



ELIE SAAB

MAISON

**ELIE SAAB MAISON UNVEILS ITS NEW FLAGSHIP IN MILAN
DURING MILANO DESIGN WEEK 2025 WITH SCULPTED DREAMS
A new space, a new vision, a new era for ELIE SAAB Maison.**

Milan, Italy - April 8th, 2025 -- ELIE SAAB Maison announces the relocation of its flagship showroom to Via Pietro Mascagni 2 in Milan, marking a pivotal step in the brand's evolution. After five years in the heart of Milan's fashion luxury district, the move reflects a shift toward a richer, more experiential design vision - where interior architecture, hospitality, and lifestyle come together.

Spanning 450 square meters, the new space is more than a showroom: it is a curated environment that celebrates creativity and excellence. Visitors are invited into a multisensory world shaped by light, sound, scent, and texture—transforming each encounter into an elevated design experience. Debuting during Salone del Mobile 2025, the new flagship strengthens ELIE SAAB Maison's presence in Milan's prestigious design district while expressing the brand's holistic vision of contemporary luxury living.

The location, set within a historic palazzo, celebrates Milan's rich architectural legacy, creating a harmonious contrast between classical heritage and contemporary design. Carefully chosen for its refined character, the building embodies the dual essence of ELIE SAAB: timeless elegance and modern sophistication. Inside, sculptural furniture unfolds against an elegant architectural backdrop, enriched by a bespoke *Culti x ELIE SAAB* fragrance, crafted to enhance the brand's sensory identity. The space also invites guests to experience moments of refined conviviality, drawing from the cultural dialogue between Italy and the Middle East.

Mr. Elie Saab, states: *"Since the beginning, my vision has been about creating complete worlds—where beauty, proportion, and atmosphere come together in harmony. Whether in fashion or interiors, I believe that every detail should reflect a sense of identity, a way of life, a soul. The new Milan showroom brings this philosophy to life. The high ceilings, the noble architecture, the generous spaces—they allow our creations to breathe, to be seen in their true light. Here, each piece reveals its essence and becomes part of a refined and timeless universe that fully embodies the spirit of ELIE SAAB."*



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Salone del Mobile 2025 marks the launch of *Sculpted Dreams*, a collection that reimagines classical aesthetics through fluid lines and bold volumes. Drawing inspiration from Milan's architectural landscape—both historic and modern—the collection weaves together curved silhouettes, strong structural forms, and noble materials including marble, bronzed mirrors, and tactile fabrics. Transparency and light add rhythm and depth, elevating each piece into a sculptural narrative.

As Carlo Colombo explains, *"Each piece is a synthesis of architectural heritage and contemporary creativity, a balance between tradition and modernity. Our aim was to shape forms that are both visually striking and structurally refined—where precision joinery, complex curvature, and material layering come together in seamless harmony. From hand-finished metals to meticulously selected fabrics, leathers, and a curated palette of exquisite marbles, every element has been chosen to enhance tactile richness, visual depth, and a sense of timeless elegance, delivering enduring quality within the language of high design."*

Each room is envisioned as part of an elegant private residence. A grand staircase leads visitors through a sequence of immersive environments, where furniture is elevated to the status of art. One of the most striking spaces is dedicated to the ECLISSE Sofa, positioned with theatrical flair beneath original Tiepolo-era frescoes. The sofa's sculptural lines and monogrammed details echo the artistry overhead, creating a captivating interplay between contemporary design and 18th-century splendor.

The experience flows into a serene, suite-like bedroom with soaring ceilings and architectural grace. The LAYL canopy bed, with its bold geometry and luminous metal frame, becomes the focal point. The interplay of materials and proportions transforms the room into a calm, design-led retreat – where rest becomes an expression of refined living. The journey continues into a bright dining area that opens onto a Milanese balcony overlooking Piazza San Babila, placing the visitor in the heart of the city. At its center stands the DORIO Table, whose elliptical marble top and geometric metal base are framed by natural light and reflective surfaces. This composition exemplifies the collection's balance of sculptural form and understated.

From the dining area, guests are drawn into a more introspective space—a private atelier conceived to inspire creativity. Within this environment, materials, light, and reflections intertwine, presenting the iconic LOBSTER armchair as a sculptural centerpiece. This setting also houses a comprehensive material library, supporting bespoke interior solutions for hospitality and residential projects.



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The showroom features the complete GIOBAGNARA x ELIE SAAB line. Presented alongside the Maison's own range of curated objects, the collection introduces refined storage, gaming, office accessories, and serveware—each piece handcrafted to reflect the elegance and identity of the brand. Strategic partnerships further reinforce the brand's all-encompassing lifestyle vision, with collaborations including Sahrai for rugs, SCIC for kitchen and wardrobe solutions, and Zambaiti for wallpaper—extending the ELIE SAAB universe into every corner of the home.

"This new flagship embodies the future of ELIE SAAB Maison," says Massimiliano Ferrari, President, Corporate Brand Maison. "It is more than just a display of furniture; it is an immersive universe where craftsmanship, innovation, and artistic excellence intersect. The showroom represents a strategic milestone in the brand's global development—an environment that consolidates our vision of luxury lifestyle and reinforces our presence in Milan's design capital. It is a reflection of our evolution and a powerful platform to engage with clients, architects, and partners."

ELIE SAAB Maison welcomes guests to explore its Milan home and experience Sculpted Dreams during Salone del Mobile 2025—a new chapter where timeless elegance meets the future of living.

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