

Milan Design Week '25

Trend Overview

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Navigating Trends: Insights for the 2025 Milan Furniture Fair

Milano Design Week 2025 has been a showcase for the evolution of design, where creativity and innovation combine with the search for well-being and functionality. This year, product design was highlighted by an in-depth exploration of natural materials such as metal and wood, fused with avant-garde finishes and handcrafted details. Geometric shapes and organic structures have been combined in a game of balance between the functional and the aesthetic. Earth colors have dominated, evoking sensations of calm and comfort, while textile elements and intricate weaves have added a tactile dimension that responds to the search for warmth and closeness. From modular furniture to sculptural pieces, each design reflects an emotional connection to space and the human experience, creating environments that are both functional and deeply evocative.

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1. Primeval & Futuristic

The primeval and futuristic trend reveals a new soul of design: pieces that, at first glance, evoke the ancestral, the artisanal and the imperfect. But when you get closer, you discover a **fascinating paradox**: behind their primitive appearance, there are **innovative processes, advanced technologies** and state-of-the-art materials. A perfect fusion of past and future in a single essence.

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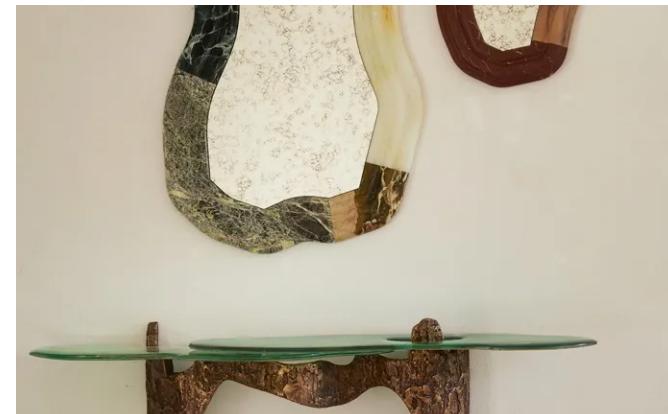


1. Romantic Brutalism, furry vase
Jan Ankersztajn
2. Aleksandra Zawistowska
3. Ludovic Balay
4. Monika Patuszynska
5. Folly chair by Aleksander Oniszh
6. Vases by Monika Patuszynska
7. Hannah Flynn

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2. Embracing nature

Nature reaffirms itself as a key source of inspiration in contemporary design. Organic materials, natural dyes and forms that evoke the vegetable and animal mark a trend where **aesthetics and sustainability are intertwined**.

More and more designers are exploring a return to living matter, transforming it through both artisanal and innovative processes to give life to objects that express a deep connection with the natural world.

- 1. Betsy Furniture Collection by Lara Bohinc
- 2. Vera Lamp by Patrick Jouin
- 3. Haori Lounge Chair by Adal
- 4. Utsuwa-Juhi Series Vases by Super Rat Design
- 5. Horsehair Furniture by Studio Lugo



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3. Playful expression

This year interactive, playful and irreverent objects go beyond functionality and transform design into a lively and emotional experience.

In 2025, more than ever, the stands bet on **surprise** and **playfulness**, animating the scene with bold proposals full of personality.



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1. Striche by Miniforms
2. Jaipur Rugs
3. La Double J
4. Laila Gohar for Marimekko
5. Laila Gohar for Marimekko
6. Salone del mobile stand

4. Matter in motion

In an increasingly digital and immaterial context, **matter regains prominence as a vehicle of narrative**, creativity and sensory expression. At Milano Design Week, a trend that values natural imperfection, **tactile textures** and the authenticity of materials, combining artisanal know-how with the possibilities of Industry 4.0, is consolidating at. The installations are committed to immersive experiences, exploring movement, transformation and chromatic gesture as languages of contemporary design.



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1. Atlas Concorde
2. Florim
3. Marazzi
4. Lissoni
5. Marazzi
6. Strata by Tijs Vervecken

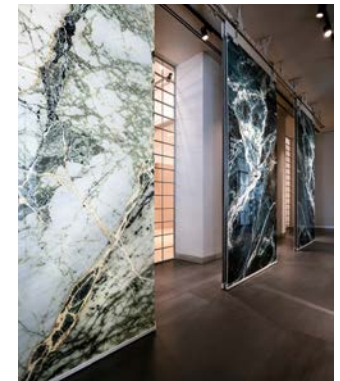


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5. Striking lighting

This year highlights a clear trend towards lamps that combine advanced technology with innovative materials and artisanal sensibility. **Sculptural forms**, natural inspiration and the use of warm, enveloping light mark a new direction in lighting design. Portability, sustainability and modularity come together with a strong emotional component, giving rise to pieces that not only illuminate, but also **generate atmosphere, narrative and sensory connection with the space**.

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Superwire by Formafantasma
Linked Pendant by Flos
Etoile Lamp by Foscarini
Campfire Floor Lamp by GRAU
Luce Sferica by Ronan Bouroullec
Vosco Table Lamp by Nao Tamura

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6. Balancing Tables

In MDW 25, the tables are presented as **dynamic compositions that play with the balance** between technique and aesthetics. Shapes, volumes and materials contrast and dialogue, giving rise to sculptural and versatile pieces. The legs become protagonist elements, reinterpreted with unique details and innovative structural solutions. The result is a new generation of chameleon-like tables, adaptable to different environments and uses, combining functionality and artistic expression.

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- 1. Cover by Nodo Italia+Cosentino
- 2. OBA by Dieffebi
- 3. Zeta stool by Alias
- 4. Taijitu by Bonaldo
- 5. Chapeau table
- 6. Medea by Cantori
- 7. Triangolo by Ripa

7. Extra Soft

With sinuous shapes and unusual proportions, the traditional concept of comfort is reinterpreted, creating a **fluid and comfortable space**. The armchairs adopt a relaxed and cozy aesthetic, where softness is taken to the extreme. These pieces, with their organic and elegant design, explore the interplay between matter, form and perception, offering an intimate and social approach to the living environment.

1. Pony by Potocco
2. Cinzia by Rossi di Albizzate
3. Folda by Milani
4. Pan by Frigerio
5. Regina Green by Pianca
6. Gugo by Tropicalistic
7. Volta by Fratelli Boffi
8. Fico by MoscaPartners

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8. Comfort architecture

Sartorial trend sofas are designed and manufactured with great attention to detail, as if they were comfortable garments. With flowing lines and clean , they adapt naturally to the environment and to the user, adding **sophistication** and class to the home. Their **soft and generous volumes**, often modular, combine functionality and aesthetics, inviting a more convivial and welcoming lifestyle.

1. Baia by Ruya Akyol Studio
2. Koji by Porada
3. Zanotta Fedrigo by Vincent Van Duysen
4. Overlap by Terence Woodgate for SCP
5. Aire by Proctoria
6. Haybale lounge chair by Nicholas Baker for Moooi

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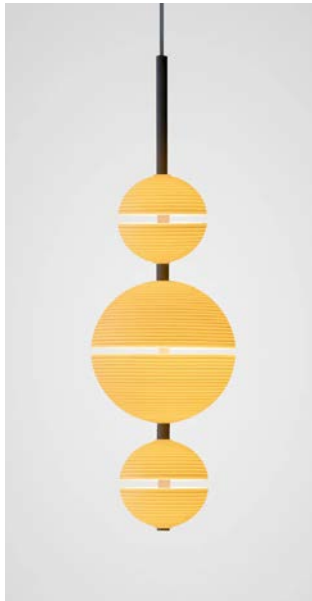
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9. The Totems are back

The trend celebrates totemic forms, characterized by **primary and basic volumes**. These simple yet powerful structures are diffused across different product categories, from furniture to accessories. Their **sculptural and minimalist** design brings a strong visual presence, evoking a return to the essential and the **symbolic relationship** between form and function.

1. Cascade on 1 by Lee Broom
2. Rainshower by Grohe
3. Strata
4. Artisan ice cream coupe by Georg Jensen
5. Frame Structured Armchair by Ryuichi Kozeki
6. Vallone Atelier, The Core of Now
7. Hommes studio Theo Bench
8. Strata By Alejandro Ramirez Orozco



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10. Square angles

Chairs and sofas are characterized by a design that forgoes soft, rounded curves in favor of **straight lines and defined geometric shapes**. This structured approach gives the furniture a **firmer and more robust appearance**, standing out for its minimalism and its ability to integrate functionality and aesthetics in a contemporary way. The sharp angles and flat surfaces

not only provide a **sense of solidity**, but also emphasize modernity and order, creating a contrast with the more organic forms traditionally associated with comfort.

The combination of simple shapes and clear volumetries makes it easy for the furniture to become the center of attention within any space, maintaining a balance between comfort and a strong visual presence.

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1. Floating sofa by Charlotte Perriand
2. Atelier De Troupe, Intermezzo
3. Studioutte
4. Ludovic Balay, Dimore
5. Nilufar
6. Ludovic Balay, Dimore
7. Studioutte



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11. Metal reinvents itself

During MDW25, a major return to the use of metal in furniture design has been highlighted, especially with **mirrored finishes**. Shiny metals not only reflect light, but also visually expand spaces, creating modern atmospheres. The trend fuses metal with materials such as glass, wood and textiles, offering functional and aesthetically striking pieces that combine technology and classic design.

- 1. Cosmo by Pouenat
- 2. Mini Spider by Miro Zagnoli
- 3. S 64 chair by Jil Sander
- 4. Fendi casa
- 5. New Craftsmanship by Design Academy Eindhoven
- 6. 60 limited editions in time by Cassina, exhibition by Formafantasma
- 7. Reflecting by Decor-Walther

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1. Solo Chair designed by Philippe Starck
2. Lepida chair by Woak
3. Haori Lounge Chair by Canuch for ADAL
4. Carousel Chair
5. Iris chair by Emmanuel Gallina for MillaMilli
6. Fleuron by Billiani
7. Anna Bera Object Series
8. Solo Chair SO3021 designed by Philippe Starck

12. Sinuous Wood

The trend highlights the use of wood in an innovative way, transforming it into **a light and flexible material capable of creating soft and fluid shapes**. This approach allows the material to curve and adapt naturally, drawing organic lines that bring dynamism and softness to the designs. Wood, worked more freely and without restrictions, conveys a sense of lightness and modernity, while maintaining the warmth and authenticity of a natural material.

13. Fabric Accents

There is a new emphasis on textile and **natural fiber details**, used in elements such as chair backs, decorative accessories, bookcases and other furniture. These interweavings add a unique texture and handcrafted dimension that connects with the current desire to **incorporate natural materials into interior design**. Fabrics, especially those made from fibers such as jute, linen or cotton, not only add warmth and comfort, but also reflect a more organic and sustainable aesthetic. In addition, woven finishes create a **sense of craftsmanship**, evoking a return to traditional manufacturing techniques and a more natural and authentic approach to modern spaces.



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1. Nicoya Armchair
2. Geode fiber natural dimensional wall art
3. Belvedere by Kartell
4. Rug braided wool rug
5. Saint Laurent
6. Lissoni & Partners

14. Colors of the Earth

Earth colors, such as sand, beige and warm browns, were the protagonists at MDW25, present in all products and spaces.

These natural tones respond to the desire to create environments that promote **well-being, tranquility and comfort**, offering warmth and harmony both at home and in work and hospitality environments.

1. Expormim Meridies by Roberto Lazzeroni
2. Humanscale
3. Asus
4. Palla Armchair by Claudio Salocchi for Acerbis
5. Ripple set by Zaha Hadid Architects for Serralunga

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