

## THE BEGINNING OF A BRAND NEW START FOR THE LUXURY FURNITURE INDUSTRY

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The venue of Supersalone 2021



Wiener GTV Design's booth at Supersalone



Frigerio's Horizon sofa at Supersalone

After 18 months, Salone del Mobile Milano finally made a return on Milan Design Week 2021, with a unique event called 'Supersalone'. Knowing that the furniture fanatics in Asia have to, unfortunately, pass on this event, Italian Atelier took on the honor to bring back the latest news about the most prestigious European luxury furniture brands from the biggest trade show in the world.

This year, 21 of 38 brands that Italian Atelier represents in the Asia-Pacific made an appearance: Agape & Agapecasa, Armani/Casa & Armani/Fiori, ClassiCon, Giopagani, MissoniHome, Paola Lenti, Rossana, Olev, Karpeta, Sylcom, Meroni & Colzani, Faram, SLIDE, Gurian, Riva 1920, Wiener GTV Design, Chateau d'Ax, Wall&decò and Frigerio.

What is unique about Supersalone this year is that it is smaller than the previous Salones. The number of halls was reduced from over 20 in 2019 to 4 in 2021. Hence, all the attendees had to be more creative to make the most out of the space they were given.

Mentioning the main reason that halted Salone del Mobile for the last two years, all brands agreed that the luxury furniture industry is one of the lucky few that were not negatively influenced by the pandemic. The quarantine that made people stay inside and pushed working from home to

become the norm has created a great opportunity for companies that produce high-quality items for interior design.

Though the companies did not encounter many challenges, they do not dwell on celebrating their success. Instead, every brand is working harder and putting in more effort. They are either working on new collections, acquiring more manpower to improve their image, attending more physical fairs to enhance their presence, or investing in new showrooms that are more accessible to their clients all around the world.

Supersalone in particular and Milan Design Week, in general, is considered to be only the starting point of a brand new start. Salone del Mobile shall come back stronger and better in April 2022 and Italian Atelier is certain to return with more news and updates, as they continue maintaining the company's position as a reliable source of information for all the luxury furniture enthusiasts in the Asia-Pacific region.

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