

PRESS RELEASE

Reduction to the Essentials – de Sede in Milan 2026

Klingnau, April 2026 – In collaboration with the renowned furniture retailer Bredaquaranta, de Sede is creating a space during this year's Milan Design Week where craftsmanship, hospitality, and design merge into a holistic experience. From April 21 to 26, the Swiss manufacturer will present a staging in the showroom at Via Fatebenefratelli 10 that focuses entirely on the essentials: form, function, and comfort.

Under the motto “Back to the Basics,” de Sede highlights its core strengths: sculptural forms, characterful leathers, and a level of comfort that invites arrival and lingering. The furniture appears as calm, inviting islands within the space—reduced, clear, and yet full of expression.

Neutrals with a Twist

The design language consistently follows this approach. A finely balanced palette of natural and neutral tones creates a serene stage for the sculptural objects. Accents in bold red provide targeted highlights—both as a subtle homage to Swiss heritage and as a deliberate contrast that adds vibrancy and tension to the setting. The result is a harmonious overall composition that directs attention to what has defined de Sede for over 60 years: uncompromising craftsmanship and the extraordinary variety of the finest leathers.

Arriving with All Senses

Amid the lively bustle of Design Week, de Sede creates a counterpoint: an atmosphere that feels personal, warm, and open. The showroom becomes an oasis—a place not only to observe but to experience. Daily aperitivo moments, personal conversations, and insights into the art of upholstery turn each visit into a sensory experience. A natural connection to the brand emerges—through encounters, materials, and space.

Icons and Fresh Impulses

Alongside iconic classics such as the DS-600 Snake, the DS-1025 Terrazza, and the DS-2878 Boxing, de Sede presents a new development that continues the brand's design DNA: the DS-909 Flow armchair. Compact, soft, and rotatable by 360°, it can be combined with an innovative connecting element to form a flexible, modern seating landscape—ideal for evolving living spaces.

Playful additions such as the DS-5050 Macaron stools and the relaxed DS-9090 beanbags bring lightness to the ensemble and demonstrate how versatile and contemporary comfort can be interpreted.

POS Concept

At the same time, de Sede introduces a new POS concept that presents the brand world in a clear and high-quality way. Framed visual motifs create emotional anchor points and tell stories of origin and craftsmanship. These are complemented by LED display panels that vividly showcase the core themes of leather, design, and manufacturing. 3D logos and applied lettering add further presence and a precise, modern identity to the presentation.

Film «Sculptures»

With the film “Sculptures,” realized in collaboration with Darkviz Studio, de Sede celebrates a special premiere in Milan. In an almost museum-like setting, classics and new pieces are staged with a focus on form, function, and the nearly limitless possibilities of customization in leather, color, and finish.

de Sede Elephant

A special eye-catcher is the de Sede Elephant: crafted from 5 mm thick NECK leather, it is created live on-site and offered as an exclusive Milan Edition in white and red. As a small yet characterful object, it symbolically represents what de Sede stands for—craftsmanship, materiality, and a touch of humor.

For the Instagram campaign “Follow the Elephant,” it also becomes a traveling companion: the community is invited to stage the elephant in everyday life and on its journey to Milan, capturing personal moments. This creates a vibrant, global story—told through many individual perspectives.

About de Sede

The Swiss brand de Sede is characterized by outstanding craftsmanship coupled with an unconditional passion for design. The in-house workshop in Klingnau, Switzerland, which originated as a saddlery, builds on a long tradition of high-quality leathercraft. The exclusive upholstered furniture and accessories that have enabled de Sede to enjoy a first-rate reputation among a highly exacting international clientèle ever since its establishment in 1965 are crafted here from exquisite materials and with unparalleled attention to detail.

Visit us during Milan Design Week from April 21 to 26, 2025, and experience the unique de Sede universe at Via Fatebenefratelli 10 in the heart of Milan!

At the same time, de Sede can also be found in the virtual world with a new website that features a product configurator, an exclusive area for professionals, and an online shop from which around 50 de Sede products can be ordered directly.

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