



Company Profile

MILANI

Introduction

It is 1975 when Luigina Serafin, a skilled and experienced seamstress, begins sewing upholstery for furniture. Supporting her is her husband Rino Milani, a qualified welder by day and an assistant finisher in the evenings.

Milani, a Veneto-based company specialising in seating for the contract, office and residential sectors, is born in this way: from a personal and emotional union, as well as a meeting of skills. Luigina's tailoring expertise and Rino's technical know-how.

More than 45 years (and just a few kilometres) after the first workshop in Silea, in the province of Treviso, the company continues to write

its family story thanks to the energy of the three daughters: Nicoletta, CEO; Francesca, CFO; and Giuliana Milani, PM Manager.

Today, the heritage of Italian craftsmanship, the short supply chain, and a creative, bespoke approach are applied to new forms and future visions. The goal: to create valuable projects where design, material quality and attention to workmanship are all in the service of personal comfort and wellbeing.



Timeline

1976

Serafin hires her husband Rino Milani. Together they develop the first prototypes and produce seating on a subcontract basis.

1986

Tappezzeria Serafin e Milani Snc is established. Francesca and Giuliana Milani join the company.

1997

Milani Srl is founded. Further expansion of production facilities.

2003

Milani focuses on in-house production, evolving from a subcontractor to a product publisher with its own original catalogue.

2006

Turnover increases by 60%.

2010

Opening of a shared showroom in London.

2016

Second overseas opening in New York.

2020

Milani is part of the Pianca & Partners project: a contract hub in Milan in the heart of the Brera Design District..

1975

In Silea (TV), Luigina Serafin opens her sole proprietorship.

1981

The first 400-square-metre production facility is built.

1993

The new headquarters is inaugurated on 1 January. The first international contacts begin.

2002

Nicoletta Milani joins the company, initiating a process of reconversion and development.

2004

The company lands in Canada.

2009

Collaborations with architects and designers begin.

18 settembre 2015

Milani turns 40 and inaugurates its new production headquarters in Roncade.

2018

It is the year of the new catalogue: from the office world to the contract universe. The Milani48 quick delivery service is launched.

2021

The offering expands from the office to contract and into the home world.

Timeline

2025

In 2025 Milani turns fifty: half a century of Italian manufacturing and seating, without ever sitting still. This anniversary opens a new chapter in the brand's history and marks a decisive entry into the world of project and contract design.

The story is told through the PLACES catalogue and ten new product families designed by Alessandro Crosera, Meneghello Paoletti, Margherita Rui, Skrivo, Alessandro Stabile, Matteo Zorzenoni, Giovanni Ingnoli and Basaglia+Rota Nodari. Upholstered furniture, soft seating, chairs and tables conceived to move seamlessly between hotels, lounges, lobbies, headquarters, community hubs, flexible spaces, workspaces and outdoor environments.

Furniture with gentle forms, free from rigidity, rich in tailoring details and offering visible comfort: qualities long neglected by the office sector, but always cultivated by Milani. Today they return to the heart of design, driven by the widespread desire to feel at home everywhere.

Milani continues its research into sustainability. PLACES expands the range of recycled and recyclable fabrics, introduces solutions mindful of production processes, and presents two projects developed as concrete examples of circular economy: **Folda** by Alessandro Stabile and **Hibi** by Margherita Rui. Models for the seating of the future.



A Story of Women and Family

Milani's story begins among the hills of Asolo, the "city of a hundred horizons" as described by Giosuè Carducci. It later develops in the plains on the border between the provinces of Venice and Treviso, in the historic territory of the Venetian Villas, now home to one of Italy's largest upholstered furniture and furnishing districts.

A family project that began in the 1970s, and since the 2000s has been carried forward by three young women.



Origins

Late 1960s. In Asolo, everyone says that Luigina Serafin has talent. From a very young age she attends cutting and sewing courses and works for local companies. Her husband Rino Milani works for manufacturers of seating structures. A welder with innate manual skills, deep material knowledge and strong design intuition, Milani is born from this union: from practicality, craftsmanship, love of well-made things and the ability to build them by thinking through one's hands to create everyday something new.

The Insight

What do you get by combining fabrics and frames? Seating. For Milani, especially in the early years, office seating. Products that embody Luigina and Rino's philosophy: if work ennobles humankind, the right chair – comfortable, functional and pleasant to the touch and the eye – ennobles the worker, supporting them every day.

In 1975 Luigina Serafin establishes her sole proprietorship; in the early 1980s the Serafin–Milani couple develop their first prototypes and produce seating together on a subcontract basis.

The Family. The Women

The family grows: alongside the eldest daughters Francesca and Giuliana, Nicoletta is born in 1975. Their playground is the upholstery workshop near home, where they learn the gestures of the craft almost as a game.

In 1986 the sole proprietorship becomes Tappezzeria Serafin e Milani Snc. As work increases, Francesca and Giuliana decide to put their talents at the service of the company.

The run-up

Space expands: in 1981, with help from his ten brothers, Rino builds a new factory. To improve production, he relies on his inventor's temperament. At night he designs new machines so ingenious that they are later copied by others. Even today, some of "Dad's little machines" are still preserved and working in the company.

This enables Serafin e Milani to evolve from subcontractor to producer of best-selling products for its clients, triggering growth in reputation and revenue that leads to the next step: the purchase of a new building in Meolo (Venice) in 1989

The leap

On 1 January 1993, the Meolo headquarters is inaugurated. The first international contacts arrive, particularly with France and Paris, which remain key markets. In 1997 Milani Srl is established and the company expands rapidly.

In the early 2000s, Nicoletta Milani completes university and joins the company, launching a process of reconversion and development.

Crisis and development

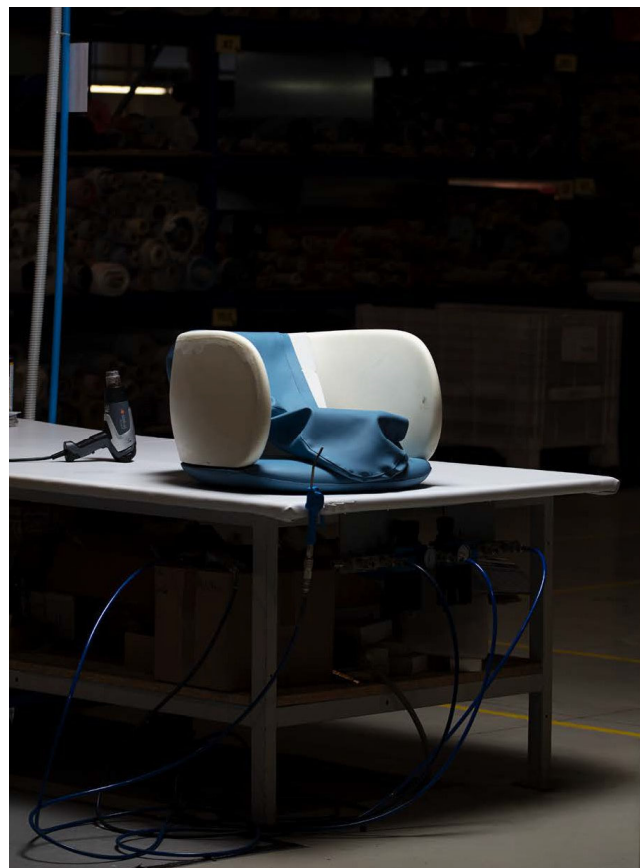
The 2002–2003 period is challenging for the Italian market, under pressure from foreign production. A crisis that also brings new opportunities. Milani decides to focus on in-house production, evolving from subcontractor to product editor with its own original catalogue. The strategy proves successful: in 2006 turnover increases by 60%.

In 2009 collaborations with architects and designers begin. International markets are accelerated, starting with Europe. A shared showroom opens in London in 2010, followed by New York in 2016.

Present e future

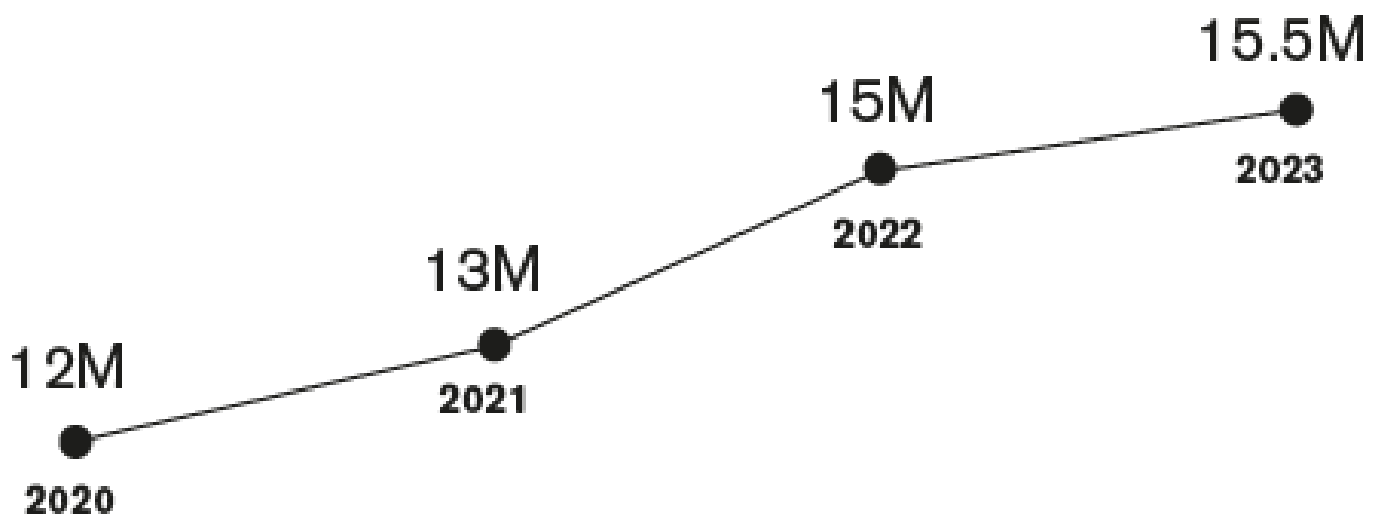
Forty years after the founding of Luigina Serafin's sole proprietorship, in 2015 the new headquarters in Roncade (TV) opens, hosting production and offices. The Meolo facility is converted into a showroom and client reception space.

In 2018 Milani presents a new catalogue with innovations for the office and beyond, expanding into the contract universe. In 2020 a new exhibition space opens in Milan's Brera Design District as part of the Pianca & Partners contract hub. In 2021 Milani seating enters the residential world.



MILANI today

Turnover



The years following the Covid period represented a very particular phase for MILANI, influenced by the extraordinary situation that affected all economic sectors. The furniture market responded in different ways depending on the segment: the residential and healthcare sectors recorded double-digit growth, while the contract and office segments, in which MILANI primarily operates, experienced a decline in turnover and a slower recovery.

Despite these challenges, MILANI was able to respond gradually. In the 2020–2021 biennium, the company limited its losses compared to other players in the sector, thanks to a solid Italian market base made up of small retailers and significant contracts secured with major organisations such as Telecom and the University of Ferrara. In 2022, MILANI's turnover approached pre-Covid levels, supported by international orders in the contract sector. However, the year was marked by a significant increase in raw material costs, which created difficulties both in absorbing these increases and in sourcing materials, leading to delays in deliveries.

Part of the growth in turnover was driven by adjustments to selling prices, which increased by 7% in both 2022 and 2023.

In 2023, MILANI consolidated its turnover at €15.500.000 million, representing an increase of 6% compared to 2022 and slightly exceeding 2019 levels.

In recent years, the company's EBITDA has remained stable in the range of 7% to 8%. In addition to addressing the challenges posed by the pandemic, MILANI has implemented its planned development strategies, focusing on a shift in its customer base, investments in more sophisticated products, and the recruitment of new personnel with specialist expertise.

2024 proved to be an uncertain year for MILANI, affected by international tensions and the risk of further increases in raw material costs. The company expects to close the year in line with 2023, supported in part by contracts awarded by the public sector, including projects for Poste Italiane and Telecom. During the year, MILANI invested in the recruitment of personnel to strengthen key strategic areas, in the achievement of environmental and product certifications, and in the development of new products in collaboration with Italian designers, with the aim of promoting Made in Italy on a global scale.

The furniture sector is increasingly oriented towards the development of high-quality design products, capable of offsetting higher production costs through greater profitability. For this reason, many entrepreneurs are seeking to join larger groups, while foreign investment funds are showing growing interest in Italian furniture companies, recognising the potential of Made in Italy and supporting MILANI in its growth and development strategy.

In addition, MILANI increasingly recognises the strategic importance of human resources management and the creation of comfortable working environments in enhancing overall business productivity. As a result, a portion of the company's investments is dedicated to staff training and wellbeing, as well as to the improvement of working spaces.

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Numbers



50

Company age

2

The offices in
Roncade and Meolo

40

The company's
average age

2

the
showrooms

150.000

the products made
each year

270

the finishes

110

the available
models

112

the export
countries

10%

average annual
growth

50%

Italy
markets

50%

foreign
markets



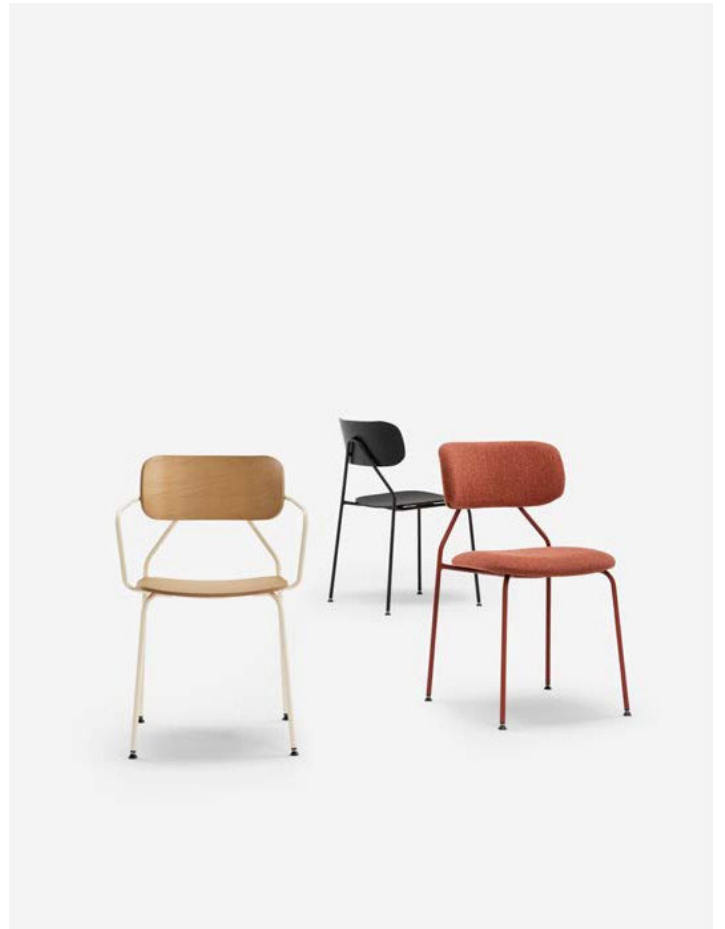
MI

PRODUCTS

Milani

Few pieces of furniture pose as much of a design challenge as the bistro chair. Njuta – a Swedish word meaning to savour, to fully appreciate – is Alessandro Crosera's answer to the puzzle of an object that must be comfortable, foster conviviality and, at the same time, define the space in keeping with the spirit of its time.

Design
Alessandro Crosera
2025



NJUTA

Milani



Milani



Milani

The visual lightness of an origami inspires Hibi, which in Japanese 日々 means “day after day”. The new seat designed by Margherita Rui for Milani is conceived to leave its mark, simple and poetic, in any type of setting: from contract to residential, from working environments to the home. A synthesis of delicacy and strength, Hibi’s design stands out for its slender shell, which evokes the light yet decisive folds of an origami.

Design
Margherita Rui
2025



HIBI

Milani





A sustainable project, designed to last, Hibi is fully removable and disassemblable: every component can be separated and recycled at the end of the product's life cycle. The studs that secure the upholstery can be unscrewed, recycled or reused, while the shell and frame are designed to be easily dismantled, separating metal and wood. A design gesture that makes sustainability an intrinsic value, not an added one.

Milani

It is not just another armchair that embraces you — Folda is an embrace itself. With its anthropomorphic appearance, it seems to lift and reach out towards the guest: a vibrant invitation of empathy, the joyful frame of an act that is about to happen.

Folda is the new series of lounge armchairs designed by Alessandro Stabile for Milani's 2025 catalogue, published on the occasion of the company's fiftieth anniversary.

Design Alessandro
Stabile 2025



FOLDA

Milani



Milani

Astrid is a series consisting of an armchair and a two-seater sofa in wood that reinterprets the design of the 1960s with a contemporary vocabulary. In its simplicity, it is rich in details. The legs, with their distinctive trapezoidal shape, evolve from a circular section to the figure of an organic rectangle, widening towards the floor with the solidity of an elephant's leg, giving the seat character and stability.

Design
Matteo Zorzenoni
2025



ASTRID

Milani

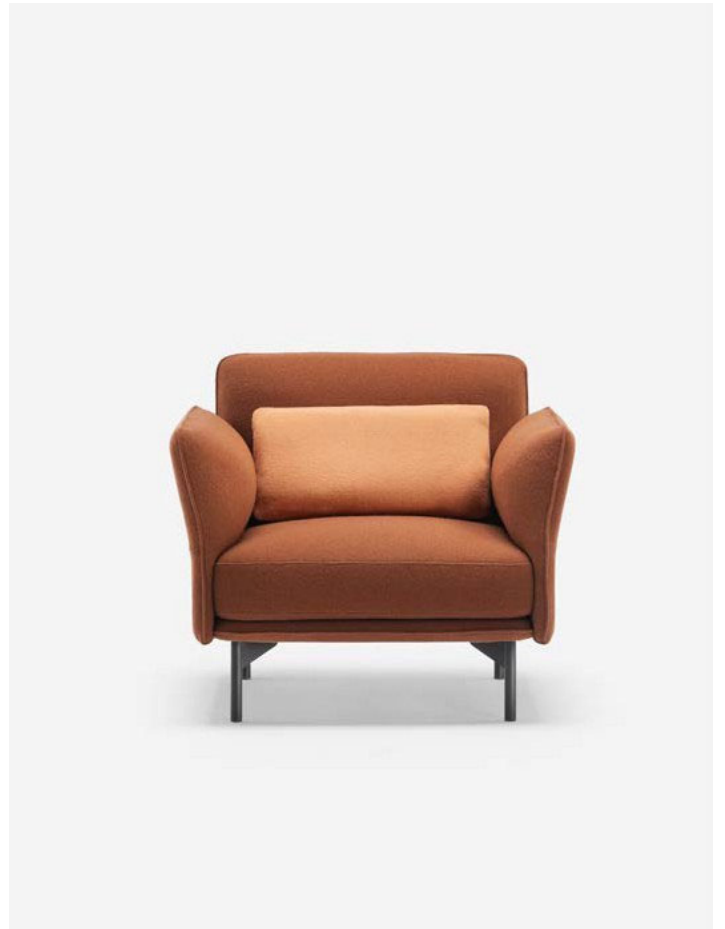




Milani

An unconventional approach, capable of breaking stereotypes, is at the heart of Dada: the family of armchairs and sofas that the Meneghello Paoletti studio has designed for Milani, bringing the company into the realm of irony and measured provocation. It is no coincidence that the collection takes its name from the most irreverent avant-garde movement of the last century.

Design
Meneghello Paoletti
2025



DADA



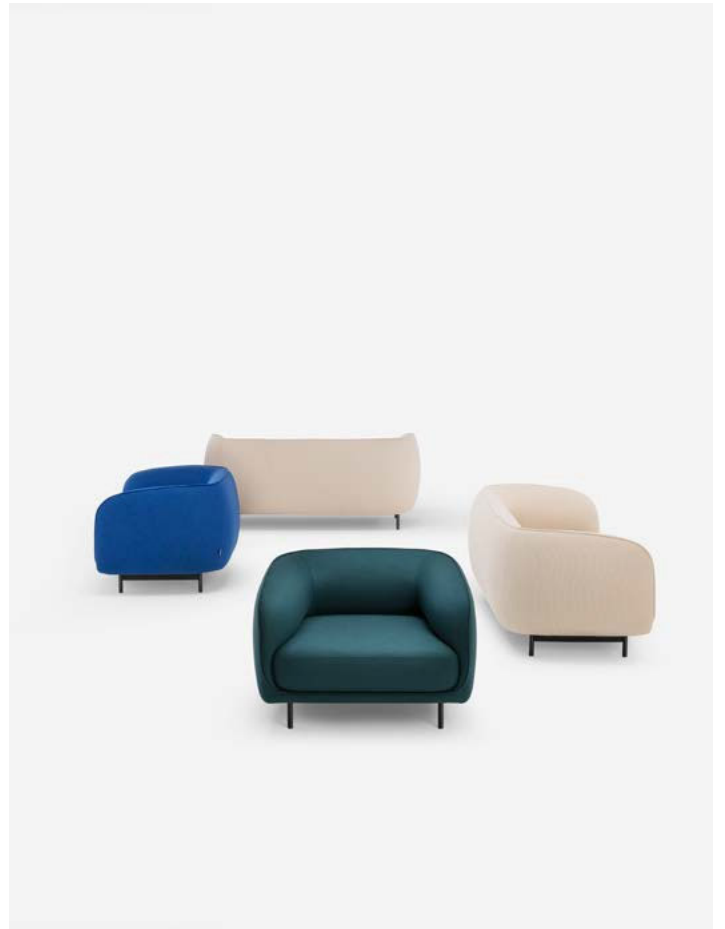


Milani

Inspired by the enveloping and protective shape of a hull, Hull translates the rigour of contract design into a welcoming dimension close to the warmth of domestic space.

The collection of armchairs and sofas designed by Skrivo for Milani encloses and protects within itself, just like the structure of a boat.

Design
Skrivo
2025



HULL

Milani





Milani

Frida is a compact and extremely comfortable armchair, characterised by soft, harmonious shapes. The detail of the piping, stitched tone-on-tone with the upholstery, defines its silhouette with the same care dedicated to residential furnishings. The metal legs, available in a variety of colours, are inserted into the armrests, enhancing its refined design.

Design
Matteo Zorzenoni
2025



FRIDA

Milani





Milani

Its name says it all: Type One is the first table collection in Milani's production history. Designed by Alessandro Crosera – already the creator of the People family for the company – it was conceived to complete the catalogue of the Venetian brand with a project realised according to the principles of democratic, high-quality design.

Design
Alessandro Crosera
2025



TYPE ONE

Milani

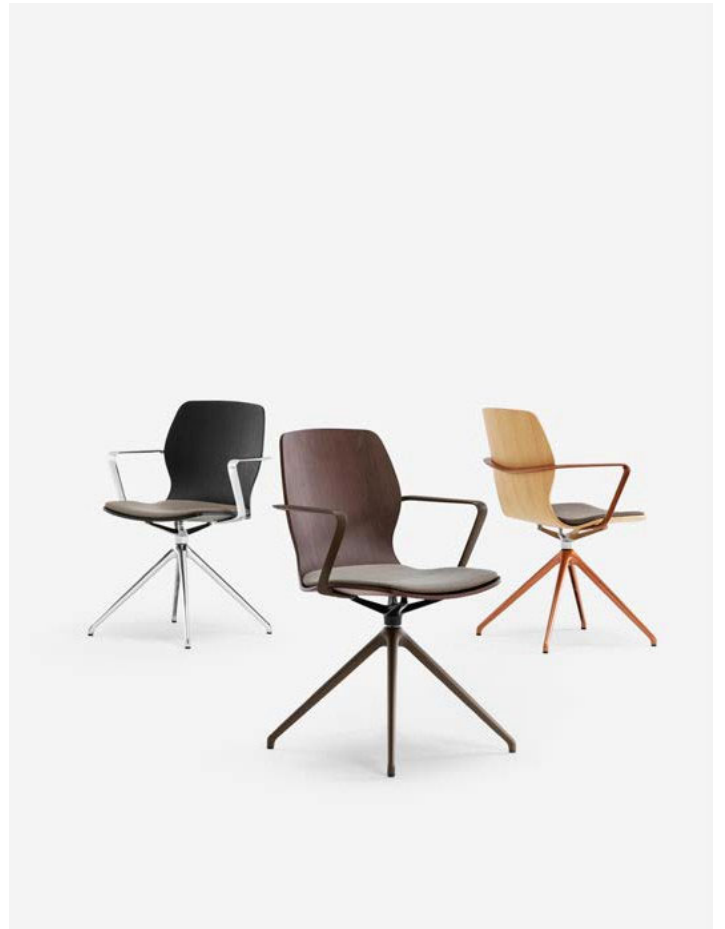




Milani

An evolution of the MI Chair, designed in 2022 by Giovanni Ingnoli, MI Wood retains the ergonomic lines, versatility and details of the original, taking the aesthetic in a warmer and more natural direction through the use of wood. The chair is a refined and practical all-rounder that responds to the fluidity of contemporary spaces, adapting to any environment – from the office to contract settings and the home – to support the body at every moment of the day.

Design
Giovanni Ingnoli
2025



MI WOOD





MI

PROJECTS

MI Projects

University Teaching Centre

Ferrara - 2023

Project: Metroplan

Product: Tam, Seed, Shock, custom projects

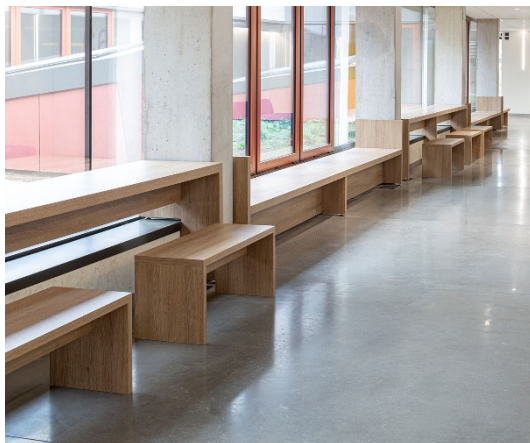
Project, not just product: for the new University Teaching Campus of Ferrara, we acted as the general contractor, creating the fit-outs for all spaces and using both bespoke solutions and catalogue products.



The workstations in the teaching classrooms are custom-made: equipped with a spring-operated folding mechanism with automatic return and a plywood work surface that also folds up, they feature an extruded aluminium frame, with a shaped plywood base and backrest..



The wooden structures overlooking the first-floor rooftop garden were also specially designed, with varying heights to create benches, tables and stools suitable for breaks or meetings with a view of the greenery.



Ph. Eye Studio

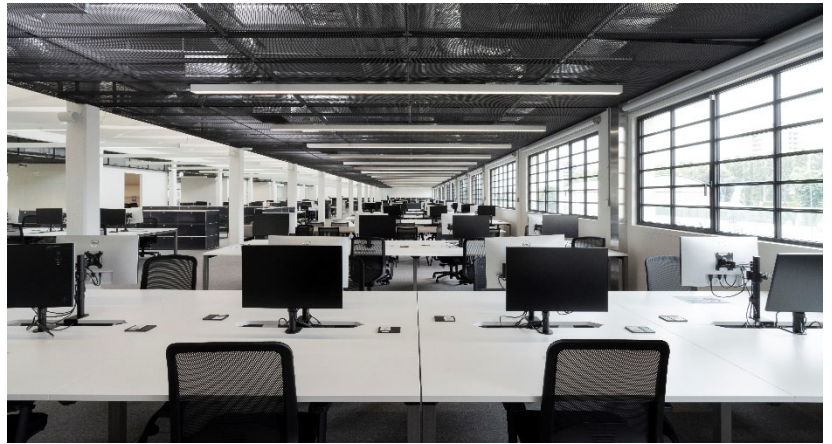
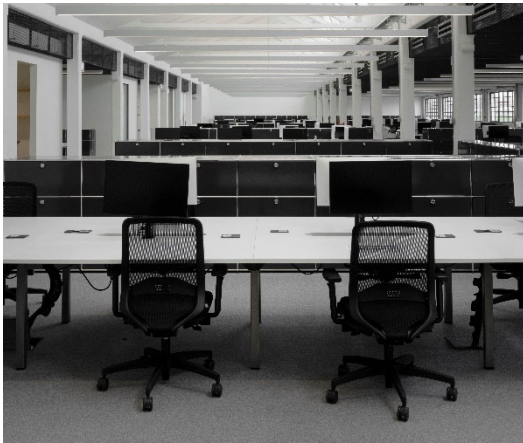
MI Projects

WPP Campus

Milano - 2021

Project: BDG architecture & 967arch
Product: Bali

The ultimate in comfort for everyday work. The WPP Campus in Milan, the cutting-edge Italian headquarters of the world-leading group in marketing and communication services, chose 1,200 Sem-Milani seats to accommodate its employees.



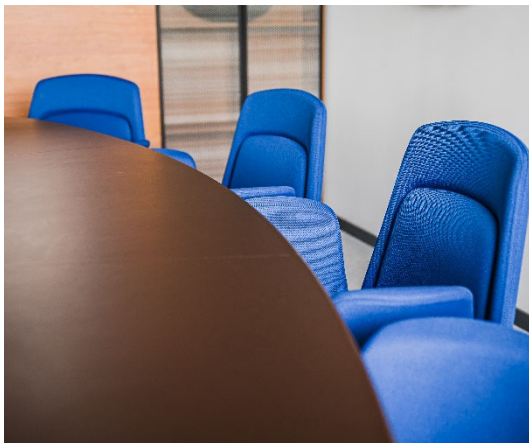
Ph. Andrea Martiradonna

Camac Space

Lubiana - 2022

Product: Nordic

Work like you're at home with Nordic. The meeting chair designed by Baldanzi & Novelli welcomes the coworkers of the new project by Camac Space: the offices of an international logistics company, created in Ljubljana by the Slovenian studio that also has offices in London and Berlin.



Ph. Luka Rudman

MI Projects

Francu

Galați - 2024

Project: Gruppo Building
Product: Zed, Sky, Wendy, Nuvola,
Nesis, Shock

In Galați, the capital of the district of the same name in Romania, the dealer Omifa has completed the new headquarters of Francu, one of the country's most important integrated service companies in the maritime and energy sectors.



Ph. Cosmin Atanasiu

Marco Polo Airport

Venice - 2020

Product: Nordic Lounge, People

Comfort takes off with our seating chosen by Venice Marco Polo Airport, ranked among the ten best Italian airports according to ParkVia. The Nordic lounge welcomes guests waiting in the Marco Polo Club VIP lounge. People Sofa and People Set furnish the 'Milione – Globetrotters only' area, reserved for members of the Club il Milione, created for the frequent flyers of Venice's airport.



Ph. Studio Nova

MI Projects

Gruppo Building

Milano - 2021

Project: Gruppo Building
Product: People

People embraces the extroverted spirit of the new Milan headquarters of the Building Group and Boffa Petrone & Partners. Customised in red fabric and grey-blue two-tone versions, the seats stand out against the neutral tones of the other furnishings as the focal point of the entire open space.



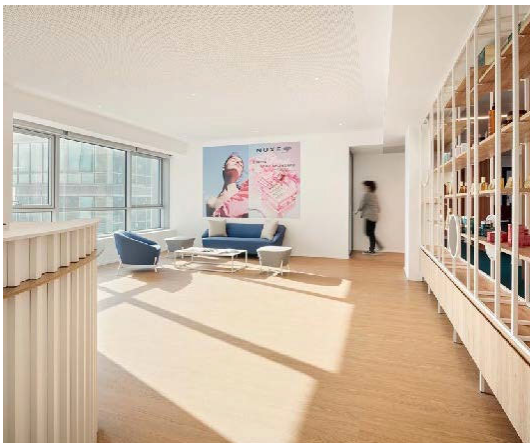
Ph. Ottaviano

Nuxe Laboratoires

Milano - 2021

Project: Tétris
Product: Nuvola

NUXE, the French brand specialising in natural cosmetics, chose the entire Nuvola collection for the wellbeing of guests and employees at its new Milan headquarters.



Ph. Davide Galli

MI Projects

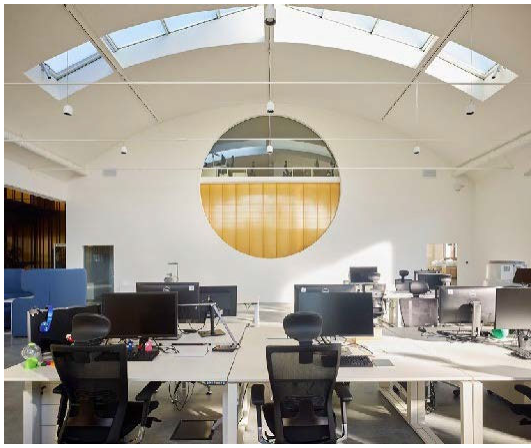
Develer

Campi Bisenzio - 2019

Project: MDU Architetti

Product: People, X-Chair, Nuvola, Lois

In Develer's new headquarters – a social open space designed to foster the spirit of openness that has always guided the company – offices, meeting areas and relaxation zones are all “made in Milani”.



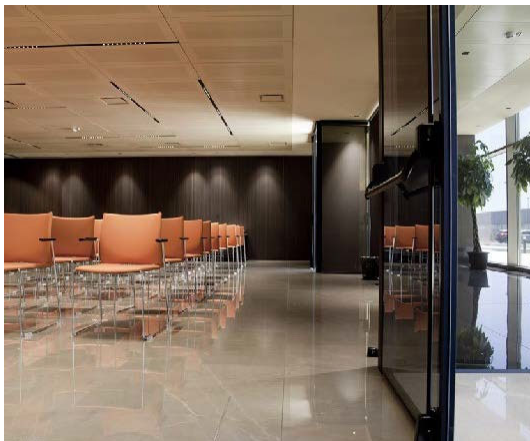
Ph. Pietro Savorelli

Caffè Motta

Salerno - 2019

Project: Granese Architettura & Design
Product: Adalia, Celine, Liliè, Mirò Terre,
Zed, Wendy

Caffè Motta chose a wide range of Milani solutions for its office headquarters in Salerno, designed by Granese Architettura & Design, a studio specialising in contract and retail architecture: a perfect blend of operational functionality, formal representation and warm hospitality.



Clients

**MILANI has collaborated
with:**

ARMANI



Giovanni Rana
RANA



Posteitaliane



IVECO



UNIVERSITA
DEGLI STUDI
DI TORINO



POLITECNICO
MILANO 1863



**CONSIGLIO REGIONALE
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