



Flær previews its first furniture collection, defined by the concept of soft elegance

Flær debuts at Milan's Salone del Mobile 2026 as a new manufacturer of high-end furniture, unveiling a vision of contemporary living built on polished aesthetics and timeless design.

The brand Flær seamlessly weaves together Italian and European heritage with the forward-looking spirit of Dubai, where manufacturing takes place entirely within **Sobha Furniture's** in-house facilities. This synthesis comes to life through a dedicated production hub in the UAE, designed to integrate advanced Industry 4.0 systems, European engineering standards and cutting-edge technologies. Guided by the creative vision of the **Design Studio in Milan**, this expertise translates into controlled quality and polished execution.

The first Flær collection introduces the brand's language through the concept of **Soft Elegance**: a cultivated balance between formal clarity and sensual feel that explores a modern idea of equilibrium, in which volumes are generous yet controlled and lines are fluid without sacrificing architectural precision.

Across the collection, thoughtful forms and craftsmanship become shared principles: from the **Glow** sofa's enveloping and adaptable modular compositions, envisioned to offer tailored configurations, to the **Tita** lounge chair's solid wood structure, defined by a precise balance between solidity and comfort. This approach is echoed in the **Spira** table, whose dynamic sculptural base translates dynamic energy into captured movement, and in the **Madeleine** armchair, where curved volumes and refined material contrasts create a sophisticated fusion of softness and structure.

Each element contributes to a subtle orchestration of figure and material, where **tactile surfaces**, **fluid lines**, and **structural clarity** coexist. Together, they create a sense of rhythm and cohesion, inviting the eye to travel across the collection while emphasizing the thoughtful attention to both functionality and visual expression.

It is through this measured dialogue that Flær unfolds into a holistic vision, in which individual pieces are envisaged as parts of a coherent system.

01. Glow Sofa

Size: L 400x D 175 cm



This modular range embodies a refined interpretation of Soft Elegance, combining generous proportions with a relaxed yet sophisticated aesthetic.

The graphic design of the base - a defining feature of the system - merges seamlessly with the fluidity of the forms, shaping Glow as a product with a formal language yet a dynamic spirit. The cushions rest on a solid wood base, available in multiple finishes, including oak and walnut in various tones, as well as glossy, textured or matte lacquer in a curated palette of contemporary colors, allowing the product to express different facets through either contrasting fabrics or layered tone-on-tone combinations and reinforcing the architectural identity of the system while adding material richness. The result is a balanced and reassuring piece characterized by a high level of comfort.

Wide, welcoming seats and softly contoured cushions convey relaxation without sacrificing visual lightness. The backrest, seat, and armrests are fully upholstered in fabric, and finished with refined piping that underscores the precision of the tailoring and enhances the sofa's soft, enveloping character.

02. Tita Lounge Chair

Size: W 73 × D 69 × H 73 cm



This light and elegant lounge chair is defined by a sense of precision and balance, where the structure of the legs and the comfort of the cushion coexist in perfect harmony. The design features a clearly separated back and seat, creating a visually light composition while enhancing ergonomic support.

Its wooden structure and upholstery follow a rational design approach, composed of soft, curved elements juxtaposed with linear ones and free of complex joints, resulting in a light, compact presence that appears to occupy minimal space. The design features a clearly separated back and seat, creating a visually lightweight composition while enhancing ergonomic support through its enveloping frame.

Gentle, sinuous lines are achieved through refined cabinetmaking interlocking techniques that enhance the structure of the solid wood legs, available in oak or solid walnut with a stained finish. The latter chromatic option lends a more decisive, expressive tone to the elegance of the silhouette. Softly upholstered seat and backrest volumes, available in fabric, leather or a mix of both and finished with discreet blind stitching, contrast with the clarity of the structure, resulting in an understated yet expressive presence.

Designed as a timeless piece, the chair embodies a sophisticated approach to comfort, where material quality, proportion, and detail converge in a quiet expression of elegance.

03. Spira Table

Size: Round top Ø 130cm × H 75cm



A sculptural table that combines refined construction details with a curated selection of luxurious finishes, Spira features a base defined by three twisting legs, capturing the energy of motion suspended in a refined, architectural form.

The striking solid-wood base defines a strong visual identity through its dynamic geometry, elevating the table into a distinctive centerpiece within the space.

The organic curves of the base establish a careful balance between fluidity and structural strength, conveying a sense of lightness despite the solidity of the material. The top is available in round, oval, and triangular versions across multiple sizes, with wide range of finishes. Glossy or matte lacquered options stand out as the most eye-catching and visually expressive choice, alongside options in both warm and cold hues of wood, a refined marble selection for boosting the sensory richness of spaces and clear glass to achieve a great visual lightness effect.

Designed as a statement piece, the table introduces a refined yet expressive presence, capable of complementing a wide range of interiors while adding style and contemporary character.

04. Madeleine Chair

Size: W 63 × D 56 × H 79 cm



Part of a collection of upholstered chairs marked by great formal elegance, this armchair represents a refined synthesis of contemporary design and timeless comfort.

An inviting gracefully curved backrest is cradled within a sleek wooden structure. Its softly embracing arms, defined by elegant stitching, create a distinctive profile that offers a seating experience that is both comfortable and visually balanced.

The contrast between the upholstered interior and the genuine leather outer shell introduces depth and material richness, allowing for limitless combinations. This interplay of textures enhances the armchair's character, articulating a dialogue between a bespoke vision and the premium materials.

The tapered solid oak structure, available in finishes ranging from natural to black, ensures structural integrity while adding a subtle contemporary accent, completing a design defined by harmony, attention to detail, and understated sophistication.

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