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Descrizione generata automaticamente**“FLORA: A BLEND OF NATURAL ELEGANCE AND CONTEMPORARY DESIGN”**

Flora, designed by Vincent Van Duysen, is the star of Fantini's Milan Design Week 2025. The new collection's entire range will be on display at Fantini Milano, in via Solferino 18, with a dedicated installation designed by Van Duysen himself.

“In the preview of the Flora collection presented last year,” Van Duysen explains, “we revealed only a fraction of its essence. While designing the collection, we realized that it had great potential to adapt to a variety of spaces and styles. That’s why we developed a complete range that includes three distinct handle options, which allows each user to shape the atmosphere they want to create.”

The tactile, ergonomic handles are the most distinctive elements of Flora, giving the entire collection an extremely strong personality and allure: from a bold, graphic version to one more sober and versatile, the collection always has a tactile quality and specific visual identity that can be integrated into any type of space.

*“The Flora design,”* says Van Duysen, *“emerged organically from my desire to create a timeless collection, with a little nostalgic nod to memory.”*

Chic and sophisticated, the Flora design has an industrial aesthetic interpreted with a contemporary sensitivity, with well-calibrated proportions that infuse the product with sensuality.

*“We paid a lot of attention to proportions,”* emphasizes Van Duysen, *“and the result is a collection that has a human, personal touch. I always seek a sort of symbiosis in all my designs. And when it comes to working with Fantini, I always feel in synch.”*

**Offered with different finishes,** Flora has that “magic touch” which is a stunning feature in many of Van Duysen's designs. He is a master of this special conservative style, which makes his products, like his previous collaborations with Fantini, Icona Classic and Icona Deco, timeless and classic.