

Kartell MISSONI

ELEGANZA MISSONI

Visitors to Salone del Mobile will get a glimpse of the brand-new version of the chair designed by Philippe Starck for Kartell, in collaboration with Missoni

Inspired by the world of fashion and given a name meaning “elegance” on account of its sleek, delicate lines, Eleganza – designed for Kartell by Philippe Starck – has a brand-new look and is ready to wow Salone del Mobile. Milano 2022.

Eleganza Missoni’s expert use of fabric serves as a nod to the aesthetic soul of the brand, with jacquard used as the base that underpins the combinations which make this armchair sing.

Missoni’s trademark zig-zag effect is brought to life using colourful patterning on a dark base, creating a high-impact geometric design which dovetails brilliantly with the signature Kartell style. The weave of the fabric means that it can be reversed, with both sides offering up stunning results. One side has a white base colour, which contrasts with the rust-coloured legs and offers just a hint of the colourful thread, creating broad, recurring patterns. Meanwhile, the other side offers a dark base colour, allowing the splashes of colour to become the defining feature of the piece.

The decision to use a reversible material was partly driven by the desire to adhere to sustainable principles, which are a key point of focus for both brands.

“We’re delighted to unveil this special model, which sees Kartell continue its tradition of teaming up with some of the biggest names in fashion,” said Lorenza Luti, Kartell’s marketing and retail director. “Missoni is renowned for its fabrics and its quintessentially Italian mastery of manufacturing and technology, so there was no better partner for us. The fabric it created is perfect for Eleganza.”

“The synergy between our two brands is at the heart of this collaboration,” said Alberto Caliri, the creative director of Missoni Home Collection. “It represents the perfect marriage of fashion and design, with Missoni bringing the magic of the loom and our elegant fabrics, which are seen here in a brand-new light.”

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For further informations:

Kartell - International Press Office - Tel. +39.02.900121 - email: press@kartell.it