Milan Furniture Fair: Versace keen to grow with home decoration line

By Dominique Muret - 10 June 2022

It was impossible to miss Versace at Milano Design Week. The Italian luxury label pulled out all the stops to showcase the Versace Home line in Milan this week, with an imposing installation inside the Permanente modern art museum. Versace exhibited the new look of its home interiors range over an area of nearly 1,700 m² that was lavishly decorated in fiery red, unveiling for the occasion its first outdoor furniture collection.

In the past year, Versace has fully revamped its home decoration line, overhauling it extensively. Versace was one of the first luxury labels to enter this segment in 1992, starting with home linen, then adding table art, notably launching porcelain tableware sets still produced under license by Rosenthal. Over the years, the collection has expanded to include furniture, wallpaper and various accessories. A number of design objects and furniture were notably designed in-house.

To accelerate the line’s expansion, last year Versace licensed furniture development and production to Italian specialist Luxury Living Group, whose portfolio includes the interiors lines of Dolce & Gabbana, Trussardi, Bentley and Bugatti, as well as its own line, Luxence. Versace’s Creative Director Donatella Versace is directly involved in the development, joining forces with renowned Italian furniture designers Roberto Palomba and Ludovica Serafini.

After a first soft launch in April 2021, the new collection presented at the Milan Furniture Fair’s 2022 edition is extremely extensive, having been given a fresh look in a more contemporary, pared-down style, though still referencing Versace’s Baroque codes as well as details from the label’s latest runway show, like the black latex sofas.
Sofas, armchairs and assorted beds in red, vermillion, burgundy and black are showcased in an enfilade of rooms upholstered in red and black, the effect enhanced by mirrors and sheer screens on which Versace’s slinky womenswear silhouettes glide like shadow puppets.

Luxury Living Group has high hopes for Versace Home, whose main markets are Asia - China above all - America and the Middle East, as well as Europe. According to the group, which is keen to invest heavily in Versace, the line has not yet fully expressed its potential, and its refreshed, more contemporary aesthetic should attract plenty of new customers.

By Dominique Muret
Translated by Nicola Mira

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