Marco Bizzozzero, GM of Elie Saab Maison. Saab Maison.

Portraits de Voyage enchants through the simplicity of the forms that aspire to perfection and takes us on a voyage through the concept of living proposed by the Brand in pure ELIE SAAB style.

PORTRAITS DE VOYAGE

MILANO DESIGN WEEK: 17 – 26 Aprile 2023

1. Via Sant'Andrea 23: Novelties 2023 Collection (ELIE SAAB Maison Permanent Showroom)
2. Via Gesu 11: Outdoor Collection (ELIE SAAB Boutique)
3. Via Manzoni 38: Rug Collection (Sahrai Showroom)
4. Via Durini 19: Kitchen Project (SCIC Showroom)
5. Via Carlo Maria Martini 1: Real Estate Project (ELIE SAAB Maison | Le Privé)

About ELIE SAAB

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 and Fragrance categories. Along with the brand's most recent ventures into ELIE SAAB Junior, a line of Kids Wear and Accessories, and ELIE SAAB Maison, a home and interiors 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.
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