



Flær enters the Design Stage at Milan Design Week 2026

A Global Design
Brand Merging
Italian Design and
State-of-the-Art
Manufacturing
in Dubai

Flær enters the international design arena as a new high-end brand with a distinctive identity, rooted in Italian/European design culture and shaped by the UAE's future-facing hub, an epicenter of innovation and a crossroads between East and West that fuels new lifestyles and cultural trajectories, a momentum interpreted by Flær through its refined and modern design language.

The brand offers a polished vision of contemporary living, defined by the concept **Soft Elegance**: harmonious forms, balanced proportions, tactile materials, and an intimate, sophisticated sense of beauty.

Born in the dynamic and globally connected Dubai, Flær emerges within **Sobha Group**, one of the region's most established real estate players, with a 50-year legacy in interiors and custom joinery and a strong presence across the Middle East, India, UK, USA and Australia.

Flær's creative direction is based in Italy, where a **dedicated Design Studio in Milan** - formed in collaboration with the School of Design at the Politecnico di Milano - oversees overall design, aesthetic direction, and materials research. This connection is not merely geographical: Italy and Europe serve as cultural reference points where tradition, innovation and design sensibility converge, forging the brand's qualitative benchmarks.

Flær's production takes place entirely within Sobha Group's in-house manufacturing ecosystem in the UAE. These capabilities are being further expanded through the development of a dedicated production hub built on advanced Industry 4.0 manufacturing systems, European engineering standards, and cutting-edge industrial technology. This integrated platform allows Flær to exercise complete control over every stage of production. From engineering and fabrication to finishing and quality control, all processes are executed in-house to high-precision standards.

This vertically integrated approach is underpinned by a circular economy mindset, embracing a zero-waste strategy that transforms production by-products into valuable resources, such as packaging and insulation, while sourcing from certified European suppliers to ensure fully traceable, high-quality raw materials.

Flær will make its official debut in April during **Milan Design Week 2026**, a choice that clearly reflects the brand's positioning. From the outset, Flær aims to engage the place where the most influential design codes and aesthetic trajectories are defined - those shaping global trends.

The first collection, conceived as the initial expression of the brand's vision, introduces the design language, aesthetic principles, and cultural intent that will shape it moving forward. More than a product presentation, it establishes Flær's approach to contemporary living, from seating systems with soft architectural lines to sculptural tables, refined chairs, and lounge pieces designed for enveloping comfort, forming a coherent design grammar rooted in the principle of Soft Elegance.

"Flær represents our vision of what a contemporary design brand can be today, globally minded, culturally grounded, and uncompromising in execution. Our integrated ecosystem allows design, engineering, and manufacturing to operate as one"

- states Mr. Ravi Menon, Chairman, Sobha Group.

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