porada

PORADA UNVEILS A REFRESHED PARIS FLAGSHIP STORE FOR PARIS DESIGN WEEK IN SEPTEMBER 2026

To mark Paris Design Week in September 2026, Porada unveils a new layout of its flagship store at 252 Boulevard Saint-Germain, presenting the first key pieces from the new collection presented at the Salone del Mobile in Milan last April.

The redesign redefines the way the showroom is experienced, with spaces evolving in both function and atmosphere to offer visitors a more immersive and authentic experience. Each considered design vignette interprets contemporary living through elegant and inviting interiors.

Most noteworthy is the introduction of the French Room - an intimate living area: a refined retreat with an unmistakably Parisian character where materials, furnishings and decorative details come together in perfect harmony, evoking a way of living defined by comfort and sophistication.

On the ground floor, some of the key new pieces from the 2026 collection take centre stage. These include the Saddle round dining table with its sculptural single base, enhanced by the new Saint Laurent marble top; the Rhode two-seater sofa, upholstered in the new Kokedama fabric, becomes the focal point of a space dedicated to relaxation and shared moments alongside the Cuna Lounge armchair with its low backrest and matching pouf.

The journey through the new collection continues on the lower level, where

visitors can discover the Beo writing desk, the Molly stools, and the high-back version of the Cuna Lounge, once again accompanied by its matching pouf. Together, these pieces showcase the versatility of the new collection and Porada's ability to respond to different functions and living environments through a coherent design language.

Decorative elements form an integral part of the new design narrative. The new Galette decorative panels, enhanced with the Ukiyo wallpaper - available in the collection's three colourways - introduce new visual and material languages that interact seamlessly with the furniture. The Kokedama fabric and Saint Laurent marble, used respectively for the Rhode sofa and Saddle table, further express the material richness of the 2026 collection, reaffirming Porada's ongoing pursuit of harmony between different woods, natural materials and refined, richly textured surfaces.

With this refreshed layout, the Paris Flagship Store reaffirms its role as an ever-evolving exhibition space, capable of expressing Porada's design vision through complete living environments, authentic atmospheres and a vision of contemporary living that combines craftsmanship, innovation and timeless elegance.

PORADA

An Italian family-run company, which has now transitioned into its third generation, Porada is a Made in Italy excellence that has been exporting home furniture all over the world since 1948. Drawing on the know-how derived from over 70 years of experience in woodworking, Porada develops products that are the balanced result of craftsmanship, innovation, design, elegance and enduring quality.
The collaboration with Italian and international designers and the network of agents and customers all over the world allows Porada to be well present and available on all distribution chains worldwide.

Porada's figures: **5** flagship stores (Cabiate, Milan, London, Paris, New York), **+21** monobrand showrooms, distribution in **+50** countries, **+200** shop-in-shops.

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