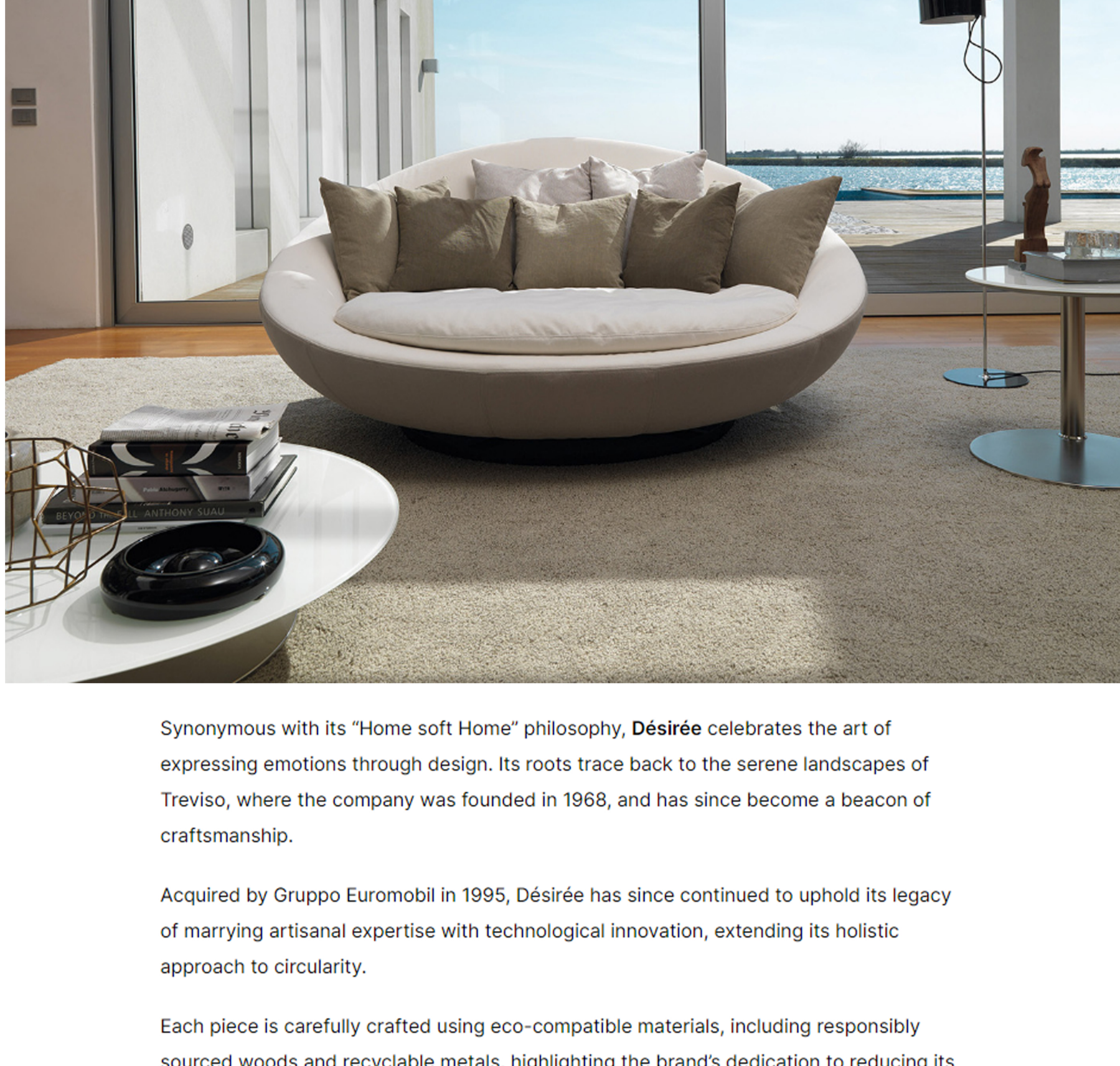


## Désirée's furniture collections embody its legacy of Italian craftsmanship

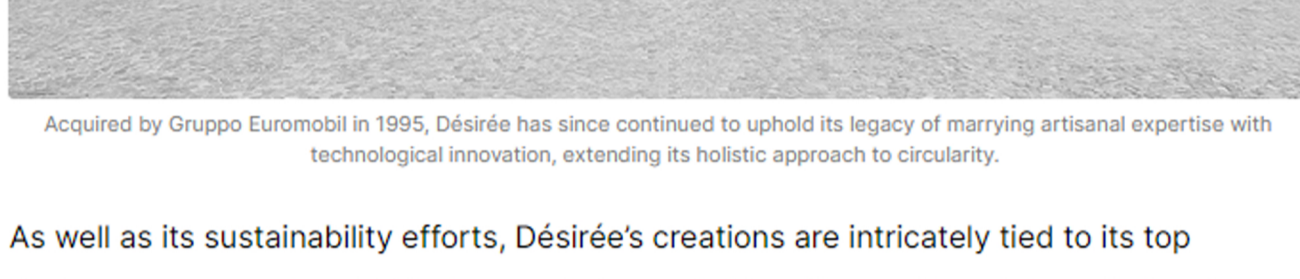
Désirée redefines modern living with the revolutionary Hab seating system by Marc Sadler and the iconic Lagoon Island by Jai Jalan.



Synonymous with its "Home soft Home" philosophy, Désirée celebrates the art of expressing emotions through design. Its roots trace back to the serene landscapes of Treviso, where the company was founded in 1968, and has since become a beacon of craftsmanship.

Acquired by Gruppo Euromobil in 1995, Désirée has since continued to uphold its legacy of marrying artisanal expertise with technological innovation, extending its holistic approach to circularity.

Each piece is carefully crafted using eco-compatible materials, including responsibly sourced woods and recyclable metals, highlighting the brand's dedication to reducing its environmental impact where possible without compromising on quality or aesthetics. It's an approach that Désirée has also applied to its packaging materials, which are 100% recyclable, underscoring its commitment to reducing its ecological footprint.



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As well as its sustainability efforts, Désirée's creations are intricately tied to its top designers, among them [Tobia Scarpa](#), [Roberto Gobbo](#), [Matteo Thun](#) & Antonio Rodriguez, and [Marc Sadler](#), who joined the company more than a decade ago.

Over the years, Sadler has designed significant landmarks in the history of the Gruppo Euromobil brand, particularly in the realm of padded furniture, including the Hab sofa, which has given birth to a wider collection of sumptuous furniture pieces.



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Here, we throw a spotlight on the Hab sofa alongside Jai Jalan's Lagoon Island, which is also an addition to an extensive series of pieces the Canadian designer has created for the Désirée portfolio. Together, they highlight the brand's commitment to exporting Italian craftsmanship and exceptional design worldwide.

### Hab by Marc Sadler

Described by Sadler as "the most intimate sofa" he has ever designed, the Hab seating system prioritises comfort and togetherness. Authentically conceived to suit each individual, it can be easily shaped in the backrest and armrest, even when seated, to achieve the perfect ergonomic balance.

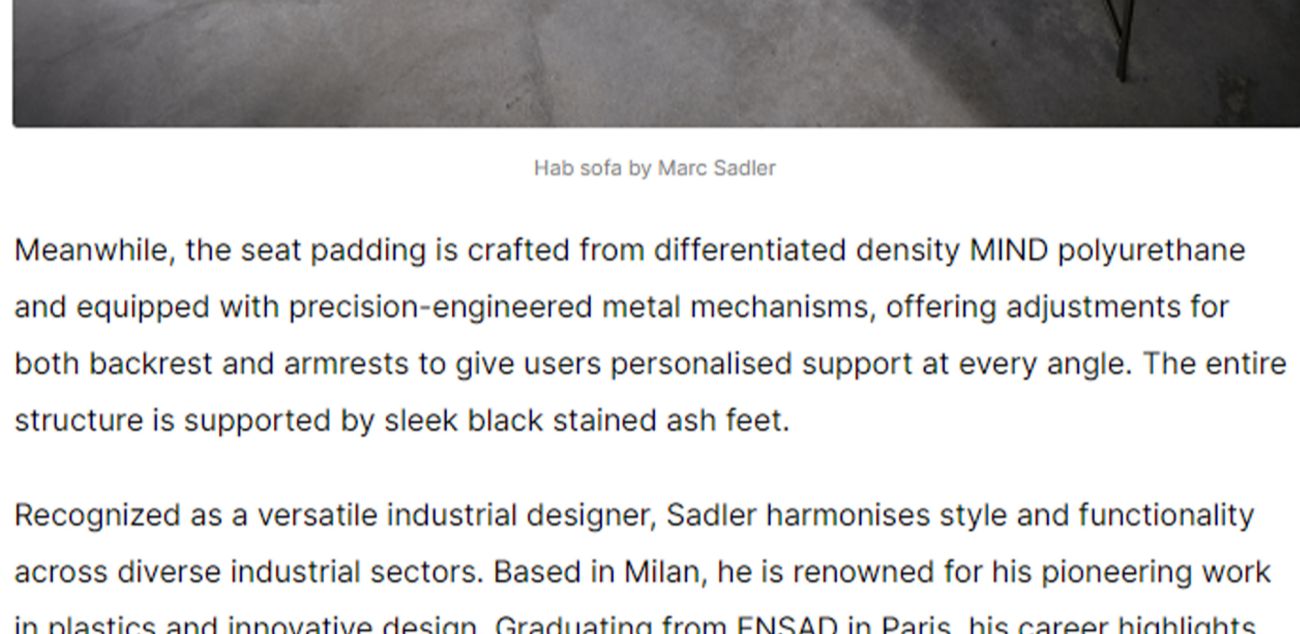
Hab boasts an optional accessory for leg stretching, further enhancing its versatility and appeal to discerning consumers. It features a structure combining metal and wood, padded with a blend of feathers, and soft cotton fabric. The cover is available in fabric or leather, and is completely removable, making the unit effortless to maintain and customise.



Hab sofa by Marc Sadler

Meanwhile, the seat padding is crafted from differentiated density MIND polyurethane and equipped with precision-engineered metal mechanisms, offering adjustments for both backrest and armrests to give users personalised support at every angle. The entire structure is supported by sleek black stained ash feet.

Recognized as a versatile industrial designer, Sadler harmonises style and functionality across diverse industrial sectors. Based in Milan, he is renowned for his pioneering work in plastics and innovative design. Graduating from ENSAD in Paris, his career highlights include designing the iconic thermoplastic ski boot and winning multiple ADI Compasso d'Oro awards for creations like the Drop rubber wall lamp and the Bellevue refrigerated counter.



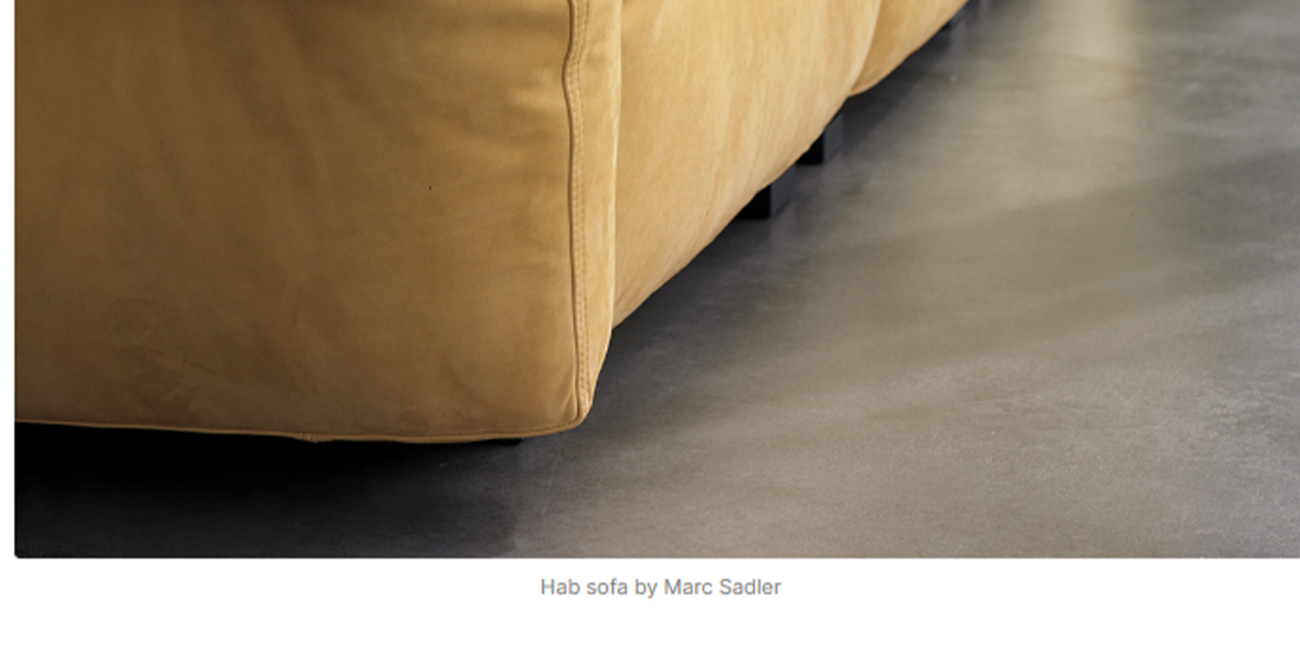
Hab sofa by Marc Sadler

Available in various colours, the Hab seating system can be integrated into most interior design styles including minimalist modern, traditional, and other contemporary urban settings, ensuring its adaptability to different environments.

### Lagoon Island by Jai Jalan

Accompanying Hab is the Lagoon Island by Jai Jalan, a seating system with satisfyingly bold proportions. Available in one generous size, it features an oasis of tranquillity that beckons users to unwind and escape the stresses of modern life on a fully 360° rotating top.

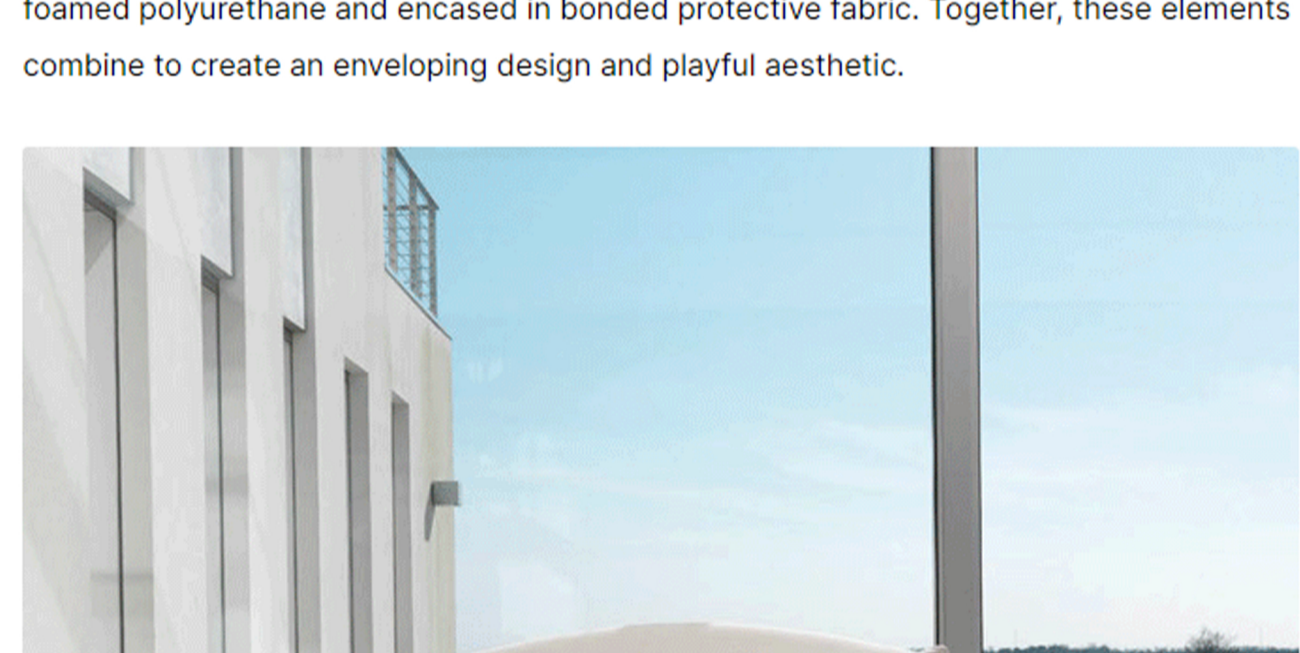
The structure of the design is crafted from both wood and metal, encased in cold foamed polyurethane and encased in bonded protective fabric. Together, these elements combine to create an enveloping design and playful aesthetic.



Lagoon Island by Jai Jalan

The seat features a polyurethane insert encased in feather-proof fabric and filled with a matte black Flynn-pioma blend of polyester fibre. Supported by a clean, white painted metal, the Lagoon Island exudes an at once light but stable. Like the Hab system, it too features a completely removable fabric or leather cover.

The piece is reflective of Jai Jalan's wider portfolio, having made a mark with his distinctive organic and sinuous aesthetic. With a background in Yacht design, an area often defined by curved volumes, since 2006 Jalan has delved into automotive and furniture design, working on notable projects such as the design of the Fiat 500 and the Alfa Romeo 8C, both of which celebrate ultra-modern lines.



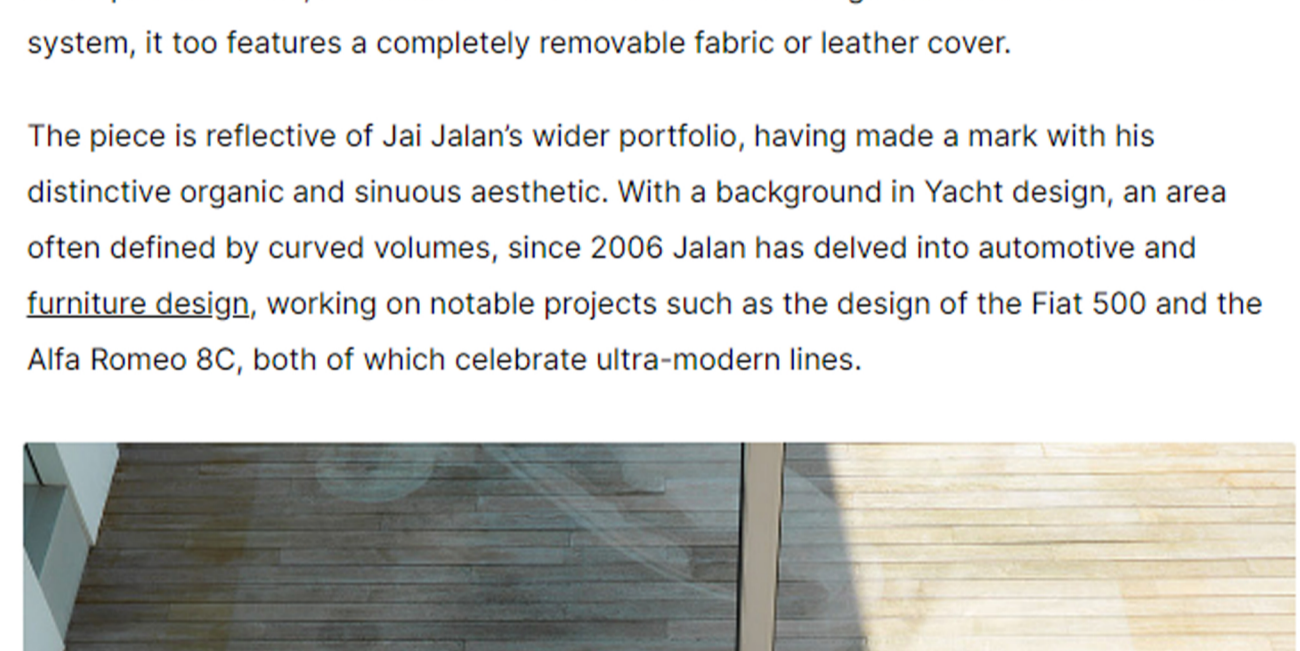
Lagoon Island by Jai Jalan

### Désirée exports Italian Craftsmanship worldwide

As we delve into both the Hab seating system and the Lagoon Island, we uncover the brand's enduring dedication to providing comfort and elegance. The brand's international appeal is further underscored by its commitment to ongoing research: from the softness and breathability of its padding to its use of polyurethane, down and wadding.

Throughout the entire research and development process, the comfort and longevity of each piece is prioritised.

Once each piece has been finalised, Désirée then empowers its customers with an online furniture configurator, simplifying the process of creating custom solutions tailored to individual preferences and spaces, thus enhancing the brand's accessibility and appeal to a diverse array of consumers.



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With "Home soft Home" always in mind, the end goal is always to create a catalyst for shared experiences. Désirée's designs spark dialogue and inspire connection, which resonate deeply with both the Hab Seating System and the Lagoon Island, showcasing the brand's commitment to fostering meaningful interactions and communal living.

