

Press Release

**Host Fiera Milano
October 17–21, 2025
Hall 11 P – Stand M47-N48**

Plust Collection, a Made in Italy brand, designs outdoor furniture, offering versatile solutions for the HoReCa, residential, and contract sectors.

From October 17 to 21, 2025, during Host – the international hospitality and catering exhibition – Plust Collection will present the new **VELA furniture family, designed by BrogliatoTraverso**, at Hall 11 P, Stand M47-N48.

VELA Armchair, designed by Art Directors BrogliatoTraverso, was inspired by the poetic observation of sails filled with wind and translates that gesture into an embracing and harmonious shape. The generous volume of the armchair creates a comfortable seat that naturally integrates into both contract and residential settings. Equipped with functional details such as a drainage hole for water, VELA Armchair reveals its outdoor essence, ensuring durability and resistance to atmospheric agents.

One of the most refined details of the seat is the raised seam, a visual and tactile line running along the edges that defines the contours of the structure. This connecting line reveals a glossy finish that contrasts with the matte surface of the seat: a three-dimensional effect that adds depth, making the armchair more defined and elegant, while its sartorial reference evokes the care typical of Italian craftsmanship.

This distinctive feature also defines the coordinated **VELA Coffee Table**, which conceals a practical storage compartment inside, designed to make any setting more functional without sacrificing style.

VELA Armchair and VELA Coffee Table are available in the **material finishes Lava, Grain, Pietra, and Creta**.

The VELA family also stands out for its scenic impact: in the White Light version, the items can be equipped with a lighting kit, transforming them into luminous objects capable of creating unique evening atmospheres. The soft light filtering through the furniture makes the seam appear as a graphic perimeter, emphasizing the geometry of the armchair and matching coffee table.

With the VELA furniture family, Plust Collection reaffirms its commitment to offering contemporary and sustainable furniture, born from continuous research in design, innovation, and Made in Italy quality. All Plust Collection products embody the excellence of Italian design while reflecting the virtuous essence of plastic: resistance, practicality, durability, and above all, recyclability.

At **Stand M47-N48 in Hall 11 P**, visitors will also discover Plust Collection's best-selling **Fade, Boom**, and **Gumball** collections, along with TWIST – the modular system of armchair, bench, and planter created for contract spaces and urban settings, first presented at Salone del Mobile 2025.

Plust Collection: Thanks to its know-how and dedication to research, Plust Collection continues to collaborate with the design world to create new outdoor products that combine innovation, functionality, and sustainability.

BrogliatoTraverso design studio: Federico Traverso e Alberto Brogliato sono gli Art Director di Plust Collection e con il loro approccio al design 'NO TIME' Federico Traverso and Alberto Brogliato are the Art Directors of Plust Collection. With their "NO TIME, NO SPACE" approach, they create timeless objects adaptable to any context. They collaborate with brands such as Magis, Cappellini, Haworth, and Guzzini, and have won numerous international awards, including the Red Dot Design Award, the German Design Award, the iF Design Award, and the Good Design Award.

PLUST Collection a brand of EURO 3 PLAST S.p.A.

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