

LOVE BY MILSHTein MAISON&OBJET

PRESS KIT

ABOUT THE BRAND

LOVE BY MILSHTein IS A PREMIUM INTERIOR LIFESTYLE BRAND WHERE TEXTILE ARTISTRY MEETS ARCHITECTURAL DESIGN. FOUNDED BY DESIGNER ORON MILSHTein, THE BRAND SEAMLESSLY BLENDS MINIMALIST ELEGANCE WITH BOLD SOPHISTICATION, CREATING TIMELESS PIECES THAT SERVE AS BOTH DÉCOR AND PERSONAL STATEMENTS.

THE COLLECTIONS FEATURE HIGH-END CUSHIONS AND ACCESSORIES FOR BOTH INDOOR AND OUTDOOR LIVING, CRAFTED FROM EXCEPTIONAL FABRICS AND EXECUTED WITH COUTURE-LEVEL PRECISION. EACH CREATION EMBODIES THE HARMONY BETWEEN TEXTILES AND ARCHITECTURE TRANSLATING SOFTNESS INTO STRUCTURE AND DESIGN INTO LIFESTYLE.

MAISON&OBJET PRESENTATION

AT MAISON&OBJET PARIS 2025, LOVE BY MILSHTein UNVEILS ITS LATEST INDOOR & OUTDOOR COLLECTION, A CURATED LINE THAT CAPTURES THE FUSION OF FORM, FUNCTION, AND FASHION-INSPIRED LIVING.

FROM MODERN LIVING ROOMS TO CLASSIC INTERIORS, THESE CUSHIONS AND ACCESSORIES OFFER TIMELESS ELEGANCE, COMFORT, AND INDIVIDUALITY, ESTABLISHING LOVE AS MORE THAN DECORATION: IT IS AN ATTITUDE, A DESIGN PHILOSOPHY, AND A COLLECTIBLE STATEMENT PIECE.

ABOUT ORON MILSHTein

ORON MILSHTein IS AN ACCLAIMED INTERIOR AND PRODUCT DESIGNER WITH OVER A DECADE OF EXPERIENCE. HOLDING A BA IN INTERIOR DESIGN, HE HAS GAINED INTERNATIONAL RECOGNITION FOR TRANSFORMING FASHION STORES, SHOWROOMS, AND LUXURY HOMES INTO HARMONIOUS WORKS OF ART.

HIS STYLE MERGES MINIMALIST REFINEMENT WITH DARING, BOLD ELEMENTS, ALWAYS PRIORITIZING PERSONAL EXPRESSION AND STORYTELLING THROUGH DESIGN.

IN 2024, ORON LAUNCHED "LOVE BY MILSHTein", A NATURAL EXTENSION OF HIS PHILOSOPHY BRINGING TOGETHER INNOVATION, PREMIUM MATERIALS, AND AN UNCOMPROMISING APPROACH TO DESIGN.

TODAY, LOVE BY MILSHTein REPRESENTS NOT JUST DÉCOR, BUT A VISIONARY DESIGN MOVEMENT THAT MERGES ARCHITECTURE, FASHION, AND LIFESTYLE INTO A SINGLE NARRATIVE.

KEY HIGHLIGHTS

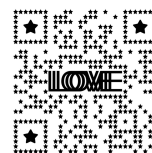
- **FOUNDED:** 2024, TEL AVIV.
- **COLLECTIONS:** INDOOR & OUTDOOR CUSHIONS, ACCESSORIES.
- **DESIGN DNA:** MINIMALISM WITH BOLD SOPHISTICATION, RENAISSANCE-INSPIRED DETAILS, FASHION ATTITUDE. COUTURE-LEVEL CRAFTSMANSHIP.
- **EXHIBITION:** MAISON&OBJET PARIS 2025 - HALL 5A, STAND P102.
- **TARGET:** LOVE BY MILSHTein IS DESIGNED FOR LUXURY PRIVATE RESIDENCES, HIGH-END SHOWROOMS AND CONCEPT STORES, PRESTIGIOUS INTERNATIONAL DEPARTMENT STORES, BOUTIQUES AND GALLERIES, LUXURY HOSPITALITY AND LIFESTYLE PROJECTS, INTERIOR DESIGNERS AND ARCHITECTS, AS WELL AS COLLECTORS AND DESIGN ENTHUSIASTS SEEKING UNIQUE DÉCOR PIECES.



CATALOG 2025–2026 COLLECTION FR - DOWNLOAD PDF

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PRESS PHOTOS 2025–2026 COLLECTION - DROPBOX



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PRESS QUOTE

**“I DON’T DESIGN CUSHIONS, I CREATE OBSESSIONS
LOVE IS ATTITUDE, PRESENCE, AND A TOUCH OF DANGER.”**

ORON MILSHTein, FOUNDER & CREATIVE DIRECTOR