



View our boho chic collection at

 **Salone
del Mobile
Milano**

12 - 17 April, 2016

HALL 6 STAND C 44

Milan | Italy

PRESS RELEASE

CIAO, MILANO!

Essential Home is making its debut at Isaloni 2016 tradeshow at Hall 6, stand C44. We are taking our passion for retro living all the way to the European capital, Milan.

The Salone del Mobile 2016 takes place between 12 and 17 of April is the world's most important event on the design calendar. Set in the undeniable beautiful city of Milan, this long time tradeshow is known around the world for the display of international furniture and product presentations like no other alike.

BECOME ESSENTIAL: PREVIEW OF ISALONI 2016

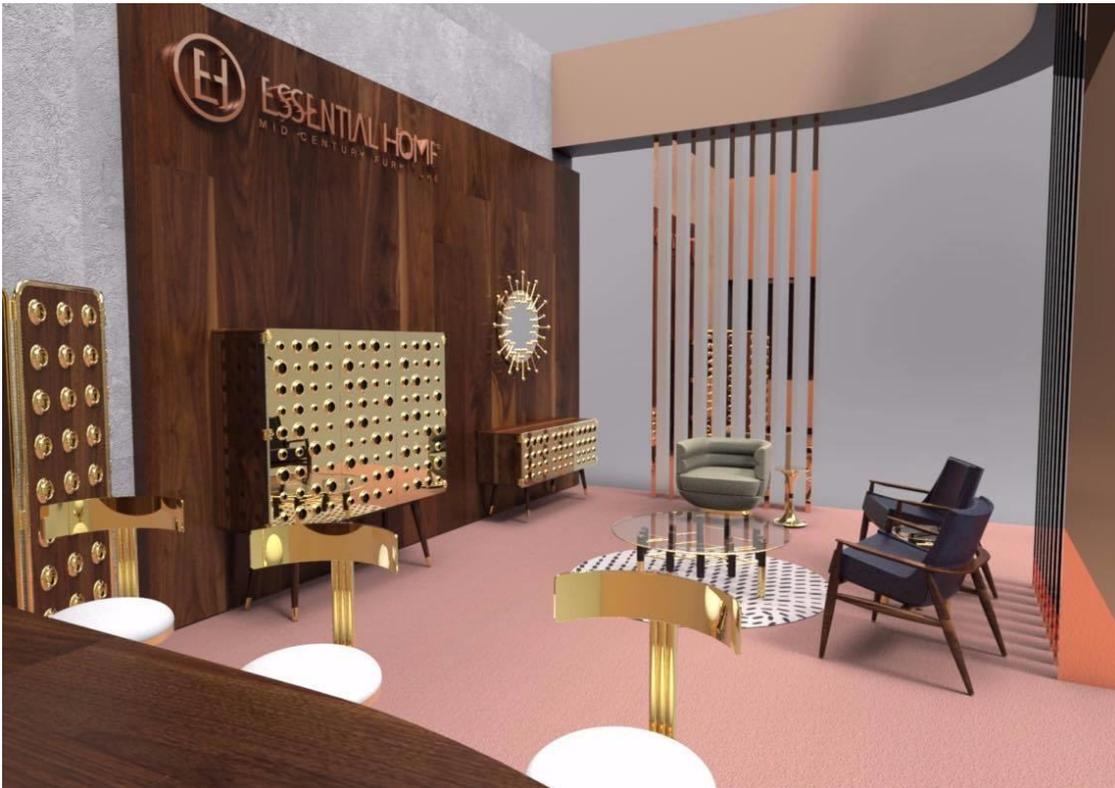


Milan is the fashion capital of the world beyond doubt. Essential Home is taking its debut and turning into a design event celebration. More than the debut of a collection of furniture, **Essential Home is presenting a lifestyle.** Essential Lifestyle aims to celebrate innovation in modern reinterpretation of the classic pieces from the 40's, 50's and 60's and thus to associate with a retro way of living.

The celebration of the classics takes central stage this year. The Salone Del Mobile 2016 program pays special homage to what came before “true” design: the Classic. A different concept of the classical, resting not simply on the past but impacting powerfully on the present, laying the foundations for a new vision of the future. The exhibition-event tells the story of classic taste, seen as a crosscutting category of inhabitation, timeless and therefore highly contemporary.

A COLLECTION OF ESSENTIAL MASTER PIECES

Over at Hall 6, Stand 44 C, Essential Home stand is introducing an iconic lounge area perfect for harboring secret agents, dazzle bond girls and hanging out with rock star and movie legends of the 60's.



Essential is introducing eye catching pieces of midcentury modern style furniture such as the ever dazzling monocles line with its bestseller piece the monocles sideboard, which was followed by the monocles cabinet and monocles screen. The ultimate golden touch is the bar area furnished by the Kelly bar chair.

The retro environment will be complete with the famous lights from **DelightFULL**, Essential's very own intrinsic partner. Together, this two brands are the ultimate modern take on the retro living.

Now, you just have one question left: shaken or stirred?