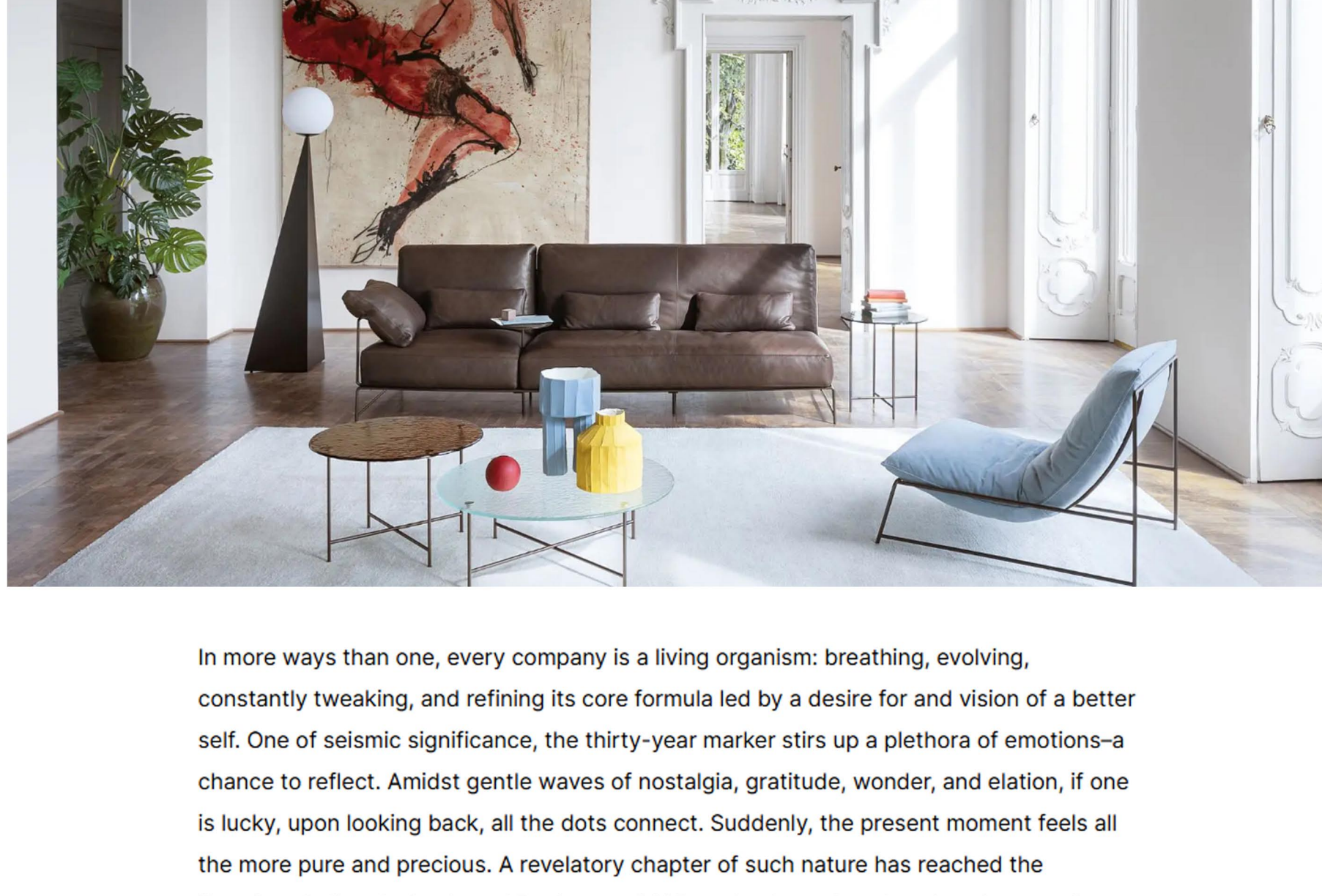


Desiree is exactly where it's supposed to be

In 2025, renowned Italian design brand Desiree celebrates a monumental milestone—thirty years since its entry into Gruppo Euromobil. Patched together, the stories Desiree has crafted through design along the way convey the soft furnishing company's inventiveness, artistic stamina, and love for the craft.



In more ways than one, every company is a living organism: breathing, evolving, constantly tweaking, and refining its core formula led by a desire for and vision of a better self. One of seismic significance, the thirty-year marker stirs up a plethora of emotions—a chance to reflect. Amidst gentle waves of nostalgia, gratitude, wonder, and elation, if one is lucky, upon looking back, all the dots connect. Suddenly, the present moment feels all the more pure and precious. A revelatory chapter of such nature has reached the illustrious Italian design brand **Desiree** as 2025 marks three decades since its entry into **Gruppo Euromobil**, one of the most prominent industrial groups in the furniture market. Its collaborative spirit at the core, Gruppo Euromobil, together with its ever-growing branch of brands, has been wholeheartedly invested in promoting, supporting, and collecting art guided by a strong belief that design and art are thoroughly interconnected through creativity, research, experimentation, and innovation.

Since 1968, Desiree has specialized in and excelled at the manufacturing of sofas, armchairs, beds, and interior items such as rugs and poufs. Its distinct approach and mastery can be traced to the company's design philosophy, “Home soft home,” which is rooted in the notion of how refined design has the power to ameliorate the home space in an abundance of ways. Detail-oriented and powered by a passion for storytelling, all the soft furnishings conceptualized and meticulously crafted by the Italian brand embody bold ideas and multifaceted creative dialogues with internationally recognized designers with whom the company has set up ever-expanding collaborations.

A pivotal moment, becoming part of Gruppo Euromobil in 1995 granted Desiree an opportunity for reinvention—a second timeline—as it became part of a broader creative ecosystem where design and art continuously merge and enrich one another. And so, its design language—one that blends material balance, functionality, and emotion-infused aesthetic—was further strengthened and emboldened. A product portfolio that caters to a wide variety of stylistic and functional needs, broadening the brand's presence and scope and making it outstandingly versatile, has come to life through collaborative collections with some of the most distinguished designers in the world. And yet, irresistibly going down memory lane, what are some of the iconic interior pieces that have shaped Desiree's unmatched design identity and left a mark for the better?



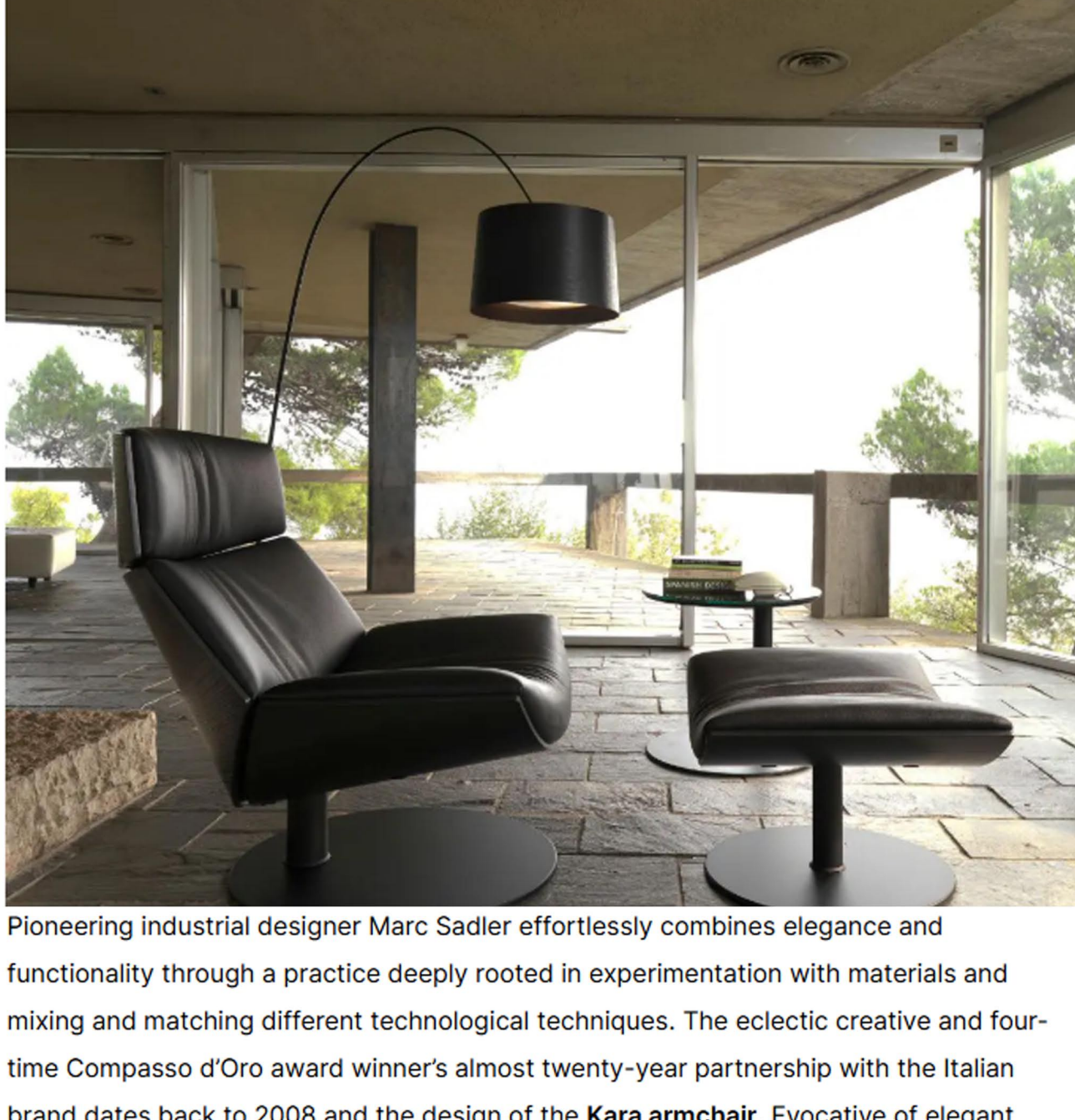
Designed by Jai Jalan, the Tuliss soft sofa embodies visual lightness. – © Desiree

Developed in collaboration with design studio Jai Jalan, the **Tuliss soft sofa** reimagines visual lightness. Featuring shapes inspired by floral motifs, its slim foam structure—made up of soft back cushions in two different heights and a very thick seat—is characterized by curvy, enveloping lines and inviting elegance. Relaxation is guaranteed. The **Tuliss** reflects Jalan's ability to balance ergonomics and form and the Canadian designer's experience in the automotive industry, a field that informed and further expanded his understanding of how shapes relate to human perception. A sculptural element, the Tuliss encapsulates fragility and fluidity all at once.

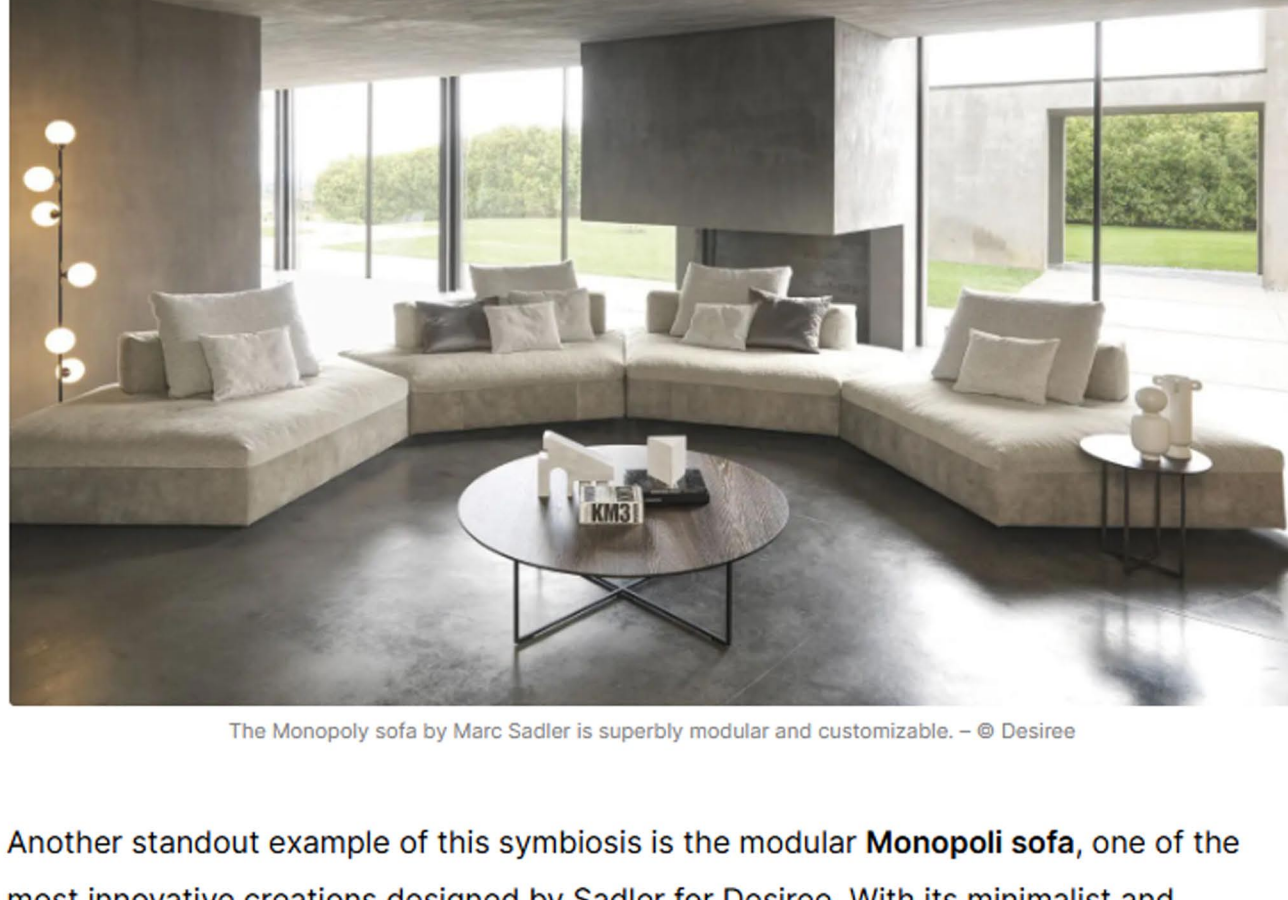


Jai Jalan's Lagoon armchair reimagines relaxation through playfulness. – © Desiree

Also designed by Jai Jalan, the **Lagoon armchair** offers three optional modern rotating movements over 360°: an armchair base, a coffee table top, and a table bracket structure. With its organic shapes that transform seating into a cozy wellness experience, the **Lagoon** reinterprets relaxation with ease.



Pioneering industrial designer Marc Sadler effortlessly combines elegance and functionality through a practice deeply rooted in experimentation with materials and mixing and matching different technological techniques. The eclectic creative and four-time Compasso d'Oro award winner's almost twenty-year partnership with the Italian brand dates back to 2008 and the design of the **Kara armchair**. Evocative of elegant minimalism, it features a luxurious 120° swivel base. With its soft, leather cushions enclosed in a protective, wooden shell, **Kara** attests to Desiree and Sadler's joint vision of fusing industrial soundness with creative expression.



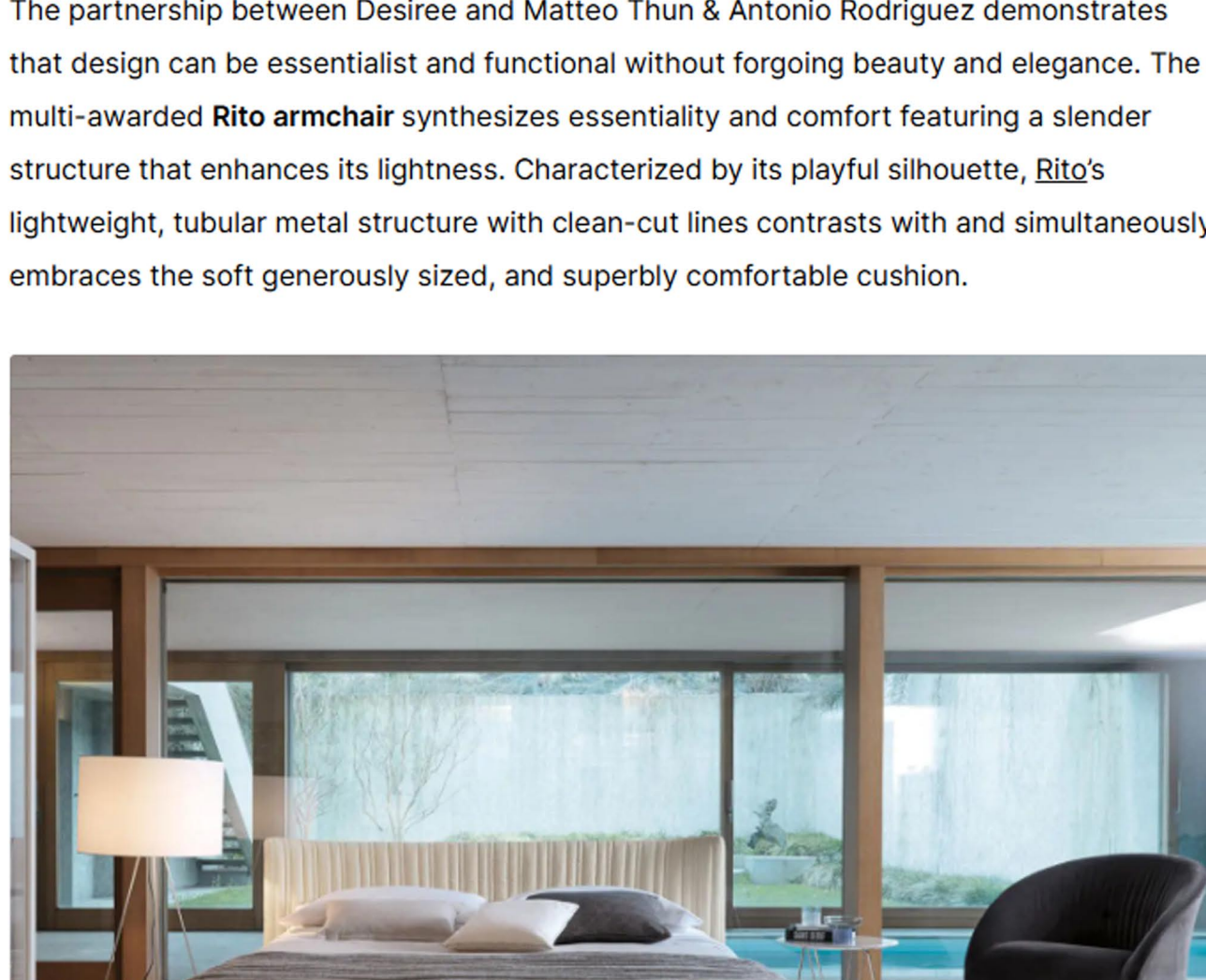
The Monopoly sofa by Marc Sadler is superbly modular and customizable. – © Desiree

Another standout example of this symbiosis is the modular **Monopoly sofa**, one of the most innovative creations designed by Sadler for Desiree. With its minimalist and cohesive presence, the versatile seating system easily adapts to a wide range of interior contexts. It renders infinite customization possibilities thanks to backrests and armrests that can be positioned freely anywhere. The **Monopoly** sofa's straight and corner “slim” backrests can be positioned as desired and can even be used on 95 cm-deep modules.



Designed by Matteo Thun & Antonio Rodriguez, the Rito armchair stands out with its essentialist take on comfort. – © Desiree

The partnership between Desiree and Matteo Thun & Antonio Rodriguez demonstrates that design can be essentialist and functional without forgoing beauty and elegance. The multi-awarded **Rito armchair** synthesizes essentiality and comfort featuring a slender structure that enhances its lightness. Characterized by its playful silhouette, **Rito's** lightweight, tubular metal structure with clean-cut lines contrasts with and simultaneously embraces the soft generously sized, and superbly comfortable cushion.



The Shellon soft bed by Setsu & Shinobu Ito is characterized by its dynamic headboard with its soft irregular folds. – © Desiree

Setsu & Shinobu Ito's practice ranges from architectural to interior and industrial design, craftsmanship, packaging, and electronics—all informed by a blend of Japanese and Italian culture and understanding of design. The dynamic duo's focus on bringing nature into everyday life with furniture and interior pieces that create a harmonious relationship with space can be found in the **Shellon soft bed**, one of the most exceptional designs they have collaborated on with Desiree. Marked by its headboard with angled, inwardly slanting corners, the sculptural soft bed features irregular, ruffled, quilted upholstery. In this way, the **Shellon** brings pureness to comfort in inimitable ways.

In all its endeavors, Desiree has proven that upholstered **furniture** is not just about furnishing but about designing a sensory experience through sophisticated aesthetics, artisan traditions, and open-mindedness to innovation. Coming back to the present, the brand is set to unveil its renewed visual identity during Salone del Mobile 2025. As the next chapter of its story is burningly being written, it will be its most enchanting one yet without a doubt.

The showcase of Desiree's latest collection will take place at Salone del Mobile 2025 from April 8-13, 2025 at **Fiera Milano** at Booth F03-G02.