



**Etro Home Interiors
Milan Design Week 2023
17-23 April 2023**

On the occasion of Milan Design Week, from 17 to 23 April, Etro presents the first Etro Home Interiors collection designed by the creative director **Marco De Vincenzo**.

In his rereading of the Etro heritage tradition, De Vincenzo infuses his aesthetic with poetry and modernity in a multidimensional path in which furnishings, accessories, and the objects of the Etro Home Interiors world coexist, creating new ways of living at home.

United by the art of savoir-faire, Etro and ONIRO Group, licensee of the brand since 2017, continue their partnership of excellence by planning new domestic scenes composed of expressive colours and immersive fabrics.

Diving into patterns is the name of the installation presented at Via Spartaco 6, the historic headquarters of the Maison, where the spaces set up lead the spectator inside the Etro house and reveal an explosion of tonal geometric patterns and modular configurations in shades of green, blue and earth colours, interspersed with floral patterns.

In the three different spaces, the Pluma, Amanti and Onda fabrics alternate, distinguishing the various seats and emphasising their diverse characteristics. The Cushy line has soft, natural forms, the Dahlia armchairs boast contemporary appeal, the Ease sectional sofa is modern and minimal, the geometric-shaped Ratio sofa is upholstered in toile de jouy printed velvet, and the Levity armchairs take their inspiration from retro classics. Minimalist low tables, clean-lined lamps and rugs with a long nap complete the spaces.

A selection of furnishings from the new collection will be visible also in Via Pontaccio, in the Etro Home Boutique. Here, the brand presents the **Woven Spectrum** installation, developed in collaboration with Amy Lincoln. The American artist has created four pieces for the Maison that exalt the connection with nature through leaf, tree, wave and cloud designs in mutable shades.



ONIRO GROUP

ONIRO Group operates in the Italian luxury furniture and interior design sector. Characterised by a diversified creative offering, the company has five product lines, each of them an expression of a specific lifestyle concept, a distinctive element that enables it to stand out in the world by satisfying the complex needs of refined international clients. Since 1985, when Jumbo Collection brand was founded to create fine classic-style furnishings, the Group has expanded over time by adding new collections featuring modern and innovative forms in line with the latest trends. A licence to produce the Roberto Cavalli Home Interiors line, a varied collection characterised by a sensual and distinctive charm, was obtained in 2012. This was followed in 2014 by a licence for Gianfranco Ferré Home brand, which reflects the fashion house's style with a perfect blend of contemporary elements, metropolitan charm and vintage references. The experimental JCP Universe brand was born in March 2016, generating a product line that straddles the fine lines between art and design. In September 2017, the portfolio was further enhanced by the ETRO Home Interiors line, where furnishings imbued with exotic charm inspired by travel themes are brought to life through evocative fabrics and materials.

The strengths shared by all the brands are the high quality of materials and workmanship, attention to detail and a passion for craftsmanship, the very cornerstones of the most authentic Made in Italy tradition, which, together with the ability to innovate, experiment and be daring on several fronts, define the versatility of a composite offer that embraces multiple styles, from classic to contemporary.

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